



THE
ASHKIN
GROUP, LLC

The Green Cleaning Experts

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For Immediate Release
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Dying Green

Bloomington, IN - March 25, 2011 - Usually when we discuss Green and sustainable issues, "[they apply] to things that make our lives healthier [and] more prosperous, with a reduced impact on the environment," according to Stephen Ashkin, President

of [The Ashkin Group](#) and long known as the "father of Green cleaning" in the professional cleaning industry.

Now it appears Green and sustainable also apply to dying.

According to new research presented at the international conference of



the Royal Geographical Society, which promotes the study of geography, Britain now has more Green burials and more Green burial sites than any other

country in the world.

In 1993, there was only one Green burial site in the U.K.; today there are more than 200.

In the United States, where Green burials are also becoming more common, there are about 20 Green burial sites currently operating or under development.

A Green burial ensures that interment of the body is done in a biodegradable casket or shroud or even a favorite blanket of the deceased. No embalming fluid, concrete, or similar materials that might harm the environment and are customarily used in a conventional burial are employed.

The body is laid to rest in what is termed a Green cemetery, which is more like a forest preserve than a traditional cemetery.

According to Ashkin, a Green burial is not a form of cremation; instead, the body is kept intact and simply laid to rest underground.

"The growing interest in Green burials should not be surprising," adds Ashkin. "As more people become

concerned about the environment and sustainability, it's only natural that they would want their final resting place to be Green and sustainable as well."

Steve Ashkin is available for interviews, presentations, and commentary on Green Cleaning-related issues, sustainable buildings, industry trends, and facility management. He may be reached by calling (812) 332-7950.

About Stephen Ashkin and The Ashkin Group

Stephen P. Ashkin is president of The Ashkin Group, a consulting firm specializing in greening the cleaning industry and CEO of Sustainability Tool LLC, an electronic dashboard that allows janitor companies to measure and report on their sustainability efforts.

He is also coauthor of both *The Business of Green Cleaning* and *Green Cleaning for Dummies*.

Ashkin has worked in the cleaning industry since 1981 and has held senior management positions in leading consumer and commercial product companies. He began his work on Green Cleaning in 1990 and today

is thought of as the "father of Green cleaning". For more information, visit www.AshkinGroup.com.

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