



Newsflash

Business Achievement Award - The Canadian American Business Council has selected **Virox Technologies Inc.** and **JohnsonDiversey Inc.** to be awarded the prestigious **Business Achievement Award** for their collaboration in developing and distributing a safe and environmentally-friendly hydrogen peroxide based disinfectant.

50th Business Anniversary - S.K. Sanitary Specialties, Vancouver, British Columbia, has reached their 50th business anniversary. " This is a landmark Anniversary that will never come again. We intend to celebrate it with

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GREEN: The Big Picture

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By SCOTT McDOUGALL

With the excitement in the janitor industry regarding 'green' cleaning, it is important for us to realize that making our world healthier requires much more than just using environmentally-preferable cleaning products. Indeed, for a facility to be green involves, among other things, the use of more

pride."
Congratulations !

WFIM - Entrepreneur of the Year Award - **Debra Bradshaw**, technical consultant at **Zep Manufacturing**, has been presented with the **Woman in Food Industry Management's (WFIM) Entrepreneur of the Year Award**.

Scott Paper Renamed to Kruger Products -

Kruger Inc., with operations across North America and more than 10,000 employees has announced that it will be re-naming its **Scott Paper division to Kruger Products**. The announcement is the culminating highlight of a three year, re-branding initiative conceived to create an entirely new and all Canadian banner - Kruger Products.

CanClean 2007 (May 2-3) - **CanClean 2007**, at the **Direct Energy Centre, Exhibition Place, Toronto**, will attract professional cleaners, facility managers, health care, hospitality and institution personal to two day trade show." Educational seminars are going to be outstanding

environmentally-friendly paints, carpets, wall coverings, HVAC systems, plumbing as well as cleaning products. The old expression that something is only as strong as its weakest link definitely applies here. For example, as admirable as using green cleaning products may be, if the paints used in the facility release significant amounts of volatile organic compounds (VOCs) – which can mar indoor air quality, water, soil and human health – how much are we really helping to protect the environment? Recently, public health officials at Harvard University found that refinishing a greener, hard-surface floor that has reduced VOCs (itals)just once (enditals) with a non-green floor care product may release more VOCs than the floor will release in its entire life cycle. This essentially defeats the purpose of installing green flooring.

"says Diane Gosling, Show organizer and Executive Director of the Canadian Sanitation Supply Association. Mark your calendars - MAY 2 & 3. On line info at cssa@cssa.com or call 416 620-9320

The Evolution of Green Buildings

The development of healthier buildings has its roots in the early 1970s when the United States, as well as other countries, experienced the world's first energy crisis. Soon thereafter, commercial buildings were built to be "airtight," to reduce the amount of outdoor air entering the building. This helped reduce the cooling and heating needs of the facility, thus saving energy. However, soon some building occupants complained of headaches, respiratory problems, allergic reactions and other ailments. Investigations revealed that the airtight buildings had harmed indoor air quality causing VOCs and other contaminants from such materials as paint, insulation, wall coverings and carpets to become airborne, and re-circulate throughout the facility. Although little

attention was paid to the cleaning products used at the time, the problems led to increased research into developing new building materials that would be safer for people and the planet.

Over the years, and with the encouragement of organizations such as the Environmental Choice Program™ (ECP), building and cleaning products were introduced that were healthier with significantly reduced amount of VOCs and other potentially harmful products.

However, the process did not stop there. Instead of just developing products that were “less bad,” manufacturers were encouraged to create products that were made of healthful, sustainable materials that could be safely returned to the soil or reused by industry for the same or other purposes.

Examples of this are new, more advanced types of carpeting that can be fully and

safely recycled
or reused to
make new
carpets or
products. The
result is products
that not only
protect health
and the
environment, but
fit in with the
cycle and
biology of life as
well.

**Certification
Builds Trust**

Although there
has been some
government
regulation
mandating the
development of
products that
have minimal
negative impact
on the
environment,
much has
occurred
because of
increased
customer
demand. This is
especially true of
green cleaning
products.
However, how
can consumers
be sure the
products they
use, whether for
cleaning or
construction, are
indeed more
environmentally
preferable? How
certain are the
distributors that
the products they
are selling will
really protect the
health of their
customers? And
what parameters
are available –
and widely
honoured and
accepted – to
help

manufacturers develop products that are green with minimal adverse affects on the environment? To answer these questions, end the uncertainty, and encourage the development of environmentally preferable products, some type of widely respected certification system had to be established. This is a role that ECP and a very few other organizations have performed for several industries, including the jansan industry. When a product is certified by ECP, it may display the EcoLogo label. This provides validation that the product is environmentally preferable, building the trust the manufacturer needs to market to a potentially skeptical marketplace – one that is increasingly demanding green products. Indeed, studies have found that more than 97 per cent of those manufacturers and other participants that have certified their products and bear the

EcoLogo report
an increase in
sales.

**What Does This
Mean for the
Jansan
Industry?**

Protecting the
health of
building
occupants and
the environment
involves many
interwoven
products and
services, and,
although
significant,
green cleaning is
not the only
component.

However, the
jansan industry
is playing a
crucial role in
the greening
process.

This is because
jansan
distributors as
well as building
service
contractors now
do much more
than sell their
customers
products or clean
their facilities.

They are
becoming
advisors, helping
their clients
build and
operate more
environmentally
preferable
facilities.

A recent
example of this
involves a major
Vancouver hotel.
Although the
hotel had been
moving in a
greener direction
for quite some
time, its
corporate
customers began

asking in what ways the facility was operated in an environmentally preferable manner.

Apparently these customers decided they wanted their employees and guests to stay in healthier hotels.

To help green the facility, the head of housekeeping turned to his jansan distributor, who represented several manufacturers of green cleaning and other products. In this situation, the distributor became guide, counsellor and educator. He also worked with the hotel housekeepers, teaching them how to use the products so that they are safer for the user and the environment.

We see this happening in other situations as well. For many of us, this is all exciting.

The jansan and other industries are laying the foundation for a healthier and more ecologically friendly future.

And, for the jansan industry, this direction has many specific benefits as well.

Most significantly, it is elevating the role of the industry, whose contribution to the health and well-being of its customers has never been clearer.

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