

From Enviro-Solutions

Distributor Survey Investigates Green Cleaning Issues



Mike Sawchuk is Vice President and General Manager of Enviro-Solutions.

A survey of distributors and distributor sales reps (DSRs) for Enviro-Solutions, manufacturer of green cleaning chemicals, were asked a variety of questions regarding their selling experiences with green cleaning chemicals and products.

The survey was completed during the last week of May 2011. Altogether, 154 people either started or completed the survey.

As to the type of facility most likely to use green cleaning products, the respondents indicated schools led (50 percent); with government offices coming in second (29 percent).

Least likely to use green cleaning products were privately owned office buildings (49 percent) followed by hotels (19 percent).

Among the other issues addressed in the survey were:

- **Fifty-two percent responded it is “very” important to their customers that the green cleaning chemicals used be certified by EcoLogo™, Green Seal®, or DfE*;**
- **Nearly 86 percent of the distributors/DSRs indicated it was very important to them personally that the products they offer be green certified; and,**
- **A very large number, 79 percent, reported their customers are still confused about green cleaning and what it means to be green.**

Two additional questions involved the use of bio-based and bio-enzymatic cleaning products.

About 53 percent of the respondents indicated their customers are “somewhat” aware of what bio-based cleaning products are. However; 73 percent answered their customers have only “somewhat” of an understanding of what bio-enzymatic cleaning products are.

“Bio-based and bio-enzymatic cleaning products are certainly not new,” says Mike Sawchuk, vice president of Enviro-Solutions. “However, now that some have been green certified, more end-customers are being introduced to them as a green cleaning [chemical] alternative.”

Enviro-Solutions (www.enviro-solution.com) is a leading manufacturer of Proven Green, environmentally preferable cleaning products. An ISO-9001 certified company, Enviro-Solutions was established in 1994 with focused goals: to develop and market a superior line of environmentally preferable cleaning products and solutions. Using advanced technology, the company manufactures products that offer safety, health, and environment benefits without sacrificing product performance and are competitive in price.

* U.S. Environmental Protection Agency’s
Designed for the Environment Program.

Visit www.enviro-solution.com or call toll-free: 877-674-4373 for more information.