

Cleanlink News November 1 2006

Pro-Link Introduces the Pro-Link Green Program

Pro-Link announced a new program, which specifically targets Green cleaning, for their 70+ jansan distributor members and customers.

The Pro-Link Green Program was developed over the past year through collaboration with several of the industry's leading experts in Green cleaning and training development.

According to Mike Nelson, VP of Marketing for Pro-Link, the program is designed to take a "big-picture" approach to Green cleaning and the use of environmentally preferable products and systems.

"We want our members to clearly understand what Green cleaning is all about so that they can advise their customers on how to incorporate Green cleaning into their facilities and take advantage of its health, productivity, and cost saving benefits," Nelson says.

Nelson adds that the Pro-Link Green Program's main objective is to educate Pro-Link's members and their customers about Green cleaning. For instance, the program covers such topics as:

- The history of Green cleaning and the important factors driving its growth.
- The industry groups and organizations impacting the incorporation of Green cleaning.
- Viewing Green cleaning as a system, which includes facility assessments, analysis, implementation, planning, and, most importantly, training.
- Identifying key prospects for a Green cleaning program and meeting their specific needs.

"We have also developed customized Green cleaning training charts for the ten most common cleaning tasks," says Nelson.

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"These can be used in all types of facilities and parallel the guidelines established by both Pennsylvania and the state of New York on how to clean in a Green manner."