



## **JanSan Altruism Less Harm, More Good And Restorability**

Recently at a presentation, I was asked what I thought was the future of green cleaning. As most of us know, green cleaning has evolved over the years.

I answered that originally the goal — maybe the only one at the time — of green cleaning was simply to “do less harm.” The idea behind this was that by reducing the negative impacts typically caused by some of the ingredients found in conventional cleaning products, we would create a healthier environment for the cleaning professional, building users and the environment.

In recent years, we have taken this concept to the next level. We still wish to do less harm, but no longer is that our only goal or even necessarily the one with the greatest emphasis. Now, we are putting as much, if not more, focus on “doing more good” by using green cleaning products.

This means that we are placing considerable importance on sustainability and the protection of natural resources. This is one reason why bio-based, renewable ingredients such as corn and soy, as well as bio-enzymatic cleaners, will make up a far larger share of future green cleaning “chemical” offerings. It also means that our own business operations will be performed in a more efficient, sustainable manner so that we use natural resources more responsibly and protect the health of our employees. End-users will expect this of us.

And, this is going to evolve as well. Soon, the concept of “restorability” will become core to the professional cleaning industry. Not only will we do less harm and attempt to do more good, we will actively work to restore our environment to an earlier, more natural and healthier condition. This has the potential of evolving into an entirely new industry in which professional

cleaners and JanSan manufacturers can play an active and crucial role. Astute organizations will find there is a market for restoring ecosystems to preindustrial conditions.

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