



## 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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How Green Can You Go?

### **How Green Can You Go?**

*By Mike Sawchuk,  
Enviro-Solutions*

Facility service providers (FSPs) and janitorial distributors must start viewing Green cleaning as a business opportunity. Often, facility managers are turning to these two channels to help their facilities transfer from conventional to Green cleaning systems during the procurement of such products and to execute the actual cleaning duties. The result of this is that the relationships FSPs and distributors have with these clients are considerably stronger

pride."  
Congratulations !

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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**.

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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.

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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

today.

Green cleaning is best implemented when all products and equipment are contributing to a facility's healthy indoor environment. However, it is not uncommon for a facility manager to transfer to Green cleaning in increments – from a very minor, cost neutral level to a much more expanded, holistic approach. And, FSPs and distributors can help with this transfer by recognizing that there are generally three levels of Green cleaning implementation.

### **The Green Step Ladder**

Usually, the first step in transferring from conventional to environmentally preferable cleaning and maintenance systems is by switching to Green cleaning chemicals and paper products. In most cases, this requires little or no added expense for the client and, even though it is just the first step, it can play a significant role in protecting the health of the indoor environment.

Select third-party Green certified products by EcoLogo(M) or Green

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

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Seal®. These products were tested, analyzed and earned certification because they are environmentally preferable, cost effective, and work as well as – if not better than – conventional cleaning products.

Another area of focus is to be careful not to simply switch a few of the cleaning products, but continue using traditional products for the rest of the applications and then stop. The more powerful cleaners such as bowl and urinal, strippers, carpet extraction, carpet spotter, odor eliminators, etc. should also be switched. EcoLogo and Green Seal have criteria and certified products for all these applications.

Paper products should also be certified or meet the standards set forth by the U.S. Environmental Protection Agency. These standards require paper products to contain recycled materials and are processed without the use of bleach or its derivatives.

Level two of transferring to Green cleaning and maintenance systems is much more involved and requires the selection of environmentally preferable cleaning tools

and equipment, including carpet extractors, vacuum cleaners, floor machines and other products.

Microfibre cloths and mop heads, which use less chemical and are more absorbent than conventional cleaning cloths and mop heads, are examples of less expensive Green tools.

A common problem often overlooked is that a great deal of the soil entering a facility is walked in from the outside. Therefore, taking steps to keep this soil and other contaminants from entering the facility, such as strategic and sufficient mat placement, reduces the facility's cleaning needs as it works to keep the indoor environment healthy. Incorporating a high-performance matting system throughout a facility can trap up to 80 per cent of the soil and is also required in a Green program.

However, some expensive tools, such as enhanced air-filtration vacuum cleaners, are necessary in level two. These machines have a significant positive impact on indoor air quality. Additionally, machines certified by the Carpet and Rug Institute are tested and proven to

be very effective at soil removal and also help improve the appearance of carpets.

Selected floor machines must have built-in vacuum systems and shrouds over the base of the unit to trap and contain dust particulates while performing floor care tasks. Chemical dilution systems are also important because they optimize chemical product use, which assures that just enough chemical is used for satisfactory cleaning – a crucial component of Green cleaning.

Extractors used in a Green cleaning program must be low-moisture machines and should be able to heat cleaning solution/water to over 200 degrees Fahrenheit. Low-moisture machines, as the name implies, use less water – approximately one gallon per minute – compared to conventional extractors, which can use as much as four gallons. Less water improves carpet drying time, which minimizes the possibility that harmful mould or mildew will develop. And, hot water plays a crucial role in improving the effectiveness of the carpet cleaning chemicals. This means

less chemical may be necessary.

The final and highest step in Green cleaning implementation, level three, takes more of a holistic view of the facility. This entails viewing the entire operation and maintenance needs of the facility, including:

- The adoption of pest management systems that use few or no pesticides.
- Enhanced filtering systems on HVAC units.
- Landscaping that minimizes water use.
- Recycling programs.
- The installation of touchless restroom fixtures.
- Proper ventilation of janitorial closets and proper product storage of cleaning tools, chemicals and equipment.
- Formation of a stewardship program so that building managers, occupants, as well as FSPs and distributors play an ongoing monitoring role in a facility's Green

cleaning  
implementation.

## **CUSTOMER BENEFITS**

Another issue that will also benefit the relationships of FSPs and distributors with their clients, as mentioned earlier, is when customers see the tangible results of Green cleaning in the form of cost savings. Depending on the level of the program, customers can expect to see “dollar gains” and savings in areas such as:

- Reductions in operating costs, especially waste removal, water and energy.
- Rebates and tax benefits through local, state and federal government programs.
- Less worker absenteeism as well as improved worker productivity and morale.
- Reduced workers’ compensation claims and reduction of insurance costs.

And, other savings are possible as well. The Wausau Insurance Company estimates that the installation of high-performing matting systems not only keeps soils from entering the facility, but can also reduce slips and falls by as much as 30 per cent – a savings that can be passed on to building and business owners. And, it is estimated that incorporating Green cleaning and other Green features may save building and business owners as much as \$17 billion to over \$48 billion annually.

In addition to these benefits, customers should realize that going Green makes good business sense. Green mortgage-backed securities are now being formed that offer building developers and business reduced financing if Green cleaning and other environmentally preferable systems are incorporated. Already, a Green bank has been started in San Francisco, CA, that only loans money to facilities and businesses that meet specific Green standards.

Along with financial benefits, we must also keep in mind that we are

helping to protect our planet by reducing air and water pollution. Although it is difficult to quantify our role, it is hard to deny the significance of improving our processes in order to minimize the environmental impact.

For these reasons and others, cleaning professionals should always view Green cleaning as not only a business opportunity, but a social opportunity as well. We are helping customers save money in a variety of ways, while minimizing the impact cleaning has on people, the cleaning staff, occupants and visits to the facilities as well as our environment, and, therefore, solidifying our relationships with our clients.

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