

**TORNADO INDUSTRIES
INNOVATIVE CLEANING SYSTEMS**

Press Release

FOR IMMEDIATE RELEASE
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**CUSTOMER INTEREST IN
GREEN CLEANING QUESTIONED**

Results of Tornado e-Poll Called “Surprising”

As Green cleaning’s popularity continues to soar, a new poll appears to question if using environmentally preferable cleaning products is of greater interest to jansan manufacturers and distributors than to the customers of building service contractors (BSCs).

The poll is the first *Tornado e-Poll* conducted by jansan manufacturer Tornado Industries. According to Jolynn Kennedy, Tornado’s marketing director, one of the goals of the e-Poll is to survey industry members regarding trends and developments in the industry. The e-Poll is included in the company’s monthly newsletter, distributed to more than 3,000 people throughout the United States.

Participants were questioned as to how many of their customers have asked to switch from conventional to Green cleaning products. Sixty percent responded “very few;” twenty percent indicated more than half; and twenty percent reported that a “quarter to about half” of their customers request environmentally preferable cleaning products be used in their facilities.

The *Tornado e-Poll* also asked BSCs if their customers were aware of certifying organizations, such as EcoLogo^M and Green Seal[®] or the Carpet and Rug Institute’s Green Label and Seal of Approval Programs. The results are as follows:

Almost all:	20 percent
Quiet a few:	20 percent
Very few:	40 percent
None:	20 percent

Similarly, when asked if their clients were seeking LEED (Leadership in Energy and Environmental Design) certification, the cleaning professionals answered:

Yes:	20 percent
No:	40 percent
Do not know:	20 percent

“It almost makes you wonder if Green cleaning is of greater interest in the boardrooms of manufacturers and distributors than in the millions

of facilities cleaned every day,” says Jim Hlavin, head of Tornado’s Business Development division. “However, we know the interest in Green cleaning, sustainability, LEED certification, and similar measures are growing considerably. It is just beginning to blossom.”

The final question asked the BSCs about their sources of information about Green cleaning. According to the survey, 80 percent indicated they get most of their information from jansan trade publications. The remaining 20 percent answered that their information source is primarily their local jansan distributor.

For more information on the survey or the *Tornado e-Poll*, contact Robert Kravitz at info@alturasolutions.com

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Image: Tornado e-Poll

Survey Methodology:

- Database of end users provided by Tornado Industries; survey conducted by AlturaSolutions Communications, Chicago, Illinois, using a Web-based survey service.
- The survey was conducted from November 2006.
- E-mail invitations were sent to approximately 3,000 jansan distributors via a monthly newsletter with 141 responding at the time of this release.

- The survey has a confidence interval of 95 percent. This means that even if a larger number of similar recipients had responded, there is a 95 percent chance the survey results would still be the same.
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Additional Tornado News may be found at:

http://www.tornadovac.com/company_profile/in_news/in_news.asp

Available For Interviews And Industry Commentary:

Tornado Industries President Michael Schaffer is available for interviews and industry commentary by calling (708) 867-5100

About Tornado

Tornado Industries has been designing and engineering quality cleaning equipment for more than 75 years. The company has a long history of developing innovative products and applying the latest technology to increase productivity, reduce costs, and improve safety. Tornado prides itself on always being on the cutting edge of floor care cleaning solutions.

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