



The Ashkin Group

News Release
For immediate release
November 10, 2009

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Ashkin Newsletter Adds Section for Updating Green Labeling Developments

Bloomington, IN - Nov 9, 2009 - With the publication of the October 2009 issue of "DestinationGreen," the monthly newsletter of The Ashkin Group, a timely, new section has been added.

Called "Green Standards and Labeling," the new section is "intended to make it easier for our readers to keep up with developments regarding Green labeling and certification issues," says Stephen Ashkin, President of The Ashkin Group and long considered "the father of Green Cleaning" in the professional cleaning industry.

According to Ashkin, the goal of most certification programs is to clarify and identify what is and is not a Green product.

This is accomplished by setting standards and then evaluating products to see if they meet or exceed these standards. These might include the following:

- Analyzing a product to see if has an overall reduced impact on the environment
- Use of recycled content in manufacturing and packaging
- Minimal or no use of non-renewable resources
- Reduced waste pollution

ISSA's IBEL Program

Recently at the ISSA/INTERCLEAN® North America tradeshow, the International Sanitary Supply Association (ISSA) introduced its own Green labeling program—the Information-Based Environmental Label (IBEL) program.

Ashkin believes this new program will have a significant impact on the professional cleaning industry.

Green labeling programs provide a worthy service, according to Ashkin. Studies indicate that end customers support these organizations, report that certification labeling has helped ease product selection, and believe the programs have contributed to the growing interest in Green products.

“However, because there are [so] many of these organizations today, with some having differing [Green] standards, focus, and criteria, they may be causing their own confusion,” says Ashkin. “That’s why the goal of the ‘Green Standards and Labeling,’ section is to clarify issues and inform our readers about new and important developments in this area.”

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About “DestinationGreen”

“DestinationGreen” is the only industry newsletter dedicated to helping janitor distributors and other cleaning professionals understand the issues surrounding Green Cleaning so they can better serve the needs of their customers. Each month the newsletter offers a variety of articles that explore the latest news and trends that shape Green Cleaning and its impact on health and the environment.

“DestinationGreen” is available by subscription only. To subscribe, visit: <http://urlPass.com/4edj>.

Steve Ashkin is available for interviews, presentations, and commentary on Green Cleaning-related issues, sustainable buildings, industry trends, and facility management. He may be reached by calling (812) 332-7950.

About Stephen Ashkin and The Ashkin Group

Stephen P. Ashkin is president of The Ashkin Group, a consulting firm specializing in greening the cleaning industry, as well as Sustainability Tool LLC, an electronic dashboard that allows janitor companies to measure, track and report on their facility’s environmental impacts. He is also coauthor of both *The Business of Green Cleaning* and *Green Cleaning for Dummies*.

Ashkin has worked in the cleaning industry since 1981 and has held senior management positions in leading consumer and commercial product companies. He began his work on Green Cleaning in 1990 and today is thought of as the “father of Green cleaning”. For more information, visit www.AshkinGroup.com.