

Solutions for Today's Facility Maintenance Professional

# BUILDING SERVICES MANAGEMENT

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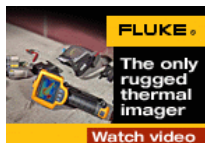


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### Crown Hires Altura for Green PR

FREMONT, OH -- Sixty-five-year-old Crown Mats and Matting, a pioneer in the matting and professional cleaning industry, has retained the services of Chicago-based AlturaSolutions Communications to help promote the company's new Green and sustainable high-performance matting systems.

Headquartered in Fremont, OH, and a division of Ludlow Composites Corp., Crown Mats has been one of the leading manufacturers of matting systems for decades and is often considered a trend setter in the matting industry.

The company is credited with introducing the industry's first walk-off matting system, developed by its founder, R.P. Johnson.

"Now more than six decades later, we have developed some of the Greenest and most sustainable matting systems on the market," says Christopher Tricozzi, vice president of marketing for Crown Mats. "We hired AlturaSolutions as part of our marketing program to help get the word out about these and other Crown products."

AlturaSolutions Communications is an 8-year old communications firm started by Robert Kravitz, specializing in the professional cleaning industry. Kravitz, an author of two books on the industry, formerly operated three building service contracting companies in California.

"Crown has such an excellent reputation in the industry [and] we are proud to be affiliated with them," says Kravitz. "Although a large corporation, they still operate much as they did years ago, as a closely knit, mom-and-pop organization with strong ethics and family values."

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### Building Services Management Spotlights...

#### Going Green: The Benefits of Green Cleaning

Going "green" or being eco-savvy is no longer a trend, but a lifestyle that affects consumer attitudes and behavior, when it comes to how we live, the businesses we patronize and even where we work. Green policies and practices are quickly becoming the norm in the workplace. While there are many green efforts that can benefit a business, one practice that has been gaining a lot of traction is green cleaning because it is simple to implement, it is cost effective and it can help improve your workplace environment.

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