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proof of your importance

In June, *Sanitary Maintenance's* sister publication, *Housekeeping Solutions*, released the results of its Annual Reader Survey, featuring responses from in-house service providers for hospitals, universities, hotels and other facilities. Based on the findings, it's clear that this group of cleaning professionals leans heavily on jan/san distributors.

According to the survey, 75 percent of respondents buy from a sanitary supplier. And in-house cleaning professionals use these distributors to stay abreast of industry trends and information, even more so than associations, industry publications, manufacturers, peers and trade shows.

When looking for product training, safety data sheets, after-hour product availability and bulk purchasing, these end users turn to distributors over manufacturers, online retailers or big-box stores. So, even if you think your customers know your services, it doesn't hurt to reiterate all that you offer.

Currently, the value-added services most in-house professionals receive from distributors are training, discounted bulk purchasing and product knowledge from a variety of brands. These value-adds matter, too. When purchasing products,

67 percent of respondents look for distributor support.

Distributors can also help support end users' green initiatives. According to the survey, 78 percent of in-house managers want to buy or use products from distributors and manufacturers who embrace sustainability — that's 15 percent higher than last year. If you're switching to energy-efficient lighting in your warehouse, LEED certifying your facility, driving fuel-efficient vehicles, recycling or reusing packaging and pallets, or embracing other environmental initiatives, be sure to let your customers know. Also find out what your vendors are doing to benefit the Earth and point end users in the direction of their products.

If you want to see the results from the rest of the survey, become a member of our website, CleanLink.com. By signing up, you'll have access to surveys like this one, our webcast library and other exclusive features.

Speaking of *Housekeeping Solutions*, as of August 1, the magazine has been renamed *Facility Cleaning Decisions*. The name change better reflects the target audience and their ever-evolving roles. **SM**

Dan Weltin

SANITARY MAINTENANCE

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Webcast Archive: Breaking The Chain of Infection

If you missed our recent webcast, "Infection Control: Breaking the Chain of Infection," you can tune in to the archive anytime. In this presentation, Darrel Hicks, author of "Infection Control for Dummies," discussed in-depth universal practices and methods for combating the spread of infection in a variety of settings. Watch now at www.cleanlink.com/webcasts

Using Internships To Attract Young Workers

Jan/san distributors have historically struggled with recruiting young professionals to their companies. In this article, members of the *Sanitary Maintenance* Advisory Board share their insight about using internships as a means of recruitment. Read their answers at www.cleanlink.com/15758sm

Special Online Trade Show Section

ISSA/INTERCLEAN may not be until November, but it's not too early to start planning your trade show experience. Starting Sept. 1, check out *Sanitary Maintenance's* online show guide featuring everything distributors will need to get ready for the 2013 Las Vegas convention. Find seminar schedules, exhibitor listing, new show attractions, networking opportunities and much more. Access it at www.cleanlink.com/issa



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don't let experienced sales reps resist change

To get salespeople on board with new strategies, identify the culprits and root of the problem

By Dave Kahle

QUESTION: My new sales manager is having a difficult time getting our experienced sales force to execute a number of the changes we have implemented in the past year. Any suggestions?

ANSWER: Change is always difficult, particularly with an experienced sales force. I'm reminded of a quote by J. Paul Getty that I sometimes use in my seminars:

"In times of rapid change, experience can be your worst enemy."

It seems that when it comes to change, the more experienced a person is in a certain job or position, the more difficult it is for him or her to change.

However, that in no way excuses the need to change. Lots of things in life are hard, and lots of things in your job are hard. So what? Your salespeople need to get with the program.

So, let's rule out any negotiating, any exceptions, any backing down from your position. Let's not tolerate any whining, complaining, undermining or excuses, either.

However, let's accept that you have mandated some changes, and a good percentage of the salespeople are not making them. Time to take some action.

I've always found it helpful to think in specific terms as opposed to general statements. For example, "the sales force isn't executing the changes" is too vague a proposition to offer any clear solutions. Instead, go from the "sales

force" to individual salespeople. One-by-one, determine who is not executing which changes.

It helps to be methodical. Create a spreadsheet with each salesperson's name down the first column, and each particular change you expected him or her to make in each column to the right.

Now, think about each salesperson. If that person has successfully implemented that change, put an X in the box under that column. Proceed this way, thinking about each person and each change.

This little exercise may be enough to uncover the obvious solution. For example, if you find that no salesperson is implementing a specific change, that leads you to a certain course of action. If you find that most salespeople are implementing the changes, but that only one is not implementing any, that then leads you to a different course of action.

Going from general to precise information is a great way to uncover the details of a problem, and often points to a very obvious solution.



If the solution isn't obvious, this exercise still has given you a clearer picture of the problem. Think of two general kinds of solutions, and realize that the ultimate is probably going to be some combination of the two.

One kind of solution is to work on the structure of the change. This would be indicated when you find that most, or all of the salespeople, are not implementing change. The problem may be with the change, not the people. So, look at what you are asking them to do. Is it beyond their capabilities? If so, reduce the complexity. Has it been thoroughly communicated? If not, hold a remedial training session. Does it conflict with what you are paying them to do? For example, you may be paying them 100 percent commission, and then asking them to bring in new accounts. That's a conflict. If that's the case, change the compensation plan.

Each of these solutions has to do with you changing some aspect of the structure in order to stimulate the change that you want.

The other kind of solution has to do with the people. Are some people resisting the change and others not? If so, the problem isn't with the structure, it's with the people.

Identify the individuals who are guilty.

Then, one-by-one, articulate your best insight into why this person is not coming on board. I like to make this real simple. Is it a "can do" issue? In other words, they just don't have the ability? Or is it a "will do" issue? They can, they just won't.

The answer's obvious if they don't have the ability. You have the wrong person in the job. Change that.

If they won't, then you have to make the pain of not changing more intense than the pain of changing. Individually, make it clear to the salesperson what the consequences of not changing will be. Then stick to it.

Work individually with each offending salesperson, as opposed to working with a group of them. It's too easy for them to gather negative energy from one another.

One more thought. If you are going to have heart-to-heart conversations with a group of salespeople, you may be better off picking your battles and winning one before you start the other. Start with the person you would most likely win the battle with, and execute your strategy with him or her. When that person is in line, move on to the next one. 

Dave Kahle is a leading authority on distributor sales. He's authored nine books, presented in 47 states and seven countries, and has trained thousands of salespeople and sales leaders. He can be reached at info@davekahle.com, or 800-331-1287. Visit www.davekahle.com for more information.



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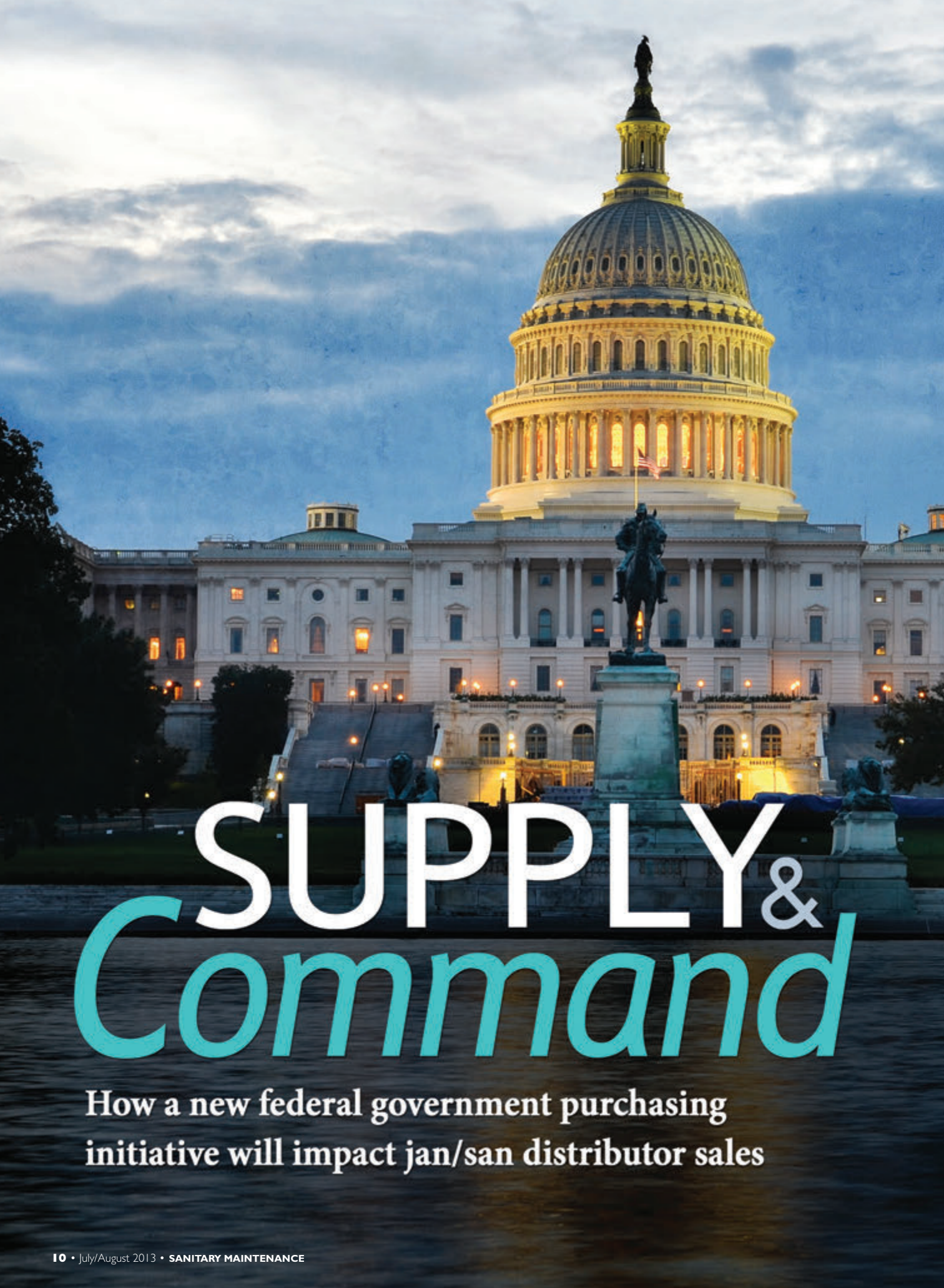
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A photograph of the U.S. Capitol building at dusk. The building is illuminated with warm yellow lights, and the sky is a deep blue with some clouds. The dome is the central focus, with the Statue of Freedom on top. In the foreground, there is a statue on a pedestal and some trees.

SUPPLY & *Command*

How a new federal government purchasing initiative will impact jan/san distributor sales

By Lisa Ridgely

The federal government — through a procurement portal provided by the General Services Administration, or the GSA — buys almost \$600 million of cleaning products annually.

While a number like that could make any small business salivate for a piece of the procurement pie, a new program being rolled out this month is changing the game for jan/san distributors who depend on revenue from Uncle Sam.

Out of the current pool of more than 1,000 distributors, just 21 are expected to be awarded Blanket Purchasing Agreements (BPAs), which will allow the suppliers to begin selling their products to various federal government agencies at the start of the fiscal year in October.

“If you rely on GSA schedule sales, you’re in trouble,” says Scott LeCalsey, government and jan/san expert. “You will be dramatically impacted by this.”

The Federal Strategic Sourcing Initiative (FSSI) was introduced in 2005 by the GSA as a way to analyze spending patterns, reduce costs, streamline procurement and leverage purchasing power. It has been implemented in a handful of sectors since then, including office supplies in 2010 and express and ground domestic delivery services in 2011. Since FSSI was put into place, the government says it has saved at least \$140 million on office supplies and more than \$30 million on domestic deliveries.

However, there’s another side to those savings. Jan/san suppliers are the latest target for the initiative, which has industry leaders and economists questioning the potential costs to individual small businesses and to the cleaning industry as a whole.

“We understand the need for the federal government to address the

budget deficit, but the problem is, GSA has not examined the adverse economic impact it will have on the jan/san sector,” says Bill Balek, director of legislative affairs, ISSA. “While this initiative may create savings for the federal government in terms of their direct purchases, not a word has been spoken to the economic harm to the private sector that is very likely to result from it.”

Private Sector Practices

Government procurement used to be thought of as one of the more solid sales sectors for suppliers looking for opportunities. But political pressure in Washington D.C. to cut budgets has the Office of Management and Budget siphoning off the flow of opportunity in favor of a strategy popularized in the private sector.

“Strategic sourcing isn’t anything new — a lot of companies have used it to control their costs,” says Paul St. Germain, business development executive for wholesale distribution at IBM and author of the “Facing the Force of Change” book series. “But when we get down inside of the deal, it’s clear that the government is focusing solely on price and thus, the true value of a lot of distributors is going to be taken away. Distributors have great knowledge about the products and how to create efficiencies.”

Just 21 Distributors

Updates were made to the JanSan draft RFQ on July 25. As of that date, JanSan supplies will be broken up into four pools with five or six BPAs each:

- Cleaning compounds and related dispensers, with a total of six BPAs awarded: four for small businesses, one for the lowest price technically acceptable Service Disabled Veteran Owned small business (SDVOSB) and one unrestricted;
- Non-motorized cleaning equipment and waste collection supplies, with a total of five BPAs awarded: three for small businesses, one for the lowest price technically acceptable SDVOSB, one unrestricted;
- Paper products and related dispensers, with a total of five BPAs awarded: four for small businesses, one for the lowest price technically acceptable SDVOSB;
- Motorized laundry cleaning equipment and accessories: total five BPAs, three for small business, two unrestricted.

The GSA should have been more proactive about preventing the wide range in vendor pricing, which contributed to government overspending, says Diana Potts, CEO of G&E Advisors.

“The whole idea behind the FSSI is to set pricing fairly,” and the initiative helps level the playing field, Potts says.

In the past, FSSI solutions addressed only the purchasing channels, but this next generation of FSSI will include purchasing, requisition and fourth party logistics. This, and making the FSSI programs mandatory across all federal agencies, could devastate the companies currently in the federal marketplace, Potts says.

However, there is currently no rule or mandate that says federal agencies have to purchase through the FSSI program, says Cara Battaglini, GSA spokeswoman.

“It’s an agency-by-agency decision whether to purchase through FSSI,” she says.

In December of 2012, the Office of Management and Budget released a memo that outlined the establishment of a broad strategic sourcing initiative that sought to provide government-wide solutions to overspending. It called for the creation of a Strategic Sourcing Leadership Council (SSLC) chaired by the administrator for Federal Procurement Policy with representatives from the Small Business Administration, the Departments of Defense, Energy, Health and Human Services, Homeland Security, Veterans Affairs, and other agencies; as well as the branches of the military. That council was charged with recommending long-term strategic sourcing efforts as well as taking action on short-term cost reductions to save taxpayer dollars.

The memo also targeted additional procurement areas. Sectors of the cleaning industry that stand to be affected are Janitorial and Sanitation Supply (JanSan) and Maintenance, Repair and

Operations supplies (MRO), both this year, and Building Maintenance and Operation (BMO) next year.

One of the top priorities outlined in the memo is to increase participation of small businesses in all strategic sourcing opportunities (see sidebar at left).

While increasing sales to small businesses sounds good on the surface, industry experts are questioning just how many small businesses could be negatively impacted by JanSan FSSI.

While the GSA’s proposal to reduce the number of BPAs to 21 is severe, the additional bundling of federal agencies into the FSSI purchasing channel could be devastating for distributors, Balek says.

“GSA’s intention is to channel as much federal business as possible through the strategic sourced option, and we estimate that 90 percent of federal business is done through those channels,” he says.

Those channels expand far beyond GSA’s reach into the entities and departments included in the SSLC. Battaglini disputes

that claim, however.

“We have listed that the total federal JanSan spend is approximately \$1.2 billion per year with \$599 million eligible spend for the JanSan FSSI solution,” Battaglini says. “The percentage of dollars going to small business for office supplies has increased with the creation of the FSSI. We anticipate the same result for JanSan. Again, the solution for JanSan is not expected to replace 100 percent of the federal spend in this area.”

Savings — At A Price

Though the GSA is calling FSSI a “win-win for taxpayers,” some aren’t sure if it’s a win for small businesses. The GSA touts its small business spending — \$1.3 billion in fiscal year 2012, nearly 40 percent of eligible contract dollars — as an underlying achievement of the FSSI programs. And the GSA maintains that it’s meeting and exceeding that goal.

Seventy-six percent of the dollars spent through the schedule 75 office supplies FSSI (OS2) vehicle since 2010 have been with small businesses, according to the GSA website. While the outlook may be rosy for the few companies that were granted BPAs, the hundreds of small businesses that no longer sell to the federal sector are telling a different story.

“We’ve been in touch with the vendors who were affected and they’ve described a litany of pain and suffering and damage to the business community,” says professor Samuel D. Bornstein, a lead researcher with Bornstein and Song Research, who has been studying small business issues since year 2000.

Bornstein and Song has created a website specifically researching FSSI’s impact on small businesses. It includes more than 100 testimonials from office supply vendors who were shut

out of government sales three years ago. The devastating effect of schedule 75 office supplies FSSI has had on that industry, particularly on small businesses, is an ominous indicator for the cleaning industry, Bornstein says.

"The GSA claims they have saved millions of dollars, and our contention is, that's only one side of the story," Bornstein says. "What was the economic cost of the job loss to these businesses, jobs and the U.S. economy? It's not all savings. Those 'savings' came with a significant price."

Saving taxpayer money while also spending on small businesses seems like a great thing, but questions linger about the small businesses that will be shut out of the federal procurement equation this fall.

"What is getting overlooked is the impact of displacing a vast majority of small businesses that have been doing business with the federal government," Bornstein says. "The government has to be concerned about the resulting unemployment, the social safety net costs, lost state and federal revenues from individuals and businesses, loss of consumer consumption and the other costs related to the displacement of workers."

There is certainly incentive to respond to the RFQ and compete to become one of the 21 suppliers granted blanket purchasing agreements — but some experts stress distributors should proceed with caution.

Defining Small Business

While there are many exceptions, the U.S. Small Business Administration defines a small business as one that employs up to 500 people for most wholesaling industries, and makes between \$5 million and \$21 million in average annual receipts for retailing industries.

The GSA's definition for a small business leaves room for interpretation. They use Federal Acquisition Regulations (FAR) 2.101, which states a "small business concern...is independently owned and operated, not dominant in the field of operation in which it is bidding on Government contracts, and qualified as a small business under the criteria and size standards in 13 CFR part 121. Such a concern is 'not dominant in its field of operation' when it does not exercise a controlling or major influence on a national basis in a kind of business activity in which a number of business concerns are primarily engaged. In determining whether dominance exists, consideration must be given to...volume of business, number of employees, financial resources, competitive status or position, ownership or control of materials, processes, patents, license agreements, facilities, sales territory, and nature of business activity."

"There are 23 million small businesses in America. The cliché is they're the backbone of the U.S. economy, but it's true — if you look at it closely, small businesses account for 54 percent of all U.S. sales and nearly 70 percent of all new jobs. They're the ones that drive the economy, and therefore the whole aim of economic

programs is to stimulate small business because that's ultimately how we grow our society," Bornstein says.

For those who do make it into the top 21, the immediate uptick in sales volume could be a problem for small businesses, St. Germain says. To take the product velocity of more than 1,000 distributors and spread it between just 21 could pose some logistical problems, he says.

"How do you expect these small businesses to ramp up that much inventory? Do they have the warehouse capacity to store significant amounts of supplies? And will they have the capital required to acquire the products in the amount they need?" St. Germain asks. "I understand what FSSI is trying to do but I think there are a lot of challenges that haven't really been addressed."

The winners could very well end up losers, Bornstein says. Jan/san distributors work on a very low margin as it is, but to win these BPAs, distributors will have to dig even deeper to provide the lowest prices.

"Distributors should be concerned because if they're one of the winners, they'll be shrinking their margins so narrowly," Bornstein says.

Can't Stop A Moving Train

Trying to stop the GSA from implementing this FSSI program is "like trying to stop a 20-ton locomotive — it's moving forward," Bornstein says.

However, Bornstein and others in the cleaning industry are suggesting that the government postpone the implementation until an alternative strategy can be developed.

"Implementing FSSI at this time, when we're barely recovering from our recession,

is not the right thing to do because the cost to our economy will be to further delay the recovery," Bornstein says.

Bornstein will be releasing the results of two Bornstein & Song FSSI National Surveys: from office supply companies affected by that strategic sourcing initiative and of Jan/san vendors who are eligible to quote on the JanSan RFQ.

Meanwhile, ISSA is exploring legislative options with members of the House Small Business Subcommittee on Contracting and Workforce, who have circulated draft language to address the issue of strategic sourcing. Stay tuned for developments, says Balek.

"I would recommend that cleaning industry professionals contact their congressperson and inform them about their concerns about the initiative," he adds. "Before we instigate or actively promote a grassroots activity, we want to have a legislative vehicle. Rather than simply complaining about the state of affairs, we want to be able to put forward a solution to that potential problem and that's what we're working on."

The final RFQ will be released in August, according to the GSA website. 

Lisa Ridgely is a freelancer based in Milwaukee. She is the former Deputy Editor of Sanitary Maintenance.

the government
is taking away
distributors'
true value
by focusing
on price

THE NEW LEED BRINGS CHANGE

LEED v4 will launch this fall, but jan/san distributors can get a jump-start on addressing the revisions now

By Dan Weltin, Editor-in-Chief

This past June, after a year delay, members of the U.S. Green Building Council (USGBC) voted to adopt LEED v4, the latest update to the green building rating system.

Last summer the USGBC decided to postpone the ballot for a new rating system after building industry professionals balked at the amount of drastic changes proposed in the revisions. In addition, there was opposition from trade associations, upset that their products did not receive the same incentives as other building materials.

"As LEED continues to have greater impact in the marketplace, it has a direct impact on some product manufacturers and suppliers," says Steve Ashkin, president of the Bloomington, Ind.-based The Ashkin Group. "The USGBC considered the tradeoffs and the different stakeholders that have come to the table. As a result,

the council took more time to get it right."

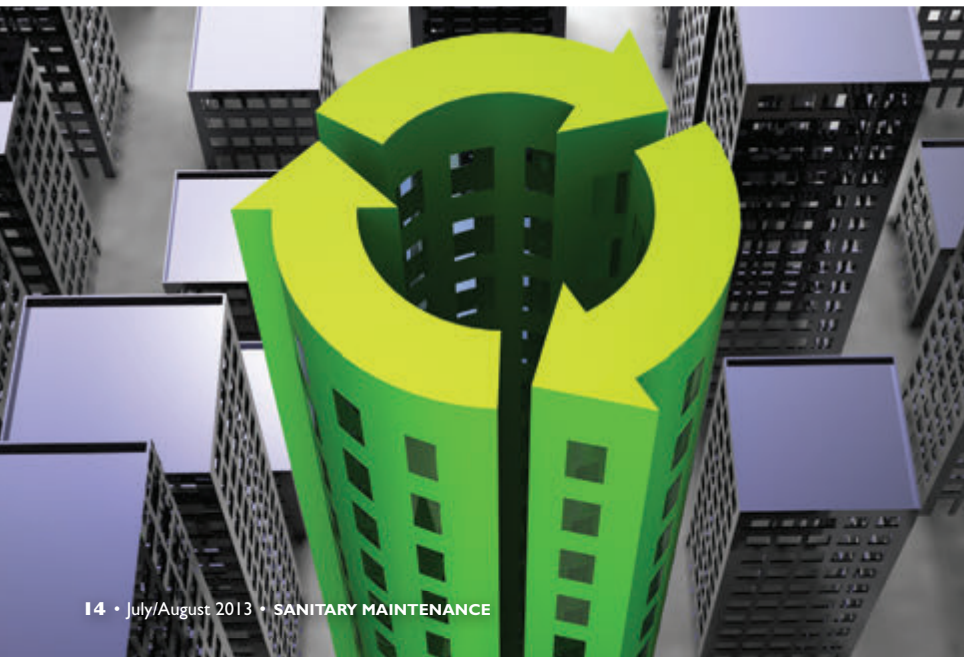
Despite speculation of an unsuccessful outcome, the final overall vote was 80 percent in favor of adopting the new version.

LEED v4 aims to improve seven "impact categories," including enhancing human health and protecting water resources. The USGBC recognizes that cleaning plays a role in these areas and gives this industry prominence in the standard. Adhering to the cleaning criteria can earn buildings six points toward certification. These six credits can account for 15 percent of the overall basic certification.

Many building owners and facility executives who pursue LEED go for the cleaning credits because they are a cost-effective and uncomplicated way to earn certification. However, that in no way means they get off easy. LEED v4 is even more stringent than LEED 2009 and distributors' end user customers will need to beef up their green cleaning programs to comply.

"This update of LEED builds on the past while offering new requirements, preparing all LEED projects to achieve higher levels of building performance and positive environmental outcomes," says Scot Horst, senior vice president of LEED, USGBC, in a news release. "This newest version of LEED challenges the market to make the next leap toward better, cleaner, healthier buildings."

LEED v4 will launch this fall, coinciding with the USGBC's Greenbuild convention in November. Jan/san distributors can immediately begin helping their end user customers change their green programs to meet the new guidelines.





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Shrinking Points

When comparing LEED 2009 to the new v4, one will notice that overall, green cleaning lost a point.

“The USGBC keeps trying to put the points on the areas with the biggest impact and if you look at the rating system, more than half of the points are for energy-efficiency and energy-use,” says Mike Arny, president and director of LEED services, Leonardo Academy, Madison, Wis. “So what’s happened from the beginning is a gradual migration of points within LEED toward energy-use reduction and, as a result, emissions reduction. With so many points focused on energy, that just means everything else has to fight for the remaining points.”

While the loss of a point is unfortunate, it’s more important to realize that green cleaning is still required. The prerequisite that was added in 2009 remains and mandates that in-house custodial departments or building service contractors have a green cleaning policy covering the use of green certified products and equipment, chemical storage and staffing contingency plans.

“LEED still highlights green cleaning and

I would encourage people not to get wrapped up in the change in points,” says Arny. “From my point of view, once something is on the map with LEED, that really drives changed behavior in the marketplace. And I think whether there is one more or one less point, it won’t have much impact on that.”

Under LEED 2009, buildings earned one point by complying with IEQ Credit 3.1: Green Cleaning – High Performance Cleaning Program. Essentially, this credit was the formation of the green cleaning program that adhered to the required policy. With v4, this credit has been rolled into the prerequisite; cleaning personnel still have to carry out their green cleaning policy with their program, but they no longer receive a point for their actions.

In addition, the prerequisite has been expanded to cover additional chemical products. Green programs should now include less toxic laundry and warewashing chemicals. The prerequisite also stresses appropriate selection and use of disinfectants. This means following manufacturers’ usage instructions and adhering to dwell times, but it also implies the product should only be used when needed.

“The concern is that disinfectants are being used in areas and applications that are unnecessary and could have harmful health and environmental impacts,” says Ashkin. “To minimize the misuse or over-use of disinfectants, they should be applied correctly and appropriately, only when and where necessary, to protect human health.”

LEED v4 now offers a “shortcut” to meeting the prerequisite. A second option for cleaning providers is to earn a third-party certification, either Green Seal’s GS-42 or ISSA’s CIMS-GB. However, it’s important to note that the building going for LEED certification must have been audited by the third-party within the last 12 months.

LEED v4 is trying to make it easier to go through the certification process

“If the cleaning department already has certification, it definitely is a simpler process; all the paperwork and documentation has been done,” says Ashkin. “One of the things the USGBC is trying to do with LEED v4 is make it easier for buildings to be able to go through the process. That is one of the specific intentions of including things like CIMS-GB and GS-42.”

As previously mentioned, LEED v4’s intention is to protect water resources as well as reverse climate change. That’s why, despite whichever option cleaning providers choose to earn the prerequisite, their program should include strategies that conserve energy, water and chemicals. This could include day cleaning, cold-water carpet extraction, use of microfiber mops, or electrically activated water, says Ashkin.

Credit Changes

The prerequisite isn’t the only aspect of green cleaning to receive adjustments. Each of the individual credits has also been updated — many with stricter guidelines.

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components need to be monitored for effectiveness. As was the case with LEED 2009, cleaning personnel must perform routine inspections to identify areas of improvement. This cleaning audit falls under EQc6: Green Cleaning – Custodial Effectiveness Assessment and is still worth one point. However, LEED v4 is more stringent.

Cleaning providers can still use the APPA Leadership in Educational Facilities Custodial Staffing Guidelines for the audit, or they can use a local equivalent. The facility must score 2.5 or less (previously it was 3).

The biggest change in LEED v4 to affect jan/san distributors is the amount of products and equipment end users must purchase to earn the Green Cleaning Products and Materials credit. This credit is still worth one point and covers the procurement of chemicals, paper and can liners. However, at least 75 percent of purchases (based on cost) must meet specific environmental standards, compared to LEED 2009 when only 30 percent of purchases had to be considered green.

“This credit is intentionally designed to raise the bar and drive green products into the marketplace,” says Ashkin.

While providers have to purchase substantially more environmentally friendly products, LEED v4 actually makes it easier to earn the credit because there are additional certifications available to choose from. For all product categories, LEED v4 allows products approved by the Environmental Protection Agency’s Design for the Environment standard in addition to the previously accepted Green Seal and Environmental Choice certifications.

Besides these third-party standards, cleaning providers can use ionized water or electrolyzed water in place of chemicals, assuming those products have third-party-verified performance data.

Two other newly accepted options include Forest Stewardship Council (FSC) certification for fiber procurement as acceptable green criteria for paper products and California Integrated Waste Management requirements for can liners.

To help find acceptable products that meet the credit, distributors can use ISSA’s Transpare program, which is listed as an accepted resource in the LEED Reference Guide.

Earning the point for The Green Cleaning – Equipment credit also means cleaning providers must purchase more green products; in this case, the amount of required green equipment has doubled from 20 percent to 40 percent.

Other than the increased amounts, much of the mandates for this credit remain the same: vacuums and carpet extractors should meet Carpet and Rug Institute’s Seal of Approval and floor scrubbers should have on-board chemical meters or use tap water to clean. In addition, all equipment should have ergonomic designs, bumpers to protect building surfaces and operate at 70 decibels or less.

One addition to this credit relates to battery equipment. Gel batteries were accepted in LEED 2009; that has now been expanded to also include absorbent glass mat (AGM) and lithium-ion batteries. However, cleaning providers should note that equipment that uses sealed batteries are not acceptable for cleaning heavy loads because battery life will be reduced.

For equipment that LEED doesn’t consider green, these machines should be phased out and replaced at the end of their life with products that meet the criteria. Before LEED v4, building owners didn’t know how long cleaning professionals would use equipment that wasn’t environmentally friendly, says Army. Now, that uncertainty has been addressed.

In addition, the revised credit solely focuses on the purchasing

of equipment. It no longer states that cleaning staffs are required to keep a maintenance log of repairs.

Additional Updates

On a cursory glance of the new LEED v4 certification, it may seem that green cleaning lost a second point. But in reality, IEQ Credit 3.5 Green Cleaning – Indoor Chemical and Pollutant Source Control was not deleted; rather it was moved.

Criteria for matting is now part of EQc2 Enhanced Indoor Air Quality Strategies and still worth one point. As in LEED 2009, entryway systems need to be at least 10 feet long and capture dirt entering the building. However, new to LEED v4 (and beneficial to distributors), mats must be cleaned weekly.

For distributors who sell or assist end users with pest control products, EQc9 Integrated Pest Management merges both outdoor and indoor pest management into one credit now worth two points. Much of the criteria remains the same, though what is clearer is that contractors and maintenance staff must have identified roles as part of the IPM team.

Pest preventative measures must be non-toxic; if pest control action is required, the least toxic application should be used. In cases when a stronger pesticide is needed, staff must personally notify sensitive occupants and employees and post a sign for 24 hours.

LEED is a great opportunity for distributors to position themselves as green experts and consultants to those facilities undergoing certification. With so many changes to the cleaning credits, distributors shouldn’t wait to become familiar with LEED v4. 

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Matting For The Entire Facility

Distributors can help select the right type and size of mat to use from the front door to the breakroom

By **Brendan O'Brien**

Whenever Scott Uselman, director of sales at High Point Sanitary Solutions in Houston, meets with commercial building clients he carries a plastic jar.

The jar contains one pound of dirt and soil that he threatens to spread near the entryway of the facility before the building manager typically pleads with him not to make the mess.

"In reality, that's what is happening when you don't have a good matting system. You are not going to get everything, but you will get the vast majority of it if it is the right mat, the right size, in the right place," Uselman tells the client.

According to Uselman and others in the jan/san industry, the cost — from \$500 to \$600 — of removing that one pound of dirt from a commercial building can be greatly diminished with a strong matting program, which can act as the first line of defense for the building's entrance.

"Economics is the first thing that should come to mind," he says. "The better use of mats that building managers have, the less they will have to pay in their cleaning and maintenance costs later on."

Proper Matting Starts Outside

A strong matting program begins outside of the commercial building where coarse and porous mats can be used to scrape off large debris such as salt, snow and ice in the winter, says Steve Spencer, a facilities specialist at State Farm in Bloomington, Ill. Scraper matting outside should also be able to handle the dense oils and debris from parking lot material.

Matting in the vestibule eight to 10 feet long and six to eight feet wide is also necessary to scrape debris and absorb moisture from shoes and boots, says Spencer.

"You don't have quite the scraper that you have outside, but you need something very coarse and absorbent," Spencer says. "In a lot of places, that is where it stops."

Fifty years ago, the standard was that buildings had a total of 15 feet of walk-off matting, which was sufficient because about 95 percent of shoes in the business world were flat leather soles worn by men.

"Today, the shoes are not the same...they have integrated soles designed to give you more traction outside so there are places for dirt, ice and snow to cling to," Spencer says.

Once inside, the visitor should be greeted by a wiper mat, which helps remove more of the moisture and small particles from the shoes. Because these mats act as a transition to tile and carpet, they are the last line of defense and must both be sturdy enough to handle shoe deposits and attractive enough to greet visitors, Spencer says.

Jan/san distributors should explain to clients that a matting system can help ease the costs associated with cleanliness and risk associated with accidents. For example, it costs about \$50,000 to settle each slip, trip and fall claim, says Evan Ghen, vice president of sales and operations at Scoles Floorshine Industries in Wall Township, N.J.

"We look at entryway matting as entryway filters," says Ghen. "You want that filter at that front door so it's much easier to maintain your building. So there are huge cost savings."

The investment cost for a matting system greatly depends on environmental factors, Ghen says.

The type of mat "depends on the area, depends on the building and depends on what is around it," he adds. An entryway

into a school from an athletic area will be treated with mats differently than an office building that is adjacent to sidewalks with high foot traffic, for example.

The distributor should “do the math” with the building manager, comparing the cleaning and risk costs of having a complete matting system versus not having one. Those costs should then be compared to the investment cost of the matting system.

“Most people get it right away when you show them the true savings, when they see the labor and they see the safety,” Ghen says.

Indoor Matting Areas

A complete matting program does not stop at the front door or the lobby.

Flow-through mats can be placed in break rooms to eliminate slippage hazards by absorbing liquids that leak from ice and coffee machines.

In multi-use areas, such as at a manufacturing facility where warehousing, administration and plant operations may be housed in a single building, scraper mats may be suitable from the factory floor to the office. However, a “stickier,” anti-static mat may be needed outside of a clean room to trap dust, dirt and liquids to prevent the corruption of products or manufacturing processes, Spencer says.

“Anytime you transition from one floor surface to another...you need to have walk-off there,” says Spencer.

Transition areas with hard floor surfaces, such as concrete, need more matting than carpeted areas, which “act like a kitchen sink,” by trapping dirt and debris, he adds.

Distributors can suggest anti-fatigue matting to be placed throughout an area where workers stand or walk for hours at a time. These mats can greatly decrease back, foot and knee injuries, Uselman says. Occupational Safety and Health Administration and insurance claims can run in the tens of thousands of dollars, Uselman says.

“A mat that helps prevent those injuries is worth its weight in gold,” Uselman says. “It really doesn’t matter how much that mat is, it will not be as much as that OSHA claim and what that worker’s compensation claim is going to run you in the long run.”

Other Uses

Advances in matting technology and a demand for style has prompted mat manu-

facturers to expand their selections. As a result, manufacturers now offer mats that are customizable in terms of their shape, size and color. Distributors should know these options when discussing matting with commercial building managers, especially in facilities that are home to corporate headquarters and executive suites.

“They can do anything you can think of

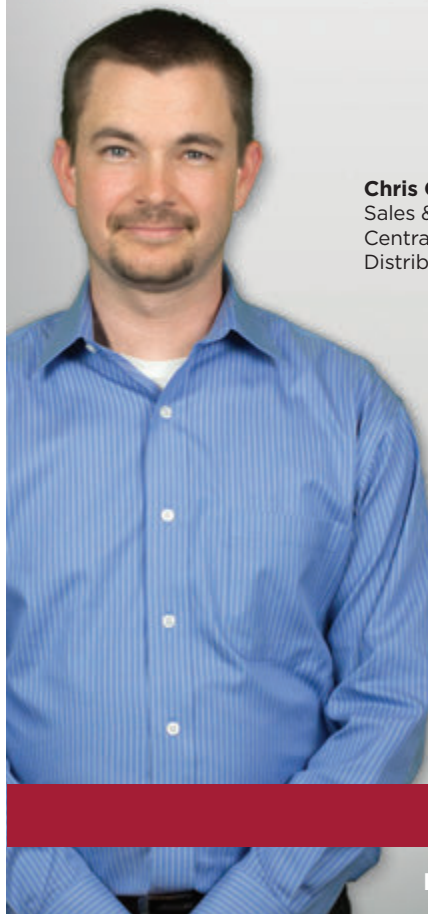
with the matting to make it look right and to serve its purpose,” Ghen says.

In addition to being a mechanism to keeping a building cleaner, matting can be used to guide visitors in facilities that are home to several businesses and firms. This can be accomplished by placing mats in hallways to meet and lead visitors who are unfamiliar with their destination.

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In restrooms, urinal and commode mats can be installed to capture urine and prevent unsanitary and slippery puddles, odor problems and floor damage.

Maintaining Mats

A well-designed matting program will help facility manager maintain the finish on the tile floors, improving the building's appearance and cutting floor cleaning costs, says Uselman.

"You only get one chance to make a lasting first impression so you want it to be a good one," Uselman says.

But, an unmaintained matting system defeats its purpose. When developing a matting program for a commercial building, distributors need to consider mat maintenance.

"I consider them shovels so once they get full, you have to empty them," Spencer says.

Maintenance consists of daily cleaning, inspections and replacement and greatly depends on the type of mat. For example, facility managers will save on labor costs if mats can be cleaned in place, Spencer says.

"You have to be able to service it. If you are going to leave it down there everyday to do the work that you want it to do, you've got to have a way for it to look nice and clean it while it's there," says Spencer.

When possible, matting or walk-off tiling should be built in permanently to the floor, Spencer says. The tiles hold eight to 10 times their base weight to alleviate mold and moisture displacement, problems that arise when water is trapped between the



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mat and the flooring, he says. Permanent mats also alleviate issues that arise when placement depends on weather, which can rise unexpectedly.

"We have them built in so the maintenance crew do not have to worry about bringing mats out," Spencer says. "They are there 24/7 guarding the building removing soil and water."

Anti-fatigue mats placed in restaurants and industrial facilities where the floor may become slick with moisture or oils must be chosen carefully, says Spencer.

Many buyers purchase non-pervious anti-fatigue mats, which can cause water and grease to gather on the surface of the mat, rather than absorb or move into the "holes" of other porous anti-fatigue and flow-through mats.

A well-designed matting program will protect floors, improve building appearance and cut cleaning costs

This can result in dangerous slip and fall hazards. A wet scraper mat placed in the lobby may begin to curl or roll, and can also place visitors at risk for a trip and fall injury, negating hazard prevention benefits.

This can also happen by using the wrong mat size or the wrong matting material for a specific area.

Uselman suggests distributors look to the mat manufacturers to help guide them on the correct uses of their products. Many mat manufacturers have online tools that allow the distributor to enter information about the client's facility, and in return, get back the correct type and size of matting needed for the facility.

Some manufacturers even provide return on investment calculators on their sites for distributors and building managers to

determine the difference between owning and renting mats.

"It takes the guesswork out of it and gives the choice back to the customer by saying 'here are your options,'" Uselman says.

In any circumstance, the distributor salesperson should be ready and willing to spend time learning about the needs of the building facilities manager in terms of their matting and flooring.

This may take several visits to the building, especially during various weather scenarios and seasons to get a clear understanding of the environmental impacts. **SM**

Brendan O'Brien is a freelance writer based in Greenfield, Wis. He is a frequent contributor to Sanitary Maintenance.

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A Healthier Approach To Disinfecting Schools

Proper cleaning procedures and less toxic products are keys to eradicating germs around children

By **Kassandra Kania**

Schools are notorious breeding grounds for bacteria — and students and staff are suffering the ill effects. Moreover, inadequate cleaning and disinfecting in schools can contribute to an increase in illness or even outbreaks of infectious disease, which in turn leads to higher absenteeism.

Fortunately, custodians can play a vital role in breaking this cycle. Studies have proven that proper disinfection techniques in schools can help reduce the spread of viruses, thereby reducing absenteeism rates. On the flip side, overuse of disinfectants can exacerbate allergies and asthma and also contributes to absenteeism. Cleaning professionals walk a fine line to clean and disinfect properly around these sensitive building occupants.

A Two-Pronged Attack

Allen Rathey, president of The Healthy Facilities Institute, Boise, Idaho, points out that not all germs are the enemy.

“Microbes are essential to human life,” he says. “However, it’s important to control pathogenic microbes, particularly in a school or daycare environment where you have little people that are more sensitive to infection.”

Discussions about disinfection cannot take place without first talking about cleaning.

“Disinfection is a two-step process,” says Rathey. “First you clean

and then you disinfect if necessary.”

Removing soils and germs via mechanical cleaning is always preferable to adding toxins to the environment, particularly in a school building. Surfaces should be wiped with a microfiber cloth or agitated with a microfiber pad, says

Rathey. Custodians can then remove the bioload with a squeegee.

Rathey suggests focusing on above-floor touchpoints, such as faucet handles, light switches, doorknobs and telephones.

“The reason cleaning is important is that germs need food, and that food consists of organic matter, such as skin flakes and oil,” he explains. “If you remove the food source, you remove the potential for germs to live there.”

Likewise moisture is an enemy.

“Keep things dry,” says Rathey. “Even if there’s a food source, if the surface is very dry it’s harder for the microbes to get a foothold.”

Before addressing disinfection techniques, custodial staffs should first review their cleaning procedures to ensure that buildings are being cleaned effectively, says Mark Bishop, vice president of policy and communications for the Healthy Schools Campaign in Chicago.

“We want to make sure we’re reducing cross-contamination every time we’re cleaning,” he says. “One of the most important strategies for preventing cross-contamination is to use appropriate microfiber cloths and to launder and change out those cloths frequently.”

Microfiber cloths should also be folded each time a new surface is cleaned to prevent cross-contamination.

“The old way of wiping desktops or any other surface is not very controlled,” says Rathey. “You’re taking a microfiber cloth and wadding it up and rubbing it on the surface. As you clean using the same cloth,

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Disinfecting Daycares

When it comes to eradicating germs, preschools and daycares present more of a challenge for custodians than elementary schools or high schools. Cleaning and disinfecting is necessary on a daily basis because babies and young children are constantly mouthing toys. Yet for the same reason disinfectants are more hazardous to their health.

"In daycare, kids touch everything, and everything they touch goes into their mouths, so you have to be careful what products you use," says Larry Johnson, product manager for S. Freedman & Sons, Landover, Md. "If you use a disinfectant, make sure you rinse it well with clear water after you give it the proper dwell time."

The Healthy Schools Campaign in Chicago is partnering with other organizations to address cleaning and disinfecting procedures for daycare and preschool populations.

"There's a lot more hand-mouth contact, so you have to be more vigilant about disinfection," says Mark Bishop, vice president of policy and communications for the Healthy Schools Campaign. "And for the same reason you have to be concerned about the type of disinfectant you use."

Bishop recommends using hydrogen peroxide or citric acid-based products. Steam and vapor are other options.

While babies and toddlers are more prone to infection, custodians should be careful not to overuse cleaning products and disinfectants.

"You want to build up their immune systems, so you don't want to make them immune to germs or bacteria, because that's how immune systems become stronger — by coming into contact with germs," says Johnson. "If you don't use your defenses, they stop working."

Just like in elementary and high schools, prevention is part of the solution. Children should be taught to wash their hands for 15 to 20 seconds. Distributors can help by supplying kid-friendly and fun posters to educate and serve as reminders.

"If they teach the kids at a young age to not only wash hands properly but as often as needed, it will really eliminate a lot of the problems we have," says Johnson.

if you don't continually flip to a clean surface of that cloth you actually get to the point where you can be depositing organic soil instead of removing it. So the idea is to keep flipping your cloth or use clean cloths so that you're removing stuff rather than just moving it around."

Dr. Charles Gerba, a professor of microbiology at the University of Arizona, conducted a series of tests in a high school classroom comparing the effectiveness of number-coded microfiber cloth that encourages a flipping and folding technique with a typical wadding method. Desks were disinfected using a hospital-grade quaternary ammonium disinfectant, and results were measured after each desktop was wiped using an ATP meter. The ATP meter count was significantly lower on the desks that were cleaned using the number-coded cloths.

Germ Warfare Where It Counts

While proper cleaning procedures may lessen the need to disinfect, there are still instances when disinfection in school buildings is essential. During an influenza or MRSA outbreak, for example, schools should ramp up their cleaning and disinfection efforts.

"Sometimes you do have to break out the heavy artillery," says Rathey.

In these situations, he recommends using an EPA-registered disinfectant with a kill claim for the specific virus of concern.

During such times, custodians should also focus more on cleaning and disinfecting high touch points.

"Take time to switch out your procedures and focus less on cleaning for appearance and more on cleaning for health," says Bishop. "So reduce your frequency of floor care and spend more time making sure you're cleaning doorknobs and light switches."

Even under normal circumstances, high contact surfaces should be cleaned and disinfected on a daily basis, says Larry Johnson, product manager for S. Freedman & Sons, Landover, Md.

"One of the most important things that needs to be disinfected on a daily basis are the desks in the classrooms," he says. "That's where students spend most of their time, and it's not always the same student sitting at a desk."

A study by Dr. Gerba also showed that highly contaminated surfaces in schools include the cafeteria table, computer mouse and keyboard, the library table and the water fountain.

It's also important to remember school gymnasiums when creating a disinfectant touch-point list, especially if MRSA is a concern.

"In gyms, focus on lockers and showers — things that kids touch every day," says Johnson. "Tools and equipment, such as wrestling mats, should also be cleaned and disinfected at least once a day."

When disinfecting, it's critical to follow manufacturer instructions and adhere to proper dwell times, even if pressed for time.

"A lot of people are spraying and wiping disinfectant," says Johnson. "They might be removing some germs, but they're not giving the chemical the time it needs to kill everything. If it says 10 minutes dwell time then that's what it takes to kill the bacteria."

Greener Options

Some schools are seeking greener options to combat the potentially negative impacts of disinfectant on children's health and the environment.

"There's no green certification for disinfectants, so it puts schools in a bind when they're trying to be environmentally responsible and

protect children's health," says Bishop. "There's also the dichotomy of saying disinfection is about protecting students' health, but we want to minimize exposure."

Bishop suggests schools try to minimize the use of quaternary ammonia compounds and chlorine and start investigating hydrogen peroxide and citric acid-based products. Some schools are also exploring non-chemical options, such as water-based solutions.

"Steam and vapor can be very effective and don't increase the chemical loads in a school," says Bishop.

UV wands are another method of killing germs without the use of chemicals. But as Rathey points out, the wand has to be positioned three or four inches from the surface and move slowly in order to be effective — a disadvantage for custodians who are strapped for time.

As always, prevention is better than cure. Educating students in proper hand washing techniques can help to reduce the spread of germs as well as the frequent use of disinfectant that can contribute to indoor air pollution and respiratory problems.

"You have to teach students and staff proper hand washing, proper hygiene, and proper cough and sneeze procedures," says Bishop. "Before you ask, 'What products are we going to use?' make sure you're teaching kids how to prevent the transmission of germs between one another. Because no matter how well you clean and disinfect, you still have a room full of kids carrying germs, and that will never change." ❧

Kassandra Kania is a freelance writer based in Charlotte, N.C. She is a frequent contributor to Sanitary Maintenance.

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Left Out In The Cold

A lack of standards leaves users with few choices for green, third-party certified deicing products

Stephanie S. Beecher,
Associate Editor

For jan/san distributors selling products to customers in the nation's snow states, the sales conversation surrounding ice melt is a short one. Most customers opt for the status quo: a sodium chloride rock salt that is cheap, effective and easy to apply to parking lots, roadways and sidewalks.

"What the facilities maintenance guys care about is reducing slips and falls," says Mark Petruzzi, vice president of Green Seal, adding that in that sense, rock salt does the job. "It's cheap and it works — to a point."

As building owners strive for LEED status, and building service contractors build their businesses around environmentally sound practices, this pervading mentality is changing — and it's only natural that ice melt manufacturers begin to follow suit.

But, standards on existing "green" ice melters are lacking. While some manufacturers have worked to develop a chemical blend that is both high performing and friendly to the environment, others have been charged with "greenwashing." The void of information surrounding these products has made choosing a green ice melt especially confusing for buyers.

To ensure they are selling an environmentally-friendly product, distributors should look for a seal of approval, says Renae Hesselink, vice president of sustainability at Nichols Paper & Supply, in Spring Lake, Mich.

"I always tell salespeople, if you promote a product that is third-party, green certified, then you'll never have to defend your recommendations," Hesselink says.

Less Harm To The Environment

Though it is a natural element and remains the standard deicing solution, sodium chloride (NaCl), or rock salt, is damaging to the environment.

The high concentration of the salt poses potential harm to the end user, and can have adverse effects on air and water supplies, aquatic life, wildlife and pets.

It can also affect facility maintenance efforts. When ice melt is applied to the areas surrounding a building it can be "detrimental" to concrete and steel and harmful to vegetation, according to a comprehensive study by the National Cooperative Highway Research Program.

Generally, green ice melts — those with a significant reduction in sodium and chlorides, the two most environmentally distressing ingredients — mitigate these concerns, but the jury is still out on the most effective and least harmful green ice melt blends.

In addition to standard rock salt, there are five primary snow and ice control chemical alternatives including calcium chloride, magnesium chloride, calcium magnesium acetate, potassium acetate and urea. Green ice melt usually contains a mixture of these



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*Melt-OFF Ice melter not DfE approved.

ICE MELT PRODUCTS

CP INDUSTRIES — Superior Sno-N-Ice Melter with Meltium and CMA is a patented synergistic formulation that melts ice to minus 20 degrees Fahrenheit. The ice melt was developed to provide maximum protection to concrete, metal and vegetation. The product is available in box or poly bag.



CARGILL SALT — Diamond Crystal Early Melt works as an anti-icer and as a deicer for use before, during and after a storm. The patented formulation has a reduced application rate of 30 percent, and melts ice down to minus 5 degrees Fahrenheit.

OCCIDENTAL CHEMICAL — Upon contact with snow and ice, Peladow Premier Snow & Ice Melter releases heat, speeding up the melting process. Calcium chloride pellets penetrate ice to break bonds with pavement, melting ice to minus 25 degrees Fahrenheit.



ingredients. However, the blends can vary widely, say distributors.

Some manufacturers will tout a green ice melt product containing a sodium or chloride reduction of only 2 percent, while others contain a reduction of more than 30 percent. There's also nothing to prevent a manufacturer from adding small traces of additives to basic rock salt and claiming greater environmental benefits. These so-called "green" blends may contain one of the more eco-friendly elements, such as magnesium chloride, but may not have enough of the ingredient to actually meet third-party standards.

In the case of ice melt, chemical formulation matters just as much as the main ingredients.

"There's just not a huge pool of manufacturers who make this product," says Petruzzi. "They make their own [green] claims."

Lack Of Demand

One of the reasons standards are decidedly absent from the ice melt marketplace is because customers aren't vying for green ice melt products. In a nutshell, certified green ice melt products are out there. But the caveat remains customers' lack of interest.

"We sell very little of it," says Belinda Jefferson, president of Hercules & Hercules in Detroit. "Our customers want cheap, and typically that's not an environmentally preferable product. They don't ask for it."

Because customers aren't demanding green ice melt, manufacturers aren't inclined to seek out green certification, and so far, just one organization — the U.S. Environmental Protection Agency (EPA) — offers a third-party seal of approval.

The lack of demand is the reason why Green Seal, a major independent certifier, has refrained from prior requests for product certification. Despite a few phone calls, the level of interest toward green ice melt is wanting, says Petruzzi.

"Usually snow and ice removal falls down toward the end of the priority list," he says. "For years people have been trying to find greener ways to deice. But, the cost is sometimes the only important factor."

Similarly, UL Environment, providers of the ECOLOGO seal, doesn't offer a green ice melt certification. A spokesperson for the company says UL is supportive of innovations such as green ice melt, but hasn't yet experienced a level of demand to substantiate the creation of a standard.

"While UL Environment does not currently have an ECOLOGO standard for green ice melt, if manufacturers demanded this, we would consider developing one," says Angela Griffiths, UL director of research and advisory services.

Hesselink says sales reps receive few requests for green ice melt products from customers. The small group that is interested is typically made up of building owners who are interested in achieving LEED status. The use of green ice melt counts toward a credit under the Building Exterior and Hardscape Management Plan in LEED-EBOM.

More likely, customers are concerned about the damage that rock salt can have on grass and plants, says Hesselink.

"That may be the only real reason are concerned with the product," she says. "If you're not careful, you might end up having to spend the money to replace landscaping."

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ICE MELT PRODUCTS CONT'D

INTERNATIONAL SALT — The company provides a line of ice melt products including Blizzard Wizard Ice-Melt, a product certified by Design for the Environment (DfE) program through the U.S. EPA; C-Force Calcium Chloride Pellets and Flakes; Arctic Thaw with Calcium Chloride and CMA; and Halite Salt Crystals. The products are available in various sizes and packaging options, including jugs, poly bags, super sacks and and pails.



MORGRO — Sno Plow ice melt is coated with concentrated magnesium chloride with LiquFire, and was developed for extreme snow and ice conditions, melting ice down to minus 27 degrees Fahrenheit. The granules are colored for easy application, and will not cake or leave residue for tracking.

XYNYTH MANUFACTURING — The IceMelt Storage Bin is a heavy-duty, secure and lockable storage bin designed for users with large properties that require storage of their icemelter away from main buildings.



NORTH AMERICAN SALT — Safe Step Pro Series 750 Magnesium Chloride has earned the EPA DfE certification in recognition of its minimal environmental impact. The product's 100 percent magnesium chloride hexahydrate formula melts ice to minus 25 degrees Fahrenheit and does not harm landscaping, pets or concrete when used as directed.

EPA DfE Certification Requirements

While several ice melt manufacturers tout "green" or eco-friendly blends, there are few green-certified ice melters on the market. Currently, the only third-party green product certifier for ice melt is through the U.S. EPA's Design for the Environment (DfE) Program.

A spokesperson for the EPA DfE Program says there are about 24 trade name green ice melt products made by nine companies, with a mix of institutional and consumer product uses.

According to the requirements, an ice melt product under DfE is one that melts ice and snow at temperatures below the freezing point of water, and not a product that simply aids traction like sand.

To meet the qualifications for green certification, an ice melt product must show a reduction in sodium and chloride use of at least 30 percent and meet the Pacific Snow Fighters' criteria for product performance and reduction in corrosivity to steel. To be acceptable, a

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corrosion-inhibition chemical product must have a percent effectiveness values of at least 70 percent less than sodium chloride, the website says.

As with all DfE-labeled products, ice melt must meet the requirements in the DfE Standard for Safer Products, including their safer ingredient criteria, and in addition the DfE supplemental criteria for ice melts specifically. Currently, DfE-certified ice melt:

- Cannot contain cyanide as an anti-caking agent;
- Must function at temperatures less than zero degrees Fahrenheit; and
- Be labeled under a DfE partnership agreement in which the product manufacturer has agreed to a customer education/training plan to ensure proper product use and application and use.

“The primary benefit of a DfE-labeled ice melt is the decrease in sodium and chloride that would be released to the environment during use, excesses or imbalances of these chemicals in the environment can be harmful to animal and plant life,” an EPA spokesperson says. “The DfE label also assures that the product would not contain problematic ingredients, like cyanide for anti-caking.”

Effectiveness Of Green Ice Melt

It’s clear that customers are embracing “green” cleaning products and systems overall, yet distributors say green ice melt can be a hard sell to customers.

In addition to acknowledging green ice melts’ higher price tags, some customers just don’t believe the product is effective, says Charles Moody, president at Solutex Inc., in Sterling, Va.

“There are still some perceptions that ‘green’ doesn’t work,” says Moody. “It is very effective. You just have to educate your customers on the facts, and on the melting points.”

Certified green ice melt blends that are made with calcium chloride and magnesium chloride actually have lower ice melting points than rock salt alone. Because these elements also draw in moisture more quickly than sodium chloride (which creates the chemical reaction needed to melt ice), it also melts the ice faster.

Though it depends on the specific ice melt blend, green ice melting points vary from about 0 degrees Fahrenheit to below minus 15 degrees Fahrenheit. Contrarily, rock salt begins to lose its effectiveness at temperatures under 15 degrees Fahrenheit.

End users should look beyond what is

printed on the bag and read the information contained on the SDS sheet to gauge melting points and ingredient lists, says Moody. They should also make sure to follow the appropriate instructions for application.

In the end, choosing an eco-friendly ice melt is better for the environment, and may provide a boost in sales.

“It’s been great for us because it’s just one more selling point,” Moody says.

As the overall demand for green prod-

ucts grows distributors expect green ice melt to catch on, as well.

“The demand for green products is growing and green ice melt is growing at the same pace,” says Moody. “Ice melt is just like any other green product; it can fall into [problems] where the words ‘green, pet-safe, eco-’ can be misleading. It’s a non-regulated product so there isn’t as much scrutiny.”

“That’s why a third-party certification is so important,” he adds. 



FACE OF THE INDUSTRY

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Imperial Bag & Paper Acquires Morton Paper



Imperial Bag & Paper Co., LLC, Bayonne, N.J., acquired Morton Paper Co., Inc., Brooklyn, N.Y.

According to Robert Tillis, Imperial Bag & Paper CEO, "the combined businesses will generate in excess of \$325 million in annual revenue."

The acquisition will allow the distributor to expand its product categories to include retail items. Both Imperial Bag and Morton Paper will continue to operate under their respective names. The management and the sales force of the two companies will remain unchanged.

"With the addition of Morton Paper's experienced and knowledgeable sales force,

the combined company will provide distribution solutions offering a much broader range of products and services," says Tillis. "Imperial Bag and Morton Paper share a similar strategic focus on delivering outstanding service to our customers. We welcome the Morton Paper team as we grow the business together."

In addition to the acquisition, the company has taken an additional 139,000 square feet in the Pulaski Distribution Center, in Jersey City, N.J. This state-of-the-art LEED certified facility is currently under construction and will open in 2014. Imperial Bag & Paper will occupy 535,000 square feet in the new building. 

More Mergers

- Dade Paper, Miami, acquired Hazleton, Pa.-based Franz Janitorial Service & Supply. Operations will be merged into Dade Paper's Tri-State branch located in East Brunswick, N.J. Franz Janitorial's current president, Anthony Franzosa Jr. will remain with company along with its existing staff.

- Neeld Paper & Supply of Lake Worth, Fla., completed the acquisition of Tri-Co Supply of Okeechobee, Fla.

NISSCO Honors The Safety Zone

Dulles, Va.-based NISSCO (National Independent Sanitary Supply Companies) recognized The Safety Zone of Centerbrook, Conn., with the buying group's 2012 Supplier of the Year award at its recent Buying Conference.



Mike Coyle, general manager of The Safety Zone, (right) accepted the Supplier of the Year Award from NISSCO President Mark Bozich

"The Safety Zone is a significant manufacturer and supplier of personal protective equipment to our members with its emphasis on industrial safety, foodservice, janitorial and beauty products," says Mark Bozich, NISSCO president. "In addition to the company's excellent line of products, The Safety Zone is extremely responsive to the needs of the independent distributor with competitive pricing and fast, dependable delivery."

In conjunction with the NISSCO Buying Conference, NISSCO hosted ISSA's only scheduled east coast CIMS I.C.E. certification class for 2013 with a record number of attendees. The conference also included a series of mini-seminars addressing the impact of technology in the janitorial supply industry. 

PEOPLE

Acworth, Ga.-based Americo Manufacturing Company added **Cameron Dunagan** as regional manager for its southeast territory. Dunagan's responsibilities include working with sales representatives to develop sales and maintain current customer relationships. He has held several sales management positions with other organizations, including Andersen Company, Mohawk Industries and Dupont Stainmaster Flooring.



Hill & Markes Inc., Amsterdam, N.Y., hired **Ray Borst** as CFO. Borst, a CPA, has held various positions in financial

services during the past 20 years. Most recently, he worked as CFO at Fillpoint LLC, a distributor of video game consoles.

Spartan Chemical Company, Maumee, Ohio, promoted **Wesley Malone, Patrick Cox** and **Todd Johnson** to the roles of regional manager. Malone will oversee the Kentucky region; Cox has responsibility for the Minnesota region; and Johnson will be in charge of the Mississippi region.

Betco Corporation, Toledo, Ohio, added **Jon Coote** and **Rob Mouw** to its sales team as regional managers. Prior to his new position, Coote was an owner of a sales and marketing company where he represented Kaivac, Tornado, AVET-USA, Mystic Maid Microfiber and Hyso Hygiene Technologies. Mouw previously worked in the jan/san market as a broker where he developed growth strategies for the manufacturer at both the distributor and end-user levels.

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GOJO Remains Committed To Sustainability

GOJO Industries, Akron, Ohio, has released the details of its sustainability report, showing the company's progress toward social, environmental and economic sustainability initiatives.

The 2012 GOJO Sustainability Report cites advances in social sustainability initiatives, significant reductions toward environmental goals and creation of sustainable value for GOJO and its stakeholders.

"The progress in our social, environmental and economic sustainability measurements is a direct result of the authentic commitment of GOJO employees to our 'Sustainable Ways of Working' culture," says Vice Chair Marcella Kanfer Rolnick. "This commitment brought accelerated momentum this year toward our goals."

Highlights of the report include:

- **Social** — GOJO in 2012 generated a 25 percent improvement in hand hygiene compared to the 2010 per-use rate, promoted public health by delivering products to regions with extreme needs, and supported efforts to educate about the risk of infection-causing contamination in refillable bulk soap dispensers. GOJO also collaborated with dozens of not-for-profit organizations, which have resulted in the employment of hundreds of disabled individuals at these agencies.
- **Environmental** — GOJO reported a 40 percent reduction in greenhouse gas emissions since 2010, a 29 percent reduction in water use over that same time period, and a 13 percent reduction in the generation of solid waste relative to the 2010 per-use rate.
- **Economic** — GOJO achieved a 52 percent increase in sales from sustainably certified products (as a percentage of the sales revenue mix). 



Anacostia Watershed Society was one of charities selected to receive trash bags

Calico Industries Celebrates 90 Years With Donations

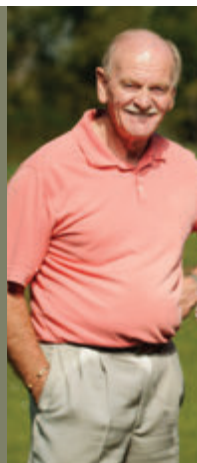
Annapolis Junction, Md.-based distributor, Calico Industries Inc., donated 90 cases of trash bags (approximately 45,000 bags) to local charities in honor of its 90th anniversary.

The family-owned and operated company has a lot to celebrate — having grown from a small, industrial cloth converting company to selling thousands of foodservice, workplace safety and janitorial products nationwide.

"We would not have made it this far without the sacri-

fices of our founders, and the dedication of our employees and customers," says Calico's President Dirk Wiersma.

Calico showed its affinity for nearby cities Baltimore and Washington D.C. by donating the trash bags to various community-focused charities, including Meals on Wheels of Central Maryland, Anacostia Watershed Society, Maryland Food Bank and Food & Friends. Each charity received bags in a variety of sizes to be used for different purposes within the organization.



OBITUARY

Solutex Loses Friend and Employee

President of Sterling, Va.-based Solutex Inc., Charles Moody, announced the company lost longtime employee and friend, **Mike Lyons**. He passed away June 12.

Lyons worked at Solutex as a member of the sales team, "but he was so much more than that," says one of his colleagues. Lyons was especially known for his intricate knowledge of the facility maintenance industry and was often "considered family" by his clients.

Originally from Birmingham, England, Lyons brought his family to the United States in 1979 after extensive world travel. He joined Metrochem Industries, a chemical and facility maintenance supply company, in the early 1980s and worked there for more than 25 years until joining Solutex.

For more than 30 years, Lyons contributed much to the facility maintenance industry through his knowledge, energy and promotion of education.

R3 Selected For Foodservice Committee

R3 Reliable Redistribution Resource, Elk Grove Village, Ill., was named to the steering committee of the new Technomic Foodservice Category Management Institute.

Launched with the support of the Category Management Association, the Institute will produce tools for foodservice industry participants to succeed in a category management-driven environment, according to a company release.

R3 is one of eight companies selected by Technomic to serve on the committee. All committee members are a part of the operator; distributor; broker and manufacturer communities serving the foodservice industry.

"We are honored that Technomic invited our company to be a member of the Institute's steering committee," says R3 President Earl Engleman. "The foodservice industry is going through some growing pains, and we want to help the foodservice supply chain community navigate these challenges to their advantage. By contributing our category management knowledge, we can help enhance the discipline for the benefit of our vendors, our redistribution customers and their customers." 

Network Receives Healthcare Award

Schaumburg, Ill.-based Network Services Company has been honored with a Legacy Award by Premier healthcare alliance.

Winners are recognized for their outstanding support for alliance members through their Premier partnership, local customer service and engagement, value creation through clinical excellence, and commitment to lower costs.

"Our relationship with Premier allows Network the opportunity to showcase our healthcare expertise which reaches beyond product," says Natalie DePace, vice president of business development for Network. "Our healthcare specialists have specific knowledge to support hospitals and long-term care facilities in their goal to reduce infections through improved surface disinfection and hand hygiene, safeguard patients, and improve overall satisfaction." 



We are happy to report that the *Sanitary Maintenance* 70th Anniversary issue was a hit with the jan/san industry! We received numerous phone calls and e-mails, as well as Likes and Tweets via our social feeds. We appreciate all the kind words.

Here's a sampling:

"Just wanted to say great issue on the 70th. Well done!"

— Lisa Veeck, ISSA

"This was a great issue bringing back good old memories of when my mother and father started our company in 1958, when I was a freshman in college. The old pictures section prompted me to go look at some of the pictures we have, of the '50s, '60s, '70s, etc."

— Clyde Hunt Jr., Hunt & Co.

"Just finished the Anniversary Issue. Wanted to pass along my compliments and congratulations on a job well done. I thought the publication was excellent, well put together and relevant, entertaining, and certainly highlighted the milestone appropriately.

Congratulations on seven decades under your belt, and here's to 70 more great years!"

— Matt Wood, ProTeam

"It's a fantastic look back. Can't wait for the next 70 years!"

— @WAXIEbuzz

"I absolutely enjoyed this issue. I still carry it in my bag. It brought back a lot of great memories. I really enjoyed it for the history part of it — I can go back in the '70s on and know all of those companies."

— Andy Brahms, ArmChem International.

PRODUCTS

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A. FLOOR EQUIPMENT

Betco Corp. — The Stealth MicroRider has a productivity rate exceeding 30,000 square feet per hour and is equipped with an 18-gallon solution tank to reduce downtime. It includes the Eco-Mode feature, allowing operators to conserve energy and extend run time. It also operates at 54 decibels for quiet cleaning and lower energy consumption.

B. CLEANING PADS

ACS Industries Inc. — Scrubble Utility Cleaning Pads and Holder are ideal for hard to reach areas. Light-Duty White pads are designed for cleaning and buffing windows and ceilings; Medium-Duty Blue for general purpose cleaning; and Heavy-Duty Brown and Black are for removing finish build-ups. The 180-degree Swivel Joint Holder features a hook and loop design for positive traction.

C. SOAP/SANITIZER DISPENSER

STOKO, an Evonik Brand — The Refresh 4-in-1 Hand Hygiene System is a first in the industry with a choice of touch-free or manual dispensers that use the same refill. The 4-in-1 saves costs, simplifies purchasing, reduces labor and streamlines inventory. It offers maximum flexibility, no hidden fees and over 40 variations of colors and styles.

D. SOFTWARE

Universal Business Systems — Synergy Suite is a complete software package including ERP, finance/accounting, customer relationship management, customizable online ordering, product catalog, real-time sales analysis, and sales, purchasing and rebate tracking. Synergy is platform independent and works on smart phones, tablets, laptops or any mobile device without installing additional software or apps.

E. HAND HYGIENE

Buckeye International Inc. — The Symmetry Hand Hygiene Program offers a complete line of products, awareness, education materials and training to promote hand hygiene; the best defense against the spread of infection and disease, according to recommendations from the Centers for Disease Control.

F. GROUT CLEANING

Gator Cleaning Products, LLC — The "V" Shaped Beveled grout brush heads can be added to the Grout Gator or Grout Gator Pro Extender and used to reach into deep, narrow grout lines. The durable bristles clean thin lines with ease.

G. DISTRIBUTION SOFTWARE

Epicor Software Corporation — Users of the Epicor Eclipse wholesale distribution enterprise resource planning (ERP) program now have access to Epicor ICE business architecture, an enhanced connector and application builder. ICE provides users with data replication in near real-time, dashboards for visual data analysis and point-and-click access to data for the purpose of mapping data to other applications.

H. VACUUM

ProTeam Inc. — The 60-decibel battery-powered GoFree Pro backpack vacuum improves comfort for the user. Featuring a triangular shape combined with the patent pending FlexFit articulating harness, the 20-pound vacuum conforms to the users back for a closer fit and reduces accidental contact with walls and doorways. The GoFree Pro has a 55-minute runtime and improves productivity by eliminating cord-management tasks.

I. GROUT CLEANING

American Brush & Chems — The Dirty Grout Demon Pro tile and grout brush features Dupont's TYNEX "NYLO GRIT" bristles for extreme durability. The angle of bristles cleans tile while the mold design allows "end" bristles to clean grout and walls. With 50 percent more bristles, the center bristles will not "round out."

J. FAN

Sanitaire by Electrolux — The SC6055 Precision Air Mover pulls air from above into the fan chamber and sends the driest air into precise areas by way of four different drying positions. The 18-pound air mover is a quiet 67 decibels at its lowest setting and features a 0.4 horsepower motor that moves air at a velocity of 3400 feet per minute. When connected together, six units can work off one 15-amp circuit for drying carpets, floors and small rooms in education, health care and hospitality settings.

K. FOAM SOAP

DEB SBS — GrittyFOAM heavy-duty foaming hand cleanser features scrubbers to wash away tough dirt, and is still gentle on hands. As a foam soap, users require less product, water and energy to clean hands.

L. FLOOR SCRUBBER

Advance — The SC1500 REV stand-on floor scrubber provides up to 109 minutes of cleaning per tankful, up to 3.5-hours of battery runtime, and fast operating speeds for daily and deep scrubbing applications. One-pass cleaning and low noise levels increase productivity and enable daytime cleaning. The 12-gallon machine is available in two options, including a 20-inch REV or a 20-inch disc model.

M. ODOR CONTROL

Nilodor Inc. — The White Clover odor control system provides a powerful but soft fragrance and is offered in the Nilium Water Soluble Deodorizer, the Bio Enzymatic Urine Digester, and the Nilotron Metered Refill products.

N. DILUTION CONTROL

Tolco Corp. — An alternative to wall-mounted dispensing systems, the Pro-Blend dispensers for quart bottles (28/400 thread finish) and gallons (38/400 thread finish) allow for proper proportion and dispensing of liquids almost anywhere. The Twist-Squeeze-Pour operation has variable adjustments that allow for different concentrations. The Pro-Blend offers measurements from 0.25 ounces to 3 ounces.

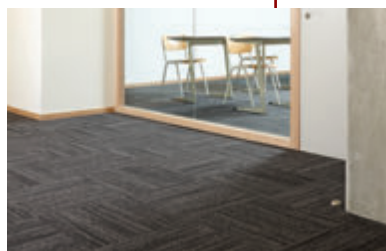


O. MOP BUCKET

Kaivac — The patented OmniFlex Bucket has a built-in spigot to release precise amounts of cleaning solution, degreaser or stripping solution directly to the floor. It can also be used for traditional mop and bucket cleaning methods.

P. FLOOR SWEEPER

Tornado — The 12-inch-wide, battery-operated EB30 mini-sweeper comes with a 7.2-volt rechargeable battery for the quick cleaning of entries, hallways, mats and other carpeted areas. The sweeper provides a full charge in 12 hours and operates at 56 decibels for quiet cleaning.



A. CLEANER AND DEODORIZER

Enviro-Solutions — The ES 51 washroom cleaner and deodorizer contains a combination of protease enzymes, microorganisms, and surfactants to clean, descale and eliminate odors. The non-toxic cleaner and deodorizer is water soluble, biodegradable and certified by the Environmental Choice Program.

B. GROUT SEALER

Spartan Chemical Company Inc. — Between the Lines grout sealer creates a waterproof barrier, sealing out dirt, spills and other soils for up to six months. The water-based formula is safe for use on ceramic, porcelain and natural stone tile surfaces.

C. SANITIZING SPRAY

Kimberly-Clark Professional — Scott 24 Hour Sanitizing Spray kills 99.9 percent of bacteria for up to 24 hours, including after multiple touches on a surface. The product also cleans, disinfects and deodorizes, and eliminates 99.9 percent of cold and flu viruses and norovirus.

D. FLOOR TILE

Mats Inc. — In addition to keeping dirt and moisture at bay, Trilogi Tile modular tiles reduce fine dust particles from the air, are fully recyclable and can contribute toward LEED certification. The tiles can be installed in

E. CLEANING CHEMICALS

Legend Brands — The company will market the Chemspec line of chemicals as part of its chemical group. The product line includes floor care and fabric cleaning chemicals for the commercial cleaning and building restoration industries.

F. FLOOR PADS

Americo Manufacturing Co. Inc. — Following an acquisition of assets, the company has reintroduced Glit/Microtron's CocoPad, Joey, and Buckaroo brand floor pads. The Buckaroo burnishing pad is for high-traffic, medium to hard floor finishes for light cleaning and high gloss. The Joey floor pad lightly polishes a variety of floor finishes with 100 percent recycled polyester fibers. Coco oil in the fibers of the CoCoPad provides natural lubrication and a high gloss on soft to medium floor finishes.

G. SURFACE TREATMENTS

Fila — The surface care company has launched three LEED compliant surface treatment products: FILAMP90 ECO seals and protects polished porcelain, ceramics, polished natural stone, terrazzo and crackle-glaze tiles; FILAFOB ECO provides stain protection for absorbent surfaces including natural stone, terracotta and brick surfaces, BBQ areas and driveways; and FILASTONE PLUS ECO offers color enhancing for natural stone, marble and granite surfaces, and reduces dirt absorption on shiny and untreated surfaces without forming a film.

H. HAND DRYER

Dyson — The Airblade Tap hand dryer uses infrared sensors to pinpoint users' hands and release water from the tap stem. Once users' hands are washed, integrated circuitry activates two high velocity sheets of air on the tap's branches to dry hands in approximately 14 seconds.

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Gretchen Roufs, an 18-year janitorial supply industry veteran, owns a marketing and public relations company in San Antonio. To suggest someone you think should be featured in "Freetime," contact her at Gretchen@GretchenRoufs.com.



cast away

By Gretchen Roufs

As a lifelong hunter and lover of the outdoors, it was only natural for Tobie McKown to try fly fishing 12 years ago. However, Tobie, president and CEO of The United Group in Monroe, La., soon learned that fly fishing was different from his other recreational pursuits.

"There's a certain amount of solitude associated with fly fishing," says Tobie. "When you're wading, you are by yourself. When you're drift boat fishing, you're with just one or two other people."

Izaak Walton, a 17th century author who wrote "The Compleat Angler," called fly fishing "the contemplative man's recreation." Tobie agrees with this sentiment and also finds the entire process therapeutic.

"It started a healing process for me after my late wife Liz passed away," he says. "The

scenery, the serenity, the challenge; fly fishing has a calming effect on me."

There are a lot of dynamics in fly fishing and all kinds of different skill sets required. There is wade fishing and drift boat fishing. Fresh water fishing and salt water fishing. Cool weather locales and tropical weather locales. Tobie embraces them all.

"I was fishing in Montana this spring, and on May 24, I woke up to four inches of snow," says Tobie. "Ten days later, I was saltwater fishing in Florida where we got caught by Tropical Storm Andrea."

Casting a fly rod comes naturally to some people, but Tobie says he's still learning.

"I ask different people to show me their techniques, and know that I never want to be an expert," he says. "I like to think of myself as a beginner... somebody who is like a sponge and learning all the time."

An engaging part of the sport is fly tying. Fishermen use deer hair, pheasant feathers, rooster tails and other natural or synthetic materials as lures. Many consider tying the flies to be an art.

Just as important as the tools and technique, fly fishing involves dressing for the weather and wearing protective clothing such as wading boots and polarized glasses.

"The rain and the cold really don't matter," Tobie says. "There's never a bad weather day. I just think of it as a bad clothing day."

Fly fishing is actually Tobie's second free time passion; photography is his first. He incorporates the two and is an avid photographer while he fishes. Having learned from past experiences, Tobie now has a waterproof camera.

"When I got the waterproof camera, I thought, 'Even if it is waterproof, what happens if I drop it?' So I hook it onto my vest."

Tobie has even been able to get some great shots of the fish still in the water. **SM**



Tobie McKown shows off his catch

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*Pictured (from left to right):
Irene Boutakis, Fernando Tongco, Mary Bramley,
Joselito Bermudo (kneeling), Leonard Dobbins*



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