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## true leaders

For the fifth time, *Sanitary Maintenance* is honoring the industry's top Sales Leaders, and once again I'm amazed at the new crop of nominees. The cleaning industry is blessed with so many passionate and savvy sales reps.

Although the abundance of worthy candidates made for a difficult task in narrowing down the field, I think you'll agree that these five are among the best in the business. Turn to page 10 to learn about each deserving winner.

A new group of five were named this year, but true Sales Leaders could theoretically be honored every year. Bill Allen of Fagan Sanitary Supply — and 2011 Sales Leader — proves this in our floor care article on page 22.

When Geneva College, the birthplace of college basketball, needed to replace its gym floor, Bill helped bring all the parties together for this historical endeavor, as well as outlined the necessary cleaning steps to maintain the floor's legendary heritage. This dedication to the industry is yet another example of why he was — and still is — considered a Sales Leader.

With the January/February issue being one of recognition, it's fitting that we also get one last chance to honor one of our own. After 40 years, Dick Yake, our long-standing vice president of content development, is retiring from Trade Press Media Group.

Throughout his time here Dick has helped shape the content and look of *Sanitary Maintenance*, the cleaning industry's original publication. He's also the one who hired me as editor-in-chief and mentored me as an editor. His leadership and wisdom will be missed.

But change also brings opportunities. I am excited to officially announce Dick's successor, Renee Bassett. Renee comes to Trade Press with years of experience at some premier media companies. She will certainly be an asset to *Sanitary Maintenance*. **SM**

### SANITARY MAINTENANCE

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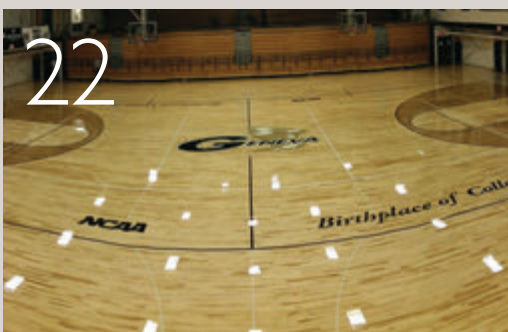
## CLEANING UPCLOSE

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## THE 5 MOST-READ SM ARTICLES FROM 2014

-  **Wipe Away Hospital-Acquired Infections**  
Study finds that laundered cloths can still contaminate hospital surfaces. Disposable wet wipes provide an alternative. Read it at [www.cleanlink.com/16655sm](http://www.cleanlink.com/16655sm)
-  **Average Jan/San Sales Rep Compensation**  
This SM survey provides industry benchmarks for paying and motivating veteran and new salespeople. Read it at [www.cleanlink.com/17725sm](http://www.cleanlink.com/17725sm)
-  **Battle Superbugs With Shorter Dwell Times**  
Healthcare facilities are opting for disinfectants that can kill antibiotic-resistant infections in less than 10 minutes. Read it at [www.cleanlink.com/17219sm](http://www.cleanlink.com/17219sm)
-  **Washing Cloth And Microfiber Towels For Reuse**  
This online exclusive article discusses proper laundering of cotton and microfiber cloths for use in healthcare facilities. Read it at [www.cleanlink.com/16668sm](http://www.cleanlink.com/16668sm)
-  **Day Cleaning Influencing Equipment Manufacturers**  
Vacuums and extractors are being designed with quieter, more efficient motors to be used around building occupants. Read it at [www.cleanlink.com/16905sm](http://www.cleanlink.com/16905sm)

## DISTRIBUTOR CHOICE AWARD






The Distributor Choice Award is back! That means we need your assistance once again.

*Sanitary Maintenance* is asking jan/san distributors to help pick the best products in the cleaning industry. Check your e-mail for your ballot for the Distributor Choice Award. Voting only takes a few minutes.

Your expertise in the sanitary supply marketplace will help us determine and spotlight the industry's leading products. The winners will be featured in the June 2015 issue of *Sanitary Maintenance*.



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## strategize your sales tactics

Devise a marketing plan that helps achieve sales goals

By Tina Serio

**When you established your organization's goals for 2015, did you do so with thought towards the strategy you will use to achieve those goals? Setting sales goals seems to be a very common marketing tactic and is a staple of distributors' fourth-quarter management duties. What is less common, however, is defining a marketing strategy to help achieve those goals, and documenting that strategy into a formal plan.**

I have created a simple spreadsheet that readers can download from SonicTrain's website, [www.sonictrain.com/resources.html](http://www.sonictrain.com/resources.html). This planning tool (or your own version of it) will allow you to identify which channels you will use to engage audiences, generate leads, nurture prospects and fill your sales pipeline.


Scheduling your marketing activities by channel in a spreadsheet or calendar will give you an "at a glance" view and enable you to quickly identify gaps of time where you may be falling off the radar of your customers and prospects.

Although your peak marketing may be filled with information about premier value-added

services, trade show participation, new products, training opportunities and seasonal specials, you may see time periods where you are not marketing at all. Fill those gaps with marketing content from your key vendors. This enables consistent reach to your customer base with minimal impact on you.

What advertising channels you utilize will depend on the scope of your market and the size of your marketing budget. For most distributors, the reach of their marketing program is the local or regional area. Social media, SEO, state/local association chapters, and, of course, your own contact base via email campaigns are typically cost-efficient components to a strategic marketing plan.

Not aware of what associations have local or state chapters, or if they have social media networks you can tap into? Try working backward. If your sales team has key target accounts to bring on board in 2015, start with those accounts (if not, start with your current best accounts). Identify what the buyers at these accounts read, what associations they belong to, and what LinkedIn groups they subscribe to. If your team can't get an audience with the buyer to personally ask questions, try sending an incentivized survey; i.e., "Everyone who submits all answers will be entered into a drawing to win a new (fill in the blank)."

Although you may not have a marketing department or a marketing budget, if you have a sales team then you need a marketing plan. Bottom line: Strategy sells, the rest is just luck. 

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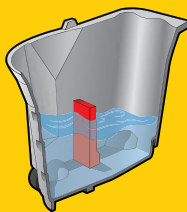


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# TOP SALES LEADERS

## SM assembles the 2014 team of super sales reps

By Nick Bullock, Associate Editor

Some superheroes leap tall buildings in a single bound, and others are billionaires with lots of gadgets. Some get their powers from science experiments gone wrong, others are exceptionally smart. There's no one attribute or skill that makes a superhero heroic.

The same goes for a Sales Leader. What defines a *Sanitary Maintenance* annual Sales Leader award winner? It's someone with impressive sales figures, yes, but it's also someone who provides a snapshot of what makes this industry great.

A Sales Leader may be a salesperson who takes pride in keeping up with the changing times, or one who will literally answer her phone anytime and anywhere. It may be a rep who came out of nowhere to lead a company's sales force, or one who seemingly never plans to retire. A Sales Leader may even be someone who will push back against authority if it means doing right by his customers.

We asked distributors and end users to nominate the best employees, colleagues and reps, and there were dozens of deserving nominees. The definition may be difficult to pin down, but we think you'll agree that these five reps are Sales Leaders by almost any measure. ■

# Young At Heart

## Tom Jeannette KSS ENTERPRISES

Like most distributors, KSS Enterprises had a veteran sales force. About three years ago, the company began hiring recent college graduates in an effort to get younger, says Ed Stasiak, vice president of KSS.

As many distributors are discovering, Millennials bring a different mindset to the workplace. But they fit right in with 71-year-old Tom Jeannette, sales team leader at the KSS branch in Plymouth, Michigan.

“Tom’s willingness to embrace newer technology, newer processes, the newer systems is always there,” says Stasiak.

Janitorial distributors don’t find that in many 70-year-olds, says Stasiak.

“When technology first came along,” says Jeannette, “I looked at it and I thought to myself, back in the day when Henry Ford came out with the car and there were people who still had their horse and buggy, some of those people said, ‘You know, I’ll stick with the horse and buggy,’ and they got left in the dust.”

Jeannette makes it his mission to keep up with new trends. He teaches a seminar at KSS trade shows called “Cool Tools” on how technology can help sales reps do their jobs more efficiently. In the field, if a customer needs a new part for a floor scrubber, Jeannette pulls out his phone, takes a picture of the broken piece and texts the picture to the KSS service department. He even has half a dozen customers who correspond strictly through text messages.

“I call them my texting ladies,” says Jeannette. “You can call them all you want, they don’t answer their phones. If I text them, I get an answer back immediately.”

But it’s not just Jeannette’s willingness to learn that earned him Sales Leader nominations from four different people. It’s also his willingness to lead.

Jeannette joined KSS five years ago, after his previous employer had gone out of business. Jeannette made it his responsibility to find work for his team, which consisted of four sales people and a general manager, some of them his senior.

“Somebody has to lead,” he says. “I wanted me as well as the other people there to land with our feet

on the ground, rather than floundering out there from a company that just went out of business. So I just took the reigns and said this is what we need to do and where we need to go.”

Jeannette facilitated the entire team’s employment, even negotiating a commission structure. One



Tom Jeannette frequently leads educational seminars at KSS Enterprises

member of that team has since retired, but the rest still work for KSS.

Jeannette sees himself as a mentor for both young employees, teaching them about sales and the industry, and older employees, encouraging them to adopt the new technologies and processes.

“I’ve got a lot of experience,” says Jeannette. “I’ve been beat up and pushed around, so I know the things you shouldn’t do and the things you should do. And I truly enjoy sharing those with the younger people in the company. They’re on their way up, and I’m at a point now where it’s not all about a paycheck, it’s about what I’m going to leave behind with these people.”

Pro-Link Regional Manager Brian Faut says Jeannette has the younger sales reps’ ears because he’s shown the ability to adapt as the industry has changed.

“A lot of guys will say, ‘This is what I’ve been doing for 30 years. I’m not changing,’” says Faut.

Jeannette, on the other hand, evolves. ■



# Always Available

## Tiffany Sarmiento SPRINGFIELD PAPER COMPANY

**T**iffany Sarmiento, procurement director at Springfield Paper Company in Springfield, Missouri, won the company's Sales Person of the Month award for 10 of the 12 months from November 2013 to October 2014. That 12-month period included three months where Sarmiento was on maternity leave for her second child, Santi.



Tiffany Sarmiento, nominated by her father, Kevin Smith, has become one of Springfield Paper Company's top sales reps

Yes, that's correct; Sarmiento won Sales Person of the Month while she was on maternity leave. She actually won the award for two of the months she was on leave. In fact, Sarmiento was even answering phone calls and recording product orders while she was in the hospital.

"I didn't know she was doing that," says Kevin Smith, Sarmiento's father and general manager at Springfield Paper Company. "I must have been in the hallway or eating lunch."

Because she never really stopped working, Sarmiento says many of

her customers were unaware she was in the hospital.

"Half of the people didn't even know I had a baby, and then when I talked to them afterward, they were like, 'Wait, when did that happen?'" she says.

From the time she started at Springfield Paper Company three years ago, Sarmiento, who also has a 7-year-old son named Alejo with her husband, Luis, has believed customer service is about adapting to her customer's needs.

Sarmiento has a degree in psychology and biomedical sciences. But she had received a taste of the sales world through some previous experience in real

estate. While she was enjoying a career in the mental health field, she began to miss the sales environment. So when an opportunity arose with Springfield, she jumped at the chance.

In an effort to avoid favoritism, Smith says he assigned Sarmiento the company's weakest sales territory.

But neither that, nor a lack of janitorial product knowledge, could slow Sarmiento's rising star. New salespeople typically take five to eight months to move from a salary to a straight commission-based pay structure, says Smith. Sarmiento did it in three.

"Once you know how to connect with people and have good customer service," she says, "the product itself doesn't necessarily matter."

Sarmiento says she has a unique sales style. She didn't try to immediately learn every little thing about the industry. Instead, she met with as many people and asked as many questions as possible.

"Instead of trying to go into each customer acting like you know everything, be open to them explaining to you," says Sarmiento.

She spent much of her time on the phone, researching the decision makers and establishing numerous initial relationships instead of filling up her schedule with a handful of in-person cold calls that probably wouldn't work out. She also focused on larger accounts.

Not everyone agreed with that style, says Smith. Not long after starting at Springfield, the ambitious Sarmiento aimed to land a large grocery store chain in the area. The account was long considered too large for a company Springfield's size. Despite doubts from the other salespeople, Sarmiento wasn't deterred and eventually landed the account.

"They were trying to discourage her," says Smith. "She proved them wrong."

Eventually, Sarmiento was able to attain her goal of establishing a book of accounts that are essentially self-sustaining.

After all, she says, it wasn't her filling orders while in the hospital that earned her multiple sales awards in those few months of maternity leave. It was the groundwork she had laid up until that point. ■



# The Natural

## Ben Wright

### HP PRODUCTS

Until about four years ago, Ben Wright was an assistant golf pro at Jupiter Hills Club in Tequesta, Florida. He learned how to deal with a wide range of personalities, identify a client's problems and make that client feel comfortable.

One of the country club members was D. Ames Shuel, founder of Indianapolis-based HP Products, who quickly became impressed with Wright.

"I think part of it was just the relationships I was able to build with the membership there," says Wright, "and it sounds like he thought that would be a fit for customers in his organization."

It turns out those relationship-building skills apply to more than just golf lessons. Today Wright, a systems consultant for the HP Products branch in Belleville, Michigan, is consistently leading the company's sales force in most of its product categories.

Wright, who is originally from the Detroit area and earned his degree in human resources and communication from Oakland University in Rochester, Michigan, started out with HP Products by working in customer service for about a year. He saw how the warehouse operated, worked with the company's truck drivers for a time and learned about the products. He eventually made his way into outside sales, where he began working for John Holden, HP Products' vice president of sales for the state of Michigan.

"We had a territory open up and assigned Ben to several of those accounts," says Holden. "He basically took over an experienced salesperson's territory, and the territory grew within the next year."

That territory included the down-on-its-luck city of Detroit.

"The national media paints a horrible picture of the economy in southeast Michigan, namely Detroit, but Ben has found a way to grow his business by 26 percent in 2013 and on pace for 29.6 percent in 2014," says Holden.



Ben Wright has proven he is just as comfortable working in janitorial sales as he is on the golf course

Wright has accomplished this by turning his perceived weakness into a strength. Because he doesn't know any one of the company's product categories better than another, he feels equally comfortable selling all of them — something not done by all of HP Products' sales reps, says Holden.

"I think it's just asking the right questions and being OK with telling the customer I don't know the answer right then," says Wright. "I kind of pride myself on quick follow up and bringing the experts with me."

According to Holden, Wright consistently leads his branch's 11 salespeople in most of the company's

eight product categories: Packaging, Safety, Laundry and Dietary, Equipment, Textiles, Coffee, Cleaners, and Bioaugmentation.

For Holden, Wright's success comes back to customer service. Wright has "never met a stranger," says Holden, which is why Wright was able to come in and find so much success despite having no background or formal education in sales.

"He basically was in a customer service type of position at the country club — just looking for ways to provide a higher level of service," says Holden. "I definitely think he brought that with him when he came to HP." ■

# The Lifer

## Al Crisafulli

### ATRA JANITORIAL SUPPLY COMPANY

Even at 69 years old, Al Crisafulli never stops improving. He runs four miles a day. He recently set a new personal deadlift record, hoisting 425 pounds up off the ground.

His betterment exploits don't stop at the gym, either. As a territorial manager for ATRA Janitorial Supply Company, Pompton Plains, New Jersey, Crisafulli continues to endeavor into independent study and participate in product knowledge seminars, just as he did when he cofounded ATRA in 1983 with his twin brother Tony Crisafulli.

"You're never done learning," he says.

It's a lesson he's passed on to younger employees, including his nephews Anthony and Jason Crisafulli, who have since stepped into leadership positions for the family business. Anthony says he and his brother still use that approach.

"Our younger sales people are all trained the way ATRA's first generation of Crisafullis learned and taught us," says Anthony, the company's president.

Al and Tony got their start at another jan/san distributor, which is now a competitor. It was there Al says he learned that the best way to go to market was by knowing more about his company's products and his competitor's products.

"I believe the expert is the guy who knows one thing more than the person he's talking to about a specific subject," says Al.

That philosophy helped him rise through the ranks. He started out as a truck driver at age 17, moved to the inside sales showroom, was eventually

assigned a sales territory and finally became sales manager. By then it was time for a change.

"After 20 years, I decided I'd rather do be doing this for myself," says Al.

He and his brother founded ATRA, which stands for Al and Tony Return Again, using what they learned at their previous employer.



Al Crisafulli hugs his niece Alina Branda. Keeping fit helps the 69-year-old Crisafulli stay young

To this day, ATRA still holds regular product education sessions, bringing in manufacturer reps and even chemists to explain what makes a certain product better.

Al points to this thirst for knowledge as his reason for success. But Anthony credits Al's passion for the industry and his understanding of his strengths for lasting this long in the business. In fact, Al sold off his shares of the company to Tony, Anthony and Jason about 12 years ago, which allowed Al to focus on being the company's top salesman and growing his territory.

Tony retired from ATRA in 2011. Al and Tony's other brother, Joe, also works for the company and is planning his retirement. But there's no end in sight for Al. He won't even talk about retirement when Anthony tries to plan for that day.

Al says his father retired at age 59 and passed away shortly thereafter. And he knows a lot of guys who sit at home with nothing to do and are sorry they retired.

That won't be Al.

"I'm still in good shape. I feel great. And I'm able to do everything I need to do. I play as much golf as I want. I live right on the golf course. I travel with my wife," he says. "And I still have that fire." ■



# The Competitor

## Mark Dowling

AMSAN NEW ENGLAND

There are plenty of ways for a salesperson to build business. Some boast extensive product knowledge. Some are great at creating proposals and presentations.

But, says Mike Aten, AmSan regional sales manager, “sometimes those don’t translate to referrals.”

Mark Dowling, senior facility sales representative for AmSan New England, based in Auburn, Massachusetts, excels at building relationships. As a result, his customers can’t wait to refer him to other businesses, says Aten.

“I just try to maximize the relationships that I’ve had and have established and built over the years,” says Dowling, who has worked in the industry for 16 years, including the past 13 for AmSan out of his home office in Scituate, Massachusetts. “I’ve picked up some just wonderful referrals. And that’s really how I tend to go to market now.”

Aten says it’s a unique way to expand business compared to other salespeople on his team. Earning that kind of loyalty from a customer isn’t easy. It requires a sales rep to stick his or her neck out for the customer.

Plenty of distributors say their sales reps fight for their customers. When Aten says it about Dowling, he really means it.

“We deliver our own products on our own trucks,” says Aten. “Just recently we had a customer that was looking for a very unique delivery. That delivery required our truckers to load up the items on two-wheelers, deliver them inside the building, go up inside an elevator, then take them down to a storage facility.”

This, says Aten, is not something AmSan usually does. The truck drivers are on tight schedules and can’t afford to spend that much time making one delivery.

Dowling was not satisfied with this level of service for his customer. Respecting the chain of command, he went to Aten, his supervisor, who took the issue to his bosses. Aten and Dowling were told AmSan couldn’t make the special delivery.



Mark Dowling, a former high school football and college rugby player, now coaches his son Sean’s football team

That still wasn’t good enough for Dowling. He asked Aten for permission to speak directly with the higher-ups and ask for an exception.

“He wouldn’t take no for an answer until he got to the right person who said, ‘Hey, we can do it. This is what we need,’” says Aten.

Dowling says this unwavering persistence comes from his years in athletics. He played football in high school. When he got to the University of Massachusetts, he began playing high-level rugby. Today he coaches his son’s youth football team.

When roadblocks arise, his competitiveness takes over. But, more than that,

Dowling says he’s driven by a “fear of failure.”

“I value each and every relationship with every customer that I have,” he says. “In a lot of ways, you just don’t want to let people down.”

Which is why Dowling wouldn’t stop when Aten originally told him AmSan couldn’t make that special delivery.

“Some says folks might have said, ‘Hey, Mr. Customer, this is the best we can do for you,’ and maybe got the customer or maybe not,” says Aten. “Mark took it to the next level and said, ‘This customer means a lot to me. I want to make it work for them.’ And he went and worked on their behalf.” ■



# ISSA<sup>®</sup> INTERCLEAN<sup>®</sup> NORTH AMERICA

## ISSA/INTERCLEAN SHINES BRIGHT

PHOTO COURTESY OF ISSA

The show held in sunny Orlando attracted more than 14,000 participants and nearly 700 exhibitors

By Sanitary Maintenance  
Editorial Staff

Keynote speaker and boxing legend Sugar Ray Leonard inspired attendees to do what it takes to win

Like its predecessors, ISSA/INTERCLEAN North America 2014 again succeeded in being the one week where key leaders and decision-makers in the commercial cleaning industry converged to see new product innovations, learn about industry trends and strengthen business connections.

The exhibition, co-produced by ISSA and its trade show partner, Amsterdam RAI, attracted 14,123 registrants to the Orange County Convention Center in Orlando, Florida, November 4-7, to network with the show's 685 exhibitors.

Not only were decision-makers from the industry's top distributors, building service contractors and in-house cleaning departments in attendance, but also more than 800 such organizations were represented that hadn't participated in the event last year in Las Vegas.

Of those new firms, 374 were distributors drawing from the Southeast region, from outside of the United States, and also from vertical markets, such as the office products, industrial and foodservice sectors. This event was once again a global gathering, with 16 percent of visitors hailing from 71 other countries. In addition, the trade show featured exhibitors from 27 countries.

Four other industry groups held their annual conventions during the week: the Association of Residential Cleaning Services International (ARCSI), Building Service Contractors Association International (BSCAI), IEHA, and the newest co-location partner, Cleaning Trade Equipment Association (CETA).

"This was a great show for us," says Curtis Braber, vice president of the CETA board of directors. "Many of our fellow CETA Pavilion exhibitors said they experienced such a great customer turnout that they are already planning to expand their space for 2015."

The International Window Cleaners Association (IWCA) also hosted safety workshops for the first time during ISSA/INTERCLEAN.

In addition to ISSA's efforts to attract a diverse group of industry influencers at this year's event, the association also offered more reasons to stay longer into the week, including four days of educational seminars, four keynote speakers and a chance to connect with LinkedIn members.

The event culminated in a double-header of keynote speakers plus industry awards on Nov. 7. Champion basketball coach Rick Pitino kicked off the day's activities, and, at the close of the exhibition, renowned

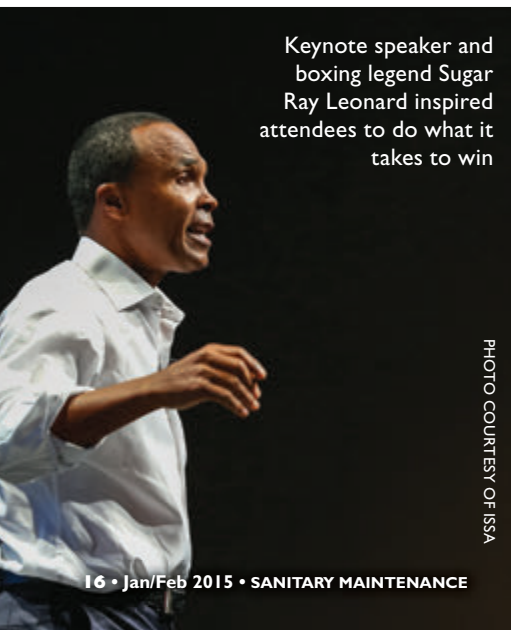


PHOTO COURTESY OF ISSA



boxer Sugar Ray Leonard headlined the ISSA Excellence Awards Luncheon.

During the lunch, ISSA honored long-standing member companies, the 10 ISSA Best Customer Service Award winners and the 10 winners of this year's ISSA Innovation Award. The day ended with several seminars, and, in all, the lineup succeeded in its goal of attracting more attendees to the show floor through its 1 p.m. close on Friday than in prior years.

Given this year's positive results, many participants already are looking forward to the next edition of the North American event, which takes place October 20-23 in Las Vegas. New to the show will be the co-location of the Institute of Inspection, Cleaning and Restoration Certification (IICRC), further broadening the array of participants. **SMI**

Attendees packed the education sessions all four days



PHOTO COURTESY OF ISSA

### Honoring Innovation

This year's ISSA Innovation Award Program featured more than 50 entries. Distributors, wholesalers and end users voted online prior to the show to determine winners in five categories.

The 2014 ISSA Innovation Award Program Category Winners were Scotchgard Resilient Floor Protector from 3M Commercial Solutions Div. in the Cleaning Agents category; Orbio os3 System from Tennant Co. in the Dispensers category; BR 35/12 C Bp from Kärcher Commercial in the Equipment category; Bidding and Estimating from CleanTelligent Software in the Services & Technology category; and Full Cycle Floor Pads from Americo Manufacturing Co., Inc. in the Supplies category.

In addition, all nominees were on display in the Innovation Showcase on the exhibit floor and attendees voted on-site to choose winners of the 2014 ISSA Innovation Award Program Visitors' Choice Award. This year's winners were BR 35/12 C Bp from Kärcher Commercial; e-Force Burnisher from NSS Enterprises, Inc.; Quick Cart from Rubbermaid Commercial Products, Inc.; CompuClean from Spartan Chemical Co.; and i-mop from Ultimate Solutions, Inc.

"The ISSA Innovation Award Program was a great success from the start with a lot of enthusiasm from participants and voters alike," says ISSA Director of Sales Anthony Trombetta. "We congratulate the winning entries and look forward to featuring more new and exciting products in next year's lineup."

Attendees also selected the exhibitors who provided exemplary customer contact. The 2014 ISSA Best Customer Service Award Winners were 3M Commercial Solutions Division; A.R. North America, Inc.; ABCO Products Co.; Advance; CleanTelligent Software; Expanded Technologies Corp.; J & M Technologies, Inc.; ProTeam, Inc.; Rep Toolkit; and Step1 Software Solutions.

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# Class A Facilities Demand First-rate Restrooms

High-end paper, soap and dispensers can all provide an upscale atmosphere

By Nick Bragg

**E**legant. Chic. State of the art. Modern. Class A facilities are generally the best-designed buildings, boasting flashy interior architecture and luxurious finishes. It's these top-notch qualities that demand higher rents and attract premier tenants. As such, standards and expectations for these image-defining facilities are elevated by visiting clientele and building occupants alike.

"A Class A facility has a higher standard placed on it than other types of facilities," says Eric Cadell, vice president of operations at Dutch Hollow Supplies, Belleville, Ill. "Class A facilities, just by perception, should be in pristine condition."

It's often said that restrooms convey a lot about a business. Restrooms in Class A office buildings, resorts and other high-end facilities are no exception. These facilities have an increased focus on the highest quality of cleanliness and don't hold back on appearance — their restrooms are equipped with high-end jan/san products to match their elaborate décor.

## High-end Paper Products

When a tenant or visitor walks into a Class A facility restroom, he or she expects to find high-end consumable paper products that embody style, performance and elegance. Jan/san distributors need to supply these facilities with products such as single- and multi-fold hand towels that are durable, yet soft as a feather; multi-ply bathroom tissue with embossing; and roll towels that are extra-thick and absorbent.

Although these high-end consumables are understandably pricier than their traditional counterparts, distributors say Class A facilities that use thicker and more absorbent towels actually notice savings by decreasing the overall towel usage.

"Better towels mean less quantity per hand dry," says Lynn Miller, chemical sales manager for Miami-based Dade Paper Company.

Fewer towels being used also leads to reduced restroom maintenance.

There is "reduced frequency of trash removal, fewer liners needed and no tabbing of lower quality towels, requiring less labor to pick up the tabs," says Alan Neufeld, vice president of sales for Hill & Markes Inc., Amsterdam, New York.

Distributors tell facility managers of Class A buildings that when making the switch from a lower-grade hand towel, they shouldn't expect a reduction in use right away. Many regular users in the facility will still habitually take the same number of towels, regardless of the quality, until they notice a difference.





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## UPCLOSE: RESTROOM CARE

Not all high-end consumable paper products are created equal. Since towels vary, distributors should point out the differences in strength, texture and absorbency to help end users choose the right product for their facilities' needs. Distributors can easily help customers make that decision by allowing them to test multiple products in their facilities. Facility managers can then determine whether a particular product meets their expectations in both effectiveness and appearance.

For Class A facilities that are committed to sustainability, paper manufacturers

frequent hand washing to help prevent the spread of illnesses. Distributors say users are more likely to wash their hands — and wash them for the recommended 15 seconds — when luxurious hand soaps are available.

“If the products are nice, people tend to wash their hands for the recommended time and more often,” says Miller. “The experience is better.”

Distributors say high-end foam soap sales have begun surpassing liquid soap sales in Class A facilities in recent years. Liquid soaps can be messy, dry out hands and be perceived as cheap.

## Class A restroom products often promote decreased usage

have rolled out eco-friendly products that use natural ingredients without sacrificing quality.

“One manufacturer has introduced technology that employs a process to create a one-ply toilet tissue that is as strong as a two-ply product,” says Neufeld. “Another has created a process to produce paper wipers that are made out of flax, and yet another is producing towel and tissue made with bamboo and wheat straw. And they all perform to an extremely high standard.”

### Spa-Inspired Foam Soap

Just like high-quality paper products, high-end soap is a must-have for Class A facility restrooms. In fact, high-end, spa-inspired hand cleansers for the commercial market have become the standard. Manufactured with natural ingredients, today's spa-inspired soaps come in foam form and contain added moisturizers and emollients such as aloe vera, Vitamin E and other natural oils. These soaps also contain pleasant scents.

Traditionally, facilities avoided putting fragranced hand soaps in restrooms as they could be off-putting to users and discourage hand washing. Today, however, consumers' preferences have changed, especially when it comes to high-end restrooms. Distributors say spa-like fragrances such as lavender and eucalyptus are popular sellers.

These luxurious foam soaps offer a better user experience and encourage proper and

“A foam product will feel to the user more luxurious and soft and silky than a liquid will because the product has already had oxygen introduced before the user has to start lathering their hands,” says Cadell, “where with liquids the user is the one who introduces the oxygen through the lather, so it takes a little longer to get a full lather.”

Besides providing an upscale environment for restroom patrons, high-end foam soap also provides cost savings over time. A single application of high-quality foam hand soap provides enough lather to wash hands, thus eliminating the need to return a hand under the dispenser for more product.

### Don't Forget Dispensers

As elegant as paper and soap products have become, so too have their dispensers. From sleek, stainless-steel multi-fold paper dispensers that are recessed into the wall, to customized touch-free soap dispensers, manufacturers continue to push the envelope in developing many different versions of dispensers for design-forward restrooms. Facility managers for premier buildings prefer the latest in high-end, attractive and sleek paper and soap dispensers because they mesh well with their facilities' luxurious décor and promote a better user experience.

When high-end dispensers are used to deliver a quality product, it's a clear indication to the facility's patrons that it is a professional atmosphere.

“Upscale products such as paper and soap do not necessarily mean luxurious,” says Neufeld. “Quality dispensing and products means that the owners and managers care about the users.”

Class A facilities also prefer dispensers that can deliver high levels of hygiene with low maintenance costs.

Single-sheet dispensing from a touch-free roll towel dispenser discourages excess use, therefore reducing waste. Additionally, touch-free, single-sheet dispensers lower the number of touch points in the restroom, which helps improve hygiene and reduce the spread of illness.

Innovation in soap packaging, foam soap formulations, dispenser design and technology have catapulted touchless soap dispensers to popularity in Class A facilities as well. The ability to preset levels of dispensed soap helps eliminate overuse and waste. Changing out soap bags or cartridges is an easy process for janitors, who simply replace the empty ones. Some facilities also prefer to install touch-free dispensers that can be used for soap and hand sanitizer interchangeably.

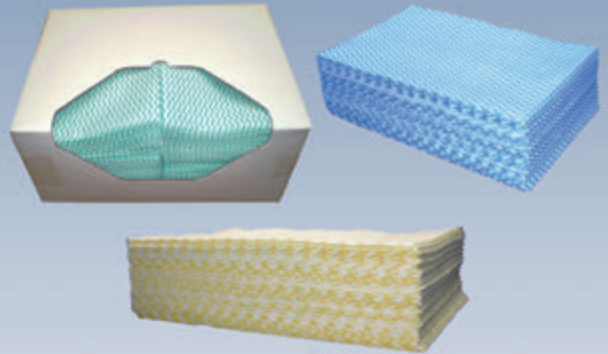
High-end restroom products typically have higher price tags than traditional ones. But high-end restrooms don't have to be more expensive. Class A restroom products often promote decreased usage and reduced maintenance costs. And if those facility managers truly desire a ritzy feel for their Class A buildings, then high-end restroom products are a necessity. **SMI**

*Nick Bragg is a freelance writer based in Milwaukee. He is the former Deputy Editor of Sanitary Maintenance.*

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The new gym floor at Geneva College is considered the best in the conference, which is fitting for the birthplace of college basketball

# A Slam-dunk Partnership

When the birthplace of college basketball needed chemicals for its new gym floor, it looked to the founders of gym floor finish

By Dan Weltin, Editor-in-Chief

**O**n April 8, 1893, Geneva College made history. When the school's "Covies" matched up against the New Brighton YMCA, it marked the first-ever collegiate basketball game.

For 120 years, the school in Beaver Falls, Pennsylvania, has embraced its heritage as the birthplace of college basketball. And to house and honor the sport, the school has made sure its gym floor is impeccable.

Unfortunately, during the 2013-2014 winter break, a pipe froze and burst in a second floor woman's restroom, pumping hundreds of gallons of water onto the gym floor below for close to a day. With water damage on and below the floor's surface, the school had no choice but to start over.

"With that damage, we had to tear up the complete floor, go through a drying process to get the concrete and everything below the gym floor level dry," says Dan Kiger, physical plant supervisor, Geneva College. "We had to start from scratch and rebuild."

Over the course of three weeks, the existing floor would be removed and a new one laid, sealed and finished. When deciding on which floor care chemicals to use for the job, Kiger turned to products from Hillyard, the company that originally created gym floor finishes.

For the first — and presumably only — time in history, the birthplace of college basketball would partner with the founding fathers of gym floor finishes. This historic pact put a silver lining on an unfortunate accident.

## History Lesson

Geneva College has arguably the fullest basketball program in the United States. In 1892, the college welcomed Charlie O. Bemies as the school's athletic director and football coach. Bemies was coming from Springfield, Massachusetts, where Dr. James Naismith had just invented the game of basketball (then called "basket football") the year prior.

Bemies had fallen in love with basketball and introduced it to Geneva College, which coincidentally, was in the process of

Workers applied the floor finish in a 'snowplow' effect. The oil-based product gave the floor its amber coloring



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Water damage forced Geneva College to start from scratch and build a new gym floor



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building a new gym — the perfect home for its new team.

Geneva College has played competitive basketball continuously since the 1897 season and today is a member of the NCAA Division III.

Although the damaged gym floor isn't the original historical hardwood, it's still hallowed ground for Kiger and the school.

"Being an old basketball coach, I have a soft heart for gymnasiums and wood floors — it's something I take a real liking to," says Kiger.

Replacing the gym floor gave Geneva College the opportunity to pair its historic

hardwood with the company that invented gym floor finish.

Twenty years after the first collegiate basketball game at Geneva College, N.S. Hillyard, the founder of Hillyard, became interested in basketball courtesy of his son, Marvin. In the early days of the sport, it was obvious to N.S. that improvements needed to be made to the gym floor. Players were routinely skidding and falling, getting skin burns or "strawberries" on their legs and arms.

N.S. began creating a floor finish that would make the game safer for athletes — and to test his products, he built a new

plant and office building that included a gymnasium. The company even had its own team — The Shine-Alls — that competed on the court.

For nearly 100 years, Hillyard continued to improve its products to enhance the game of basketball. To showcase the company's contribution to the sport, the main lobby of the Basketball Hall of Fame has been dedicated as a permanent exhibit of Hillyard's accomplishments.

This was exactly the type of legacy that Geneva College wanted to pair with its own heritage.

### One Step At A Time

For help with the damaged floor, Kiger turned to his distributor sales rep, Bill Allen, territory manager for Fagan Sanitary Supply in West Elizabeth, Pennsylvania. Allen recommended the services of Sports Floors Inc., Koppel, Pennsylvania, to start rebuilding the gym floor.

Since the water damage seeped into the subsurface, the entire floor had to be removed. The team at Sports Floors used skid-steer loaders to remove the wood floor to access the damp concrete surface below.

Fans were needed to completely dry the concrete before nailing in new maple hardwood. With the new floor in place, workers began sanding using two large, 12-inch-wide riding drum sanders.

Sanding readied the floor to receive the floor care chemicals. First up were two coats of an oil-modified sealer. Following each coat, the floor was allowed to dry overnight, and then workers abraded it with a 150-grit screen.

After the seal coats dried, the new gym floor was painted with its court lines, logos, lettering and graphics. Once the paint dried, workers abraded the floor again, but now with a finer, 220-grit screen before applying two finish coats.

Once again, an oil-based product was used. Everyone involved on the project preferred using an oil-modified finish over a water-based product since it was a new floor. Fresh wood still has a lot of life, or movement, in it.

"Think about wooden doors in an older home — they stick in the summer and in the winter flow freely," says Brent Kelosky, president of Sports Floors. "That's because the wood is expanding and contracting with the gain and loss of moisture. Wood athletic flooring is no different."



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Oil-modified finishes allow the wood to still move. Water-based finishes have a tendency to restrict the wood.

“Using water-based finishes essentially glue the flooring boards together, resulting in a problem known as panelization, where the floor moves in big chunks,” says Kelosky.

To put down the finish at Geneva College, workers used a T-bar in a “snowplow effect,” where the chemical is poured in a line and a worker drags the bar up and down the floor, pulling the finish into dry areas, says Kelosky. One gallon of finish typically covers 500 square feet of gym floor. As with the sealing process, workers abraded the floor in between the two finish coats.

From a cosmetic viewpoint, using an oil-modified finish adds a little richness to the floor because it gives it a slight ambering.

“If you start with a water-based [product] right off the bat, there’s more of a blond, almost fake look,” says Allen.

### Maintaining History

With the floor in place, it’s now up to Allen’s expertise and Kiger’s follow-through to keep this historic floor looking its best.

Custodians dust mop the floor at least twice daily, with additional times as needed. The utilization of proper entrance matting helps reduce excess moisture and dry soil from entering the gym. And in problem areas, such as where visitors enter with wet shoes, custodians use a damp tack cloth to clean up the mess.

To clean the floor during the week, custodians use a neutral pH floor cleaner. To distribute the solution, staff members use a flat, weighted pullbar system with tightly wrung terry towels.

Allen is adamant that there is no wet mopping on the new floor. There’s too much risk of standing water seeping into seams, cracks and joint areas, which could lead to the wood floor expanding or even cupping.

If there are any spots that require agitation to remove, custodians use tightly wrung out towels to prevent drips or standing water.

Also, for the first year or two, custodians are not allowed to use autoscrubbers because of the weight.

“You need to keep the weight off a floor that isn’t fully connected by a thick, ‘Plexi-

glass-like’ coating — that happens after a couple of years of an annual scrub and re-coat,” says Allen.

On varsity game days, custodians use a water-based tacking cleaner that makes the floor feel like it’s fresh and new again. This allows for better grip for the athletes and enhances traction so basketball players can play the game safely and up to their full potential — just as N.S. intended nearly 100 years ago.

The entire project was a daunting task that needed to be completed within a short time frame. But, knowing the background of the school and products, all parties were excited to be involved in such a historical endeavor.

“I’m a sentimentalist,” says Allen. “I saw this as an opportunity to bring nostalgia to what, in most cases, people would consider just a regular job.”

The results were well worth the hard work. Visitors and players are amazed with the new gym that’s ready to host another 100 years of basketball.

“It’s beautiful,” says Kiger. “It’s the nicest court in the conference right now.” **SMI**

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# INDUSTRY INNOVATORS

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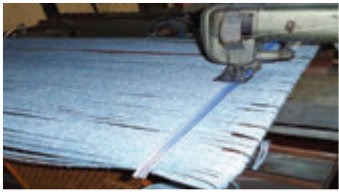
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# INDUSTRY INNOVATORS



## Putting Green To Work For Cleaner Facilities; Safer Floors

ABCO PRODUCTS is a vertically integrated, “green” manufacturer & marketer of cleaning tools for use in janitorial, food service, sanitation & floor safety applications.

Using state of the industry equipment along with engineering innovation & a commitment to the environment; ABCO’s manufacturing repurposes 200,000 lbs. of yarn weekly into sustainable floor cleaning products as well as reduces packaging waste by optimizing cube by use of space saving Brik-Pak.

With an industry emphasis on floor safety that is focused on reducing conditions for same level slip & falls; technology as well as design enhancements resulted in a complete system that promotes zone cleaning & improves floor traction as well as yields up to a 60% reduction in water consumption when used as part everyday floor maintenance programs.

Based on expanded production capabilities in 3 locations that are ISO compliant; ABCO Product customers realize the benefits of immediate supply, price guarantees based on manufacturing efficiencies, & soft cost reduction by offering a complete product range that improves end-user operational performance.

Investment in solar energy panels for our manufacturing facility in Honduras; textile innovation to support “green” initiatives, integration of renewable resources such as bamboo, & design pioneering for simple to use, yet effective cleaning products are some examples that reflect the “Lean On Us” message to support the customer, the environment, & our employees.

A Certified Minority Business Enterprise; ABCO Products continually develops cleaning tool solutions based on direct customer feedback, industry trends, & regulatory compliance to provide a product range for applications in multiple market segments with unmatched results.



For more on ABCO Products, call 305-694-2226 or visit [www.abcoproducts.com](http://www.abcoproducts.com)

# INDUSTRY INNOVATORS

## INNOVATION AT WORK: Cordless Backpack Improves Productivity By 40 Percent

PROTEAM® INTRODUCED a game-changing innovation to the cleaning industry over 25 years ago - lightweight backpack vacuums. At ISSA 2014 in Orlando, Carlos Martinez of Dura-Shine Clean spoke about what backpack vacuums have done for his business.

“ProTeam backpack vacuums changed everything,” said Martinez. “We used to clean with uprights. Backpacks cut our cleaning time in half. They are more efficient, and they save time and money.”

In early December 2014, Rex Morrison, founder of Process Cleaning for Healthy Schools, was working at the University of Hartford training their lead custodian. Before he arrived, one issue they wanted to tackle was the custodial staff being slowed down by their upright vacuums. Morrison recommended a switch to backpack vacuums to improve vacuuming speed.

“In a switch from an upright vacuum to a corded backpack vacuum, we see a 40 percent gain in productivity,” said Morrison. “Then, when we switch from a corded backpack to a unit such as the GoFree Flex Pro cordless backpack, we see another 40 percent to 50 percent gain in productivity over the corded backpack. When you add them together, it’s phenomenal.”

The new GoFree® Flex Pro is the latest innovation in efficient vacuuming. When ProTeam released its predecessor, the GoFree Pro, in 2012, Morrison documented that the cordless backpack reduced a four-hour vacuuming shift by one to 1.5 hours. The GoFree Flex Pro is 14 percent lighter than the GoFree Pro and its runtime has been increased to approximately one hour.

With its longer runtime, the GoFree Flex Pro is ideal for routine cleaning. ProTeam is also offering a new six amp-hour (6Ah) battery option for the GoFree Flex Pro that reduces the weight to 17 pounds. The 6Ah battery provides an approximate thirty-minute runtime, making it an ergonomic option for detail cleaning or light duty.



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For more on ProTeam, call 866-888-2168 or visit [www.Pro-Team.com](http://www.Pro-Team.com)



# INDUSTRY INNOVATORS



## Performance-focused, Safety-minded Innovation Offers Excellent Sales Potential For Distributors

IT'S NOT EVERY DAY — or even every year — that a new solvent is formulated into a cleaning brand that's both exceptionally high performing and safely responsible for users. Nyco Products Company has successfully risen to this innovation challenge with their new OM1 Series brand of cleaners.

Powered by Omnia™ from Eastman, OM1 Series products have proven to clean faster than traditional cleaning agents on a variety of typical tough soils like greasy dirt, tar, soap scum, hard water deposits, and carbonized soils. Yet these powerful cleaners are safer for users, particularly professional maintenance and janitorial staff who have extended exposure to cleaning chemicals.

All three OM1 Series cleaners — Power Degreaser, Bath & Restroom Cleaner, and Multi-Surface Cleaner — are pH neutral (safer) and meet CARB & VOC compliance requirements (greener and more responsible).

The Omnia solvent is on Design for the Environment's (DfE's) Safer Chemical Ingredients list and the CleanGredient's database, and Nyco has been the first North American company to successfully formulate it into stable and effective cleaners for the industrial and institutional market spaces.

Many "green" cleaning products have been introduced over the years but often the general consensus is that they are almost never high performing. With Omnia, this has changed. Nyco knew the excellent safety and toxicity profile of Omnia upfront so the one objective in the formulation process was to create cleaning products that rivaled or exceeded the performance of conventional solvent-based cleaners such as d-limonene or butyl. They have done so with flying colors.

The real testimony for effective cleaning is user experience. Customers universally say they love OM1 Series products.

For more on Nyco Products Company, call 800-752-4754 or visit [www.nycoproducts.com](http://www.nycoproducts.com)

# INDUSTRY INNOVATORS

## Miele Laundry Systems Save Microfiber & Money

JANITORIAL PROFESSIONALS know the benefits of using microfiber in their facilities but if the microfiber isn't properly cared for, cleaning abilities will be drastically reduced. External cleaning facilities bring additional costs, increased par levels, and no control over the actual cleanliness of the microfiber. Now, janitorial professionals can properly wash and dry microfiber to avoid inconveniences and costly expenses.

### Disinfection, Prolonged Life & Savings

Miele Professional's range of 15 to 70 lbs. washers and dryers are the ideal solution for cleaning microfiber mop heads. The washers' programming of the on-board heater for thermal disinfection guarantees a holding time of 25 minutes at 160°F to meet CDC guidelines. Not only are crucial guidelines met, this process eliminates the use of bleach, which is not recommended for cleaning microfiber, as bleach damages the fibers while drastically reducing the cleaning effectiveness and life expectancy.

"JanSan professionals can expect to see the microfiber's life expectancy double," says Rudie Smit, Miele Professional's Laundry Sales Manager. "The patented Honeycomb Drum™ eliminates the shearing effect that other washer and dryer drums cause." Smit goes on to say that drying times are drastically reduced due to the industry's highest G-Force and extraction speed with Miele.

Users can expect to save up to 50% on water and energy utility costs when compared to the standard hard mount machines used in healthcare facilities. These are not the only savings to be found; with the care and advanced technologies the Miele laundry system provides, JanSan professionals will find themselves purchasing replacement mop heads less frequently than with other machines.

"With our washer and dryer systems," Smit states, "users can expect 30,000 operating hours minimum. Miele has more than 100 years of experience with laundry technology, which allows our German manufactured machines to stand the test of time and exceed expectations."



**Miele**  
PROFESSIONAL

For more on Miele, call 800-991-9380 or visit [www.miele-pro.com](http://www.miele-pro.com)



# INDUSTRY INNOVATORS

## The Latest In Diamond Pad Technology

- ACS CYCLONE-D™ Diamond Floor Pads are the latest in diamond pad technology. These high-performing speciality pads yield superior results with less labor.
- CYCLONE-D™ Pads are designed to be used without strong chemicals and are to be used for daily maintenance with existing custodial staff and equipment.
- CYCLONE-D™ Pads are environmentally friendly, cost effective and base pad material produced utilizing recycled fiber, making them the greenest in the industry.
- CYCLONE-D™ Pads give life to dull, worn out floors and transform them into clean, high-gloss, brightly polished floors.
- CYCLONE-D™ Pads contain diamond shape performance wear indicators, making replacement decisions easy.

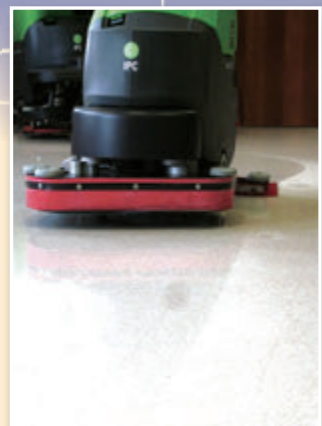


For more on ACS, call 401-769-4700 or visit [www.scrubbe.com](http://www.scrubbe.com)

## A New Way To Scrub And Polish Floors

THE NEW ECS High-Speed Automatic Scrubber features a uniquely designed system that mechanically cleans and polishes sealed and non-sealed floors. This environmentally friendly product is easy to use while still providing consistently clean and high gloss floors.

- Practically eliminate burnishing, cleans and polishes floors in one process;
- Provides a high gloss shine on VCT, polished concrete, terrazzo, natural stone, vinyl and epoxy floors;
- Chemicals are eliminated providing an eco-friendly alternative;
- Extends the life of the floor finish by 50 percent;
- Reduces labor time, 600 RPM provides high gloss shine in half the time.



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# INDUSTRY INNOVATORS

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## Innovation Award Winner — Full Cycle™ Floor Pads With Enhanced Biodegradation\*

AMERICO HAS BEEN making floor pads from 100% recycled fiber and water based resins in our binding process for well over a decade. With a long history of embracing environmentally friendly manufacturing, Americo has introduced an innovative technology in developing high performance floor pads that have been formulated to biodegrade\* in a fraction of the time, compared to conventional floor pads, once discarded into an active landfill.

\*Based on ASTM D5511 tests, which show Americo's Full Cycle™ floor pads biodegraded up to 90% in 14 months—compared to less than 7% on our conventional floor pads. To view ASTM D5511 test results visit [www.AmericoFullCycle.com](http://www.AmericoFullCycle.com).



For more on **Americo**, call 800-241-9902 or visit [AmericoFullCycle.com](http://AmericoFullCycle.com)



# FACE OF THE INDUSTRY


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## Green Seal Celebrates 25th Anniversary



Green Seal, Washington, D.C., celebrated 25 years of environmental leadership at a gala event in October 2014 in the nation's capital. The event also honored the 400 companies that have achieved product or service certification in a broad range of industries since Green Seal's founding.

Green Seal was created to help purchasers readily and confidently identify environmentally preferable products and services — proven through a rigorous and transparent review process. Since 1989, Green Seal has provided certification to companies in numerous industries as part of its mission to create a more sustainable world.

At the celebration in recognition of its quarter-century anniversary, Green Seal honored some of the pioneering companies who have maintained Green Seal-certified products and services for a decade or more. Green Seal also recognized three organizations as Outstanding Partners that have been vital in advancing the organization's mission: The Building Wellness Institute, The Green Chicago Restaurant Coalition and Healthy Schools Network. 




(L-R) Green Seal President and CEO Arthur Weissman, Green Seal Chair Gary Petersen and co-hosts Rachele Carson-Begley and Bill Nye the Science Guy gather on the "green carpet" at a gala event celebrating the 25th anniversary of Green Seal

## Nichols Acquires Kellermeyer

As part of a strategic plan for continued growth and expansion, Nichols, based in Muskegon, Michigan, and Kellermeyer, based in Bowling Green, Ohio, joined forces in October 2014. The Kellermeyer location will be called Kellermeyer-Nichols.

"We are excited to have brought together these two strong and successful family-owned businesses," says Nichols CEO Mike Olthoff. "Kellermeyer has always been a highly regarded company and we are happy to have joined forces to continue to provide high quality products and solutions and to expand our presence in the Great Lakes region."

Kellermeyer has been a family-owned and operated distributor for more than 70 years. The company has grown to a multimillion dollar a year sales organization with 48 employees serving the Indiana, Michigan and Ohio markets. Kellermeyer President and CEO Jill Kegler will remain on as general manager.

"This is an exciting opportunity for Kellermeyer, our customers and our team members," says Kegler. "Nichols is a highly reputable company with strong values and ethics. I am pleased to be part of the team and look forward to the future." 

### COMPANY NOTES

**Deb Group**, Charlotte, North Carolina, donated more than 18,000 bottles of hand sanitizer to the World Health Organization (WHO) to assist efforts in combatting the spread of Ebola virus in West African countries.

**Tornado Industries Inc.**, West Chicago, Illinois, will include deep-cycle flooded batteries from **Trojan Battery Co., LLC**, Santa Fe Springs, in its battery-operated floor scrubber products.

**The Henson Sales Group, Ltd.**, Wayne, Pennsylvania, was recognized for sales excellence by three different manufacturers at ISSA/INTERCLEAN. The awards included 2014 Rep Agency of the Year from **APC Filtration**; 2014 Commercial Rep of the Year from **RL Flomaster**; and **The O'Dell Corporation's** 2014 Pace Setter Award for Exceeding Sales Goals.

**Americo Manufacturing**, Acworth, Georgia, was presented with the 2014 Sustainability Award by **NISSCO**, Dulles, Virginia, at ISSA/INTERCLEAN.

**National Chemical Laboratories Inc. (NCL)**, Philadelphia, was recently honored by **Green Seal, Inc.**, Washington, D.C., for its ongoing commitment to sustainable products and solutions. Specifically, NCL was presented an award for 10 years of providing Green Seal certified products.

## ProTeam Recognizes Manufacturer Reps

Every year at ISSA/INTERCLEAN, ProTeam, Boise, Idaho, honors the manufacturer representative and rep groups who have made significant contributions to the year's success. Last November in Orlando, Nina Belanger



Nina Belanger (right) is named Sales Representative of the Year by Rich Steinberg of ProTeam

of Interpointe Distribution, Blainville, Quebec, Canada, was awarded the Mark Reimers Award as 2014's Sales Representative of the Year. In order to be considered for the award, a sales representative must have top quartile performance in account management, end-user development and sales, and new product launches.

In addition, Bull's Eye, Hershey, Pennsylvania, was presented with the Larry Shideler Award for Manufacturer Representative Agency of the Year. Named for ProTeam's founder, this award recognizes the manufacturer representative agency with top quartile ranking and exceptional distributor growth that has also mastered "The ProTeam Way."

The most prestigious honor, reserved for the agency with the best five-year growth rate, went to Market Advantage Plus, Foxboro, Massachusetts, as ProTeam's Outstanding Rep Agency for 2014. ProTeam added the category of Outstanding Rep Agency to recognize long-term excellence and growth in a rep agency that sets itself apart as a top market leader. 

## OBITUARY

**Julie Ann Withey Heath**, an owner of Horizon Distributors, Belvidere, Illinois, passed away in October 2014. Everyone who knew her knew of her generosity and loving spirit. She was kind, gracious, humble and full of life.

## Janitized Manufacturer Reps Honored

APC Filtration, Ancaster, Ontario, Canada, presented its Janitized Manufacturer's Representative of the Year Award at ISSA/INTERCLEAN to three winners: Drake Sales Corp., Huntington Beach, California; Henson Sales Group Ltd. (Philadelphia/Baltimore Division), Wayne, Pennsylvania; and Riches Associates, Ottawa, Ontario, Canada.

In addition, LIBCO Northeast Inc., Rochester, New York, won the Janitized Steadfast Representative of the Year Award. This is awarded to the manufacturer's representative who has continually achieved outstanding sales and service year after year.



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# Spartan Chemical Recognized For Industry Achievements

**Spartan Chemical Company**, Maumee, Ohio, received numerous accolades to close out 2014.

Empire Paper, Wichita Falls, Texas, honored the company with its 2014 Supplier Partner of the Year award during the Empire's annual general sales meeting.

"We use several criteria and metrics to quantify this award, as well as input from our end users, support staff and sales representatives," says Ron Wright, senior vice president at Empire Paper. "We appreciate the support that Spartan Chemical has given us through the years and look forward to another generation of success."

Spartan was also recognized by Washington, D.C.-based Green Seal for maintaining Green Seal certified products for 10 or more years at the organization's 25th anniversary. Spartan has committed to Green Seal certifications for 12 years.

"Green Seal's standards give consumers the confidence in product sustainability claims through independent testing and certification," says Cali Sartor, director of marketing at Spartan. "Our customers know that Green Seal certified products are superior in terms of safety, product performance, life cycle

impacts and overall building health."

In addition, Healthy Schools Campaign, Chicago, recognized Spartan at ISSA/INTER-CLEAN for its vision and dedication in generously supporting Green Clean Schools.

"Green cleaning is just one aspect of the healthy schools initiative," says Mark Bishop, Vice President of Healthy Schools Campaign.



Members of Spartan Chemical receive the 2014 Supplier of the Year Award from Empire Paper

"But it is one that makes a significant impact in the health and well being of our students and teachers. We rely on the support and cooperation of our industry partners like Spartan to move the standard forward and drive adoption."

Finally, the company was awarded

the Building Service Contractors Association International (BSCAI) Industry Service Award at the association's Annual Convention in Orlando.

The prestigious award is presented in recognition of long-term service to the association and for providing significant service or contribution to the building service contracting industry.

"Spartan consistently delivers innovative products, labor reduction solutions and outstanding support," says Chris Mundschenk, executive vice president, BSCAI. "We are pleased to honor Spartan Chemical for their dedication to our membership and organization." 

## PEOPLE

**Jeff Stewart** joined Nexstep Commercial Products, Exclusive Licensee of O-Cedar, Paxton, Illinois, as director of sales. Jeff will oversee Northern Illinois/Wisconsin, Minnesota, the Rocky Mountain area, the Northwest, the Mid-South and the Carolinas.

Most recently, Stewart was the Midwest region manager for Henkel Corporation (owner of Dial Professional).

Triple S, Billerica, Massachusetts, re-elected **John Treat**, Treat's Solutions, Ada, Oklahoma as chairman of the board. In addition, Dutch Owens, Gem Supply Company Inc., Orlando, Florida, was elected as secretary; Robert F. Langley, Triple S, as treasurer and Alan E. Sadler, Triple S, as clerk.

Eastman Chemical Company, Kingsport, Tennessee, appointed **Daniel McManus** as industrial and institutional industry manager to lead the company's new focus in this market.

McManus was previously account manager for Eastman and also has 30 years of experience as both director of manufacturing and industrial sales manager with Finnaren & Haley Paints.

Maintex, City of Industry, California, named **Brian Goad** vice president sales - general manager San Diego. Goad joined Maintex after serving as commercial sales director of GOJO Industries for seven years.

Maintex also promoted **Rich Russell** to COO at its corporate headquarters. Russell led the San Diego division for the past nine years. Prior to his work at Maintex, Russell was the CEO of ProLink.

## Kärcher Redirects Three Brands, Including Windsor

**Kärcher North America, Kamas, Washington**, rolled out its brand updates and redirection with **Windsor, Prochem and Tecserv** on Jan. 1, 2015. The brand refresh better aligns the groups with Kärcher's products, as well as its 900 resources dedicated to research and development, providing a wider, deeper and more diverse offering to the market.

"It directly translates into enhanced, global product development and innovation, faster time to market, more efficient use of resources and an offering of a full range of cleaning products and services," says Kärcher North America CEO, Hannes Saeubert.

**Windsor's** brand name will become **Windsor Kärcher Group**. Windsor is not going away, just becoming a bigger part of a global leader. The machine colors will change from blue to anthracite. The logo will remain blue to ensure the history of the Windsor brand is proudly displayed to honor its legacy and loyal standing.

**Prochem** will become **Prochem Kärcher**, and as a result, have a much broader product portfolio. **TecServ** becomes **Kärcher**, offering enhanced value and additional resources. 

## A. PRODUCT CATALOG

**ACS Industries Inc.** — The 2015 full-line catalog contains all UL validated nonwoven pads made of 100 percent post-consumer recycled PET fiber. All products meeting the validation requirements are clearly marked on catalog pages with an UL Validation logo. In addition, the edition contains a new Specialty Line of Floor Care Products, including Microfiber Floor Pads, Melamine Floor Pads and Turf Pads for Grout Line Cleaning.



## B. MOP

**Nexstep Commercial Products (Exclusive Licensee of O Cedar)** — Quick Change Frame features an easy push action frame to allow users to discard a soiled pad without touching it. The mop frame is lightweight and the head can swivel 360 degrees. The product works with any 18-inch mopping pad.

## C. SOAP/SHAMPOO

**Betco Corporation** — Clario Tearless Shampoo and Body Wash is gentle, yet effective for cleansing residents' and patients' skin in healthcare facilities. The product is suitable for all ages and skin types. The soap's formula is nonirritating, DEA-free and features a non-lingering rain-fresh fragrance.



## D. BRUSH

**American Brush & Chems** — Mighty Mini Shark handheld brush is designed for hard-to-reach surfaces in and around fixtures, grout lines on countertops and shower walls, under cabinets, and a multitude of other places. The brush's handle is ergonomically designed with a soft grip.

## E. CARPET CARE EQUIPMENT

**CFR** — The company's wands incorporate a moisture-controlled atomization technology to thoroughly clean carpet fibers, but control and minimize the amount of water that comes in contact with the carpet. This results in 50 percent better moisture recovery compared to traditional extraction tools. Also, by providing effective agitation, the wands are able to deep clean carpet fibers.



## F. DILUTION CONTROL

**Brightwell Dispensers Inc.** — Precision chemical proportioner ECOMIX COMPACT features a patented dilution ring for on-site adjusting of dilution ratios. The unit's versatile design enables easy installation and it fits nearly anywhere with its compact size. Lockable chemical cabinets, color-coding and private label branding are also available for the proportioner.

## G. HAND DRYER

**Dyson Inc.** — Airblade V uses the company's V4 digital motor to dry hands in 12 seconds. This model is 60 percent smaller than the original, but it still dries hands quickly and efficiently. The ADA-compliant dryer uses two sheets of 420-mph air, angled at 115 degrees, to separate hands and scrape off water like a windshield wiper.

## H. HAND CLEANER

**Charlotte Products** — ES-59 Soy Hand Cleaner is designed for medium- to heavy-duty hand cleaning without water. The cleaner contains natural soya solvent and walnut shells to effectively remove dirt, grease and grime from hands. The highly concentrated cleaner is also gentle and contains emollients to moisturize skin and prevent dryness. The product is green certified by EcoLogo.



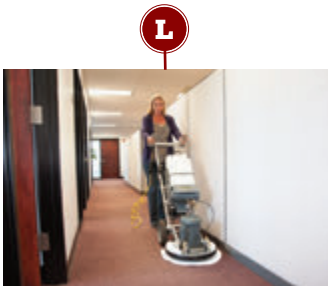


**K. AUTOSCRUBBER**

*Tornado* — BR 16/3 autoscrubber can be used on virtually any hard-floor surface, including ceramic tile, quarry tile, paver brick, raised rubber disc floors and other challenging surfaces. The corded electric unit operates in forward and reverse with a 16-inch scrubbing path at 660 rpm and cleans approximately 3,200 square feet per hour.

**L. FLOOR/CARPET EQUIPMENT**

*Kärcher Commercial* — BDS 43/Duo C is an all-surface cleaning, scrubbing, sanding, polishing, deep cleaning and grinding floor machine. The orbital machine cleans hard floors at a rate of 7,500 square feet per hour and carpets at 3,000 square feet per hour. It features a low-vibration design that makes it easy-to-use and prevents operator fatigue.



**M. WET/DRY VACUUM**

*ProTeam Inc.* — ProGuard 16 MD is a 16-gallon unit that can maneuver easily around obstacles to tackle tasks such as emergency spills and construction cleanup. The compact size and removable handle allows for easy storage and is equipped with a convenient tool bag to keep all necessary hand tools within reach.

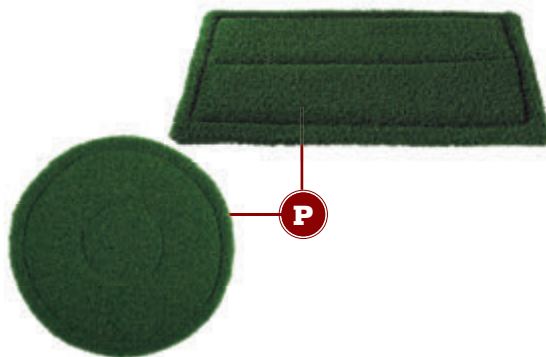
**N. SOAP DISPENSER**

*San Jamar* — Electronic Touchless Hybrid Soap Dispensing System is sensor-activated and has an innovative manual push cover feature that allows users to access soap when the batteries are low. The high-capacity dispenser is available for foam, liquid and sanitizer. It uses C-batteries, comes with key or keyless options, features single-dose settings of 0.6 mL and has a narrow profile of 30 cm.



**O. HAND SANITIZER DISPENSER**

*GOJO Industries Inc.* — PURELL ES Everywhere System is designed to fit in places that are unable to accommodate traditional-sized hand sanitizer dispensers. The dispenser features a ready-to-install preassembled base, contains almost twice as much product as a standard 8-fluid-ounce bottle and allows for at-a-glance monitoring of product level for easy servicing.



**P. FLOOR PAD**

*Americo Manufacturing Company* — TurfScrub provides brush scrubbing action in a pad. The pad can reach into the cracks and crevices of uneven floor surfaces and deep grout lines. The product removes the time-consuming process of changing brush driver blocks when cleaning uneven surfaces. The pad is available in a round or rectangular shape.

**J. CUSTODIAL TRAINING**

*Spartan Chemical Company Inc.* — CleanCheck Lodging/Hospitality Training Module ensures that staff will learn proper cleaning procedures for a safe and clean facility. The material is available free of charge online to all registered company product users. CleanCheck modules include online and DVD based tutorials, laminated training cards, interactive tests and an instructor manual. Training components are provided in both English and Spanish.

**I. CARPET EXTRACTOR**

*U.S. Products* — PEX Series 500 of portable extractors features an upright dolly design; roller handles for easy loading, unloading and stair climbing; a wand caddy; and a retractable hose wrap. The extractor also has on-demand 212-degree-Fahrenheit heat and dual vacuums. The hinged tanks allow access to all internal components for easy maintenance.

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Gretchen Roufs, a 25-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](mailto:Gretchen@GretchenRoufs.com).



## go jump in a lake

By Gretchen Roufs

One could think of Tim Dye as a ringleader or a pied piper — at least when it comes to getting people to jump into a frozen lake.

Tim is the international business group vice president and general manager for Akron, Ohio-based GOJO Industries Inc. He puts his leadership abilities to good use for the Portage Lakes Polar Bear Jump, an annual event in which Akron area residents jump into an icy cold lake (literally) to raise money for charity.

Tim has been jumping since 2012 when Michael Boyle, senior business analyst at GOJO, asked for Tim's help to build awareness for the event.

"Organizers, including Michael, were trying to get more companies involved to grow the event and raise more money," says Tim. "I said 'yes' and soon found myself jumping into a hole in the ice with nine other folks from GOJO."

In 2013, the GOJO group grew to 20 jumpers, and in 2014 there were 30 jumpers. The goal for 2015 is 40 jumpers.

"When I'm recruiting, I start by saying we're participating in a charitable event, and then I tell them what it is," says Tim.

Tim's inquiry is always met with two questions. First: "Are you crazy?" Followed by: "How cold is the water?" If anyone says, "That sounds interesting," Tim knows he's got the person hooked.

The first time Tim jumped, he tried to get ready for it by taking a cold shower.

"That lasted about 10 seconds," he says. "I realized that you can't prepare for it."

The most difficult aspect of the jump is the anticipation. Walking down a dock on a cold day can unnerve a jumper. And after all that, there's still the shock of plunging into 37-degree water.

"The best thing to do is jump in and get out as quickly as you can," says Tim.

When they jump, the jumpers go all the way under the water. There are paramedics and fireman in the water ready to assist when needed.

Tim likes to add a little flair to his jump. His first year, he jumped in a SpongeBob SquarePants costume. The following year, Tim's group dressed in penguin costumes, and in 2014, the group dressed as ducks. Like real ducks, they lined up and jumped into the water, one after the other.

Tim's son Nick, 14, will jump with his dad for the third year in a row.

"The first year Nick got as far as the dock and at the last minute, said, 'Dad, I don't want to do this.' So we jumped together, hand-in-hand," says Tim.

This year's event is Feb. 21, and is held "snow or shine." For Tim and the GOJO team, it begins with a tailgate event before the plunge (it would be too cold to tailgate afterwards).

"After I jump," says Tim, "I get changed as quickly as possible, get into the car, crank up the heat, go home, and lie by the fireplace for the rest of the day." ❄️



Above: In 2014, the GOJO group grew to 30 jumpers  
Below: Tim Dye (right) and his son, Nick, make the jump together



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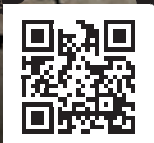




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