

# Walden's CONVENTION DAILY



A Walden-Mott Publication

Chicago

Thursday, October 8, 2009

Exhibit Booth 1125

## Windsor Introduces the Chariot iScrub 20"

Windsor, a Member of KÄRCHER North America, has introduced the new Chariot iScrub 20", a stand-on scrubber

specifically designed and built around the needs of our customers.

The new Chariot iScrub 20" provides excellent scrubbing and recovery performance and has been tested to be 50% more productive than an average walk-behind 20" scrubber. This Chariot is also designed with a swiveling no-adjustment squeegee, with Aqua-Mizer functionality that ensures 100% water pick up for dry, safe floors.

The design and  
*Continued on page 29*



Windsor is introducing the new Chariot iScrub in booth 639. The walk-behind scrubber is 50% more productive with 0% more expense. Pictured above (l. to r.) are Rick Hamilton, Jim Lombard and Janine Reeder.

## Stefco Introduces New Heavenly Choice Double Layer Product Line

Stefco Industries, a leading manufacturer of tissue and towel products, has announced its new Heavenly Choice@

inspired Stefco to expand the product family with additional offerings.

*Continued on page 29*

line of towel and tissue products. Heavenly Choice@ features an expansion of the company's popular Double Layer product line which was previously marketed under the Heavenly Soft@ brand.

The dynamic sales, growth and interest in the Double Layer tissue and towel products have



See the New Heavenly Choice line by Stefco in booth 3601. Shown above (l. to r.) are Cristian Vergara, Dave Shapiro, John Repke and Nic Repke.

## Cascades Extends EcoLogo Certification to over 85% of its branded commercial towel and tissue products.

Cascades Tissue Group (Cascades), North America's fourth largest producer of towel and tissue paper, is pleased to announce that 37 additional items in its away from home product line will now carry the third-party EcoLogo™ environmental certification.

This action supplements Cascades' previously EcoLogocertified North River® product line. Over 85% of total Cascades branded commercial sales will now carry the EcoLogo certification.

Cascades' North River brand is also the only tissue brand to comply with the stringent requirements of the SMI (Sustainable Marketing Initiative) guidelines, to be certified PCF (Processed Chlorine Free) as well as Green Seal and EcoLogo-certified. The

North River brand is also manufactured with 100% Green-e certified wind-generated electricity, eliminating approximate-



Cascades shown welcoming their guests Tuesday evening at the opening of the ISSA convention. Cascades sales personnel are on hand in booth 3915.

ly 19 million pounds of greenhouse gas emissions annually.

Starting March 1, 2009, all products manufactured by Cascades Tissue Group from 100% recycled fiber were EcoLogo-certified. These specifically include:

*Continued on page 29*

## Eight Enviro-Solutions Products Re-Certified Meeting Green Seal's New GS 37-4th Edition

**Largest Number of Products and SKUs Certified in the Industry**

GreenSeal®, one of North America's largest Green certification organizations, notified Enviro-Solutions that eight of the manufacturer's cleaning products have met the organization's new Green criteria: Green Certified GS 37-4th Edition.

Enviro-Solutions, is a leading manufacturer of professional cleaning products and has been manufacturing only environmentally responsible products for more than 15 years.

According to Mike Sawchuk, general manager and vice president of Enviro-Solutions, the company now has greatest number of products and SKUs certified Green in the industry, "demonstrating our continued leadership in developing 'proven' Green cleaning products."

Close to 40 of the

company's products, which range from floor and carpet cleaning products, all-purpose cleaners, heavy-duty degreasers to hand soaps and other products, are Green certified by either GreenSeal or EcoLogo™, another leading certification organization.

According to Sawchuk, the newly re-certified products are:

- ES 51-CS Washroom Cleaner

*Continued on page 29*



Enviro-Solutions are represented in booth 4001 by Mike Sawchuk, Mark Warner and John Hayes.

### ISSA Exhibitors List (pages 26, 28, 30)

#### Thursday, October 8

- Educational Conference (8:30 a.m.–12:00 p.m.)
- Keynote Speaker (8:30 a.m.–10:00 a.m.)
- Exhibit Hours (10:00 a.m.–4:30 p.m.)
- Show Floor Roundtable Lunch (12:00 p.m.–1:30 p.m.)
- Education Theater (10:30 a.m.–3:30 p.m.)
- Show Floor Happy Hour (4:30 p.m.–5:30 p.m.)

#### Friday, October 9

- ISSA General Meeting (8:00 a.m.–9:00 a.m.)
- Educational Conference (9:00 a.m.–10:00 a.m.)
- Exhibit Hours (9:00 a.m.–1:00 p.m.)
- Education Theatre (9:45 a.m.–11:45 a.m.)

# Trebor! Tissue! Booth #1067



Kruger Products staff celebrating the launch of the Genesis collection of Dispensers in booth 819. Above are Jay Candido, Victoria Hannon, Tatiana Cambell, Mark Ray and Dave Ronald.



U.S. Battery Mfg. Co., booth 2024, is represented by (l. to r.) Don Wallace, Michael Coad, Bradford Dwan, William Glover, Dan Grigsby and George Stratis.



Advance at booth 1223 showing the Advenger floor cleaning system. Dave Krueger, Steve Worrall and Trey Shindell are pictured from left to right above.

## ISSA Updates Summary of Green Cleaning Procurement Policies and Programs

This past year has been an exceptionally active one in regard to public policy on green cleaning procurement. That's why ISSA has updated its Guide to Green Procurement Policies in the U.S. so that the association membership can stay abreast of these important trends which impact public and private sector purchasing preferences.

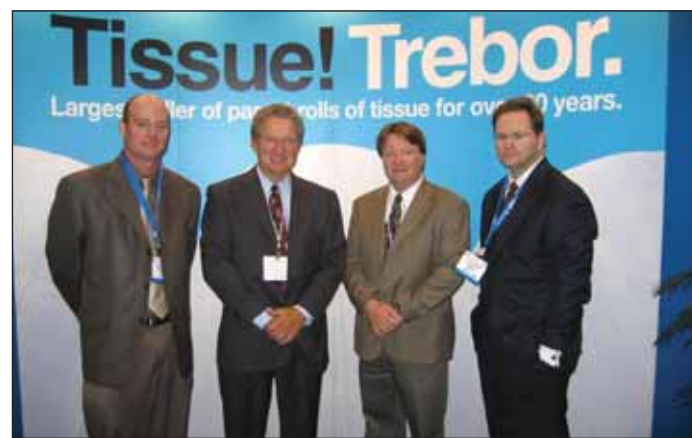
On the state level alone we have seen five new laws enacted in the past few months that mandate the procurement and use of green cleaning products. Four states (Connecticut, Maryland, Nevada, and Hawaii) focus specifically on green cleaning for schools, while Illinois extended its green cleaning for schools requirements to all state owned buildings.

In addition, in May of 2009 Massachusetts issued a Request for Response for Green Cleaning Products (FAC59) in which a total of five states are participating: Massachusetts, Connecticut, Maine, New York, and Vermont.

There have been considerable changes on the federal level as well. For example, the U.S. EPA Design for the Environment program has made a number of revisions to its program to improve its acceptance in the marketplace and otherwise better meet the needs of the purchasing community. In addition, the USDA BioPreferred Program continues to evolve and is now being fully implemented to ensure a federal procurement preference for biobased cleaning products.

All of these and other recent changes have been captured in the ISSA Guide to Green Procurement Policies in the U.S. This publication, available exclusively to ISSA members provides a comprehensive overview of the green cleaning product procurement policies, initiatives and requirements of state, local and federal governments. As such it provides association members with a valuable source of marketing information.

Get your updated edition of this ISSA exclusive resource by visiting the ISSA Resource Center at booth 1200 or going to [www.issa.com/greenprocure](http://www.issa.com/greenprocure). ■



Trebor is in booth 1067 (l. to r.) with John Moore, Western Regional Sales, Bob Glidden, CEO, Donald Glidden, President and Peter Stairiker, Sr. VP Sales.



Georgia-Pacific is represented in booth 611 by Bill Donahue, President food services solutions, Kathleen Walters, Ex. VP global consumer products and Bill Sleeper, President wash-room and wiper solutions.



Spartan Chemical is in booth 4030 with (l. to r.) David J. Drake, General Manager, Spartan Do Brazil, Stephen Swigart, President and Greg Ford, VP Sales.

## Survey Finds Cleaning Pros Know True Purpose of Cleaning

Last year famed microbiologist Dr. Charles Gerba of the University of Arizona reported that in some cases, "It may be better to not clean a surface than to clean it improperly by using soiled cleaning tools."

Gerba found that as some cleaning tools, such as sponges, mops (including microfiber mop heads) and cloths are used, "They actually become micropile compost



Kaivac's squeegee-based cleaning system

heaps [causing the cleaning worker] to just spread a thin layer of E. coli over the surface as they clean."

Although it has long been suspected that using soiled cleaning tools can spread contaminants, this is one of the first times the issue has been specifically analyzed and scientifically reported.

Kaivac, developers of the No-Touch Cleaning® system, wanted to find out whether cleaning professionals are aware of this issue. A survey was distributed in the June 2009 issue of Kai-leidoscope, Kaivac's monthly e-newsletter. Subscribers were asked:

*Are you aware that wiping down counters and surfaces can actually spread more bacteria and contaminants than it removes?*

The survey found that more than 87 percent of those responding knew that soiled cleaning tools, especially cleaning cloths, can spread contaminants; only about 12 percent said they were not aware of that fact.

"This is an issue that cleaning professionals must be aware of," says Matt Morrison, Communications Manager for Kaivac. "Using soiled cleaning tools can defeat the whole purpose of cleaning. Fortunately, there are new technologies, squeegee-based flat surface cleaning systems as well as spray-and-vac cleaning systems, which help eliminate cross-contamination concerns." ■

## Stephen Ashkin Helps Wal-Mart Score

Wal-Mart, the mega retailer, is actively becoming Greener and more sustainable—both in business operations and in the types of products sold to their customers.

Stephen Ashkin, President of The Ashkin Group and a jansan industry leading advocate for Green Cleaning, has been invited by Wal-Mart to be a part of what the retailer refers to as their "network."

The goal of the network is to help the company evaluate cleaning products for use and for sale in the company's more than 4,100 locations around the globe as to their impact on the environment.

"This analysis is for not only [cleaning] products used to clean Wal-Mart stores but the types of professional and household cleaning products actually sold in the stores," says Ashkin.

To help identify products that have a reduced impact on the environment, manufacturers and suppliers must answer questions about their products such as these:

- What are the product's ingredients, suspected contaminants, physio-

chemical data, and flash point and boiling point?

- How is the product transported? What is the weight? What packaging materials are used?

- How is the product eventually disposed of? What is the impact of that disposal on the environment?

"Based on their answers, the program 'scores' a product," says Ashkin. "If it meets certain criteria, it will score well and can be used and sold in the store. If not, the supplier will have a time period to meet the new guidelines or else lose vendor status with Wal-Mart."

According to Ashkin, the "scorecard" system, as it is commonly referred to, is having considerable influence on the ways products are made in a variety of different businesses.

"Wal-Mart now has the size and [buying] power to influence entire industries," he says. "Fortunately, these and other Green and sustainable programs the company has implemented are major steps in helping to promote sustainability and protect our planet." ■



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## SCA Tissue North America Partners with Designing Spaces for "Think Green" Series

SCA Tissue North America and the Tork® brand has partnered with cable program Designing Spaces to uncover the mysteries of public washroom sanitation and sustainability.

Though most Americans use public washrooms on a regular basis, they may not know what to look for to judge how clean or green a restroom is. Ian West, SCA Tissue washroom director and Mike Kapalko, SCA Tissue environmental and Tork services manager, appear in the episode to share information on both topics. To view SCA Tissue's episode of Designing Spaces, visit [www.designing-spaces.tv/torkusa](http://www.designing-spaces.tv/torkusa).



"This partnership with Designing Spaces showcases SCA Tissue's commitment to improving the hygiene and efficiency levels in public washrooms around the world," said Cindy Stilp, director of marketing & communications at SCA Tissue. "The Tork brand of washroom products and dispensers not only help business owners maintain cleaner and more efficient restrooms, but, like all Tork products, do so with the smallest environmental footprint possible."

Tork products consist of 100 percent recycled and process chlorine free paper



SCA Tissue in Booth 1530 showing Tork Elevation. Pictured above (l. to r.) are Ian West, Don Lewis and Mike Kapalko.

towels, tissue, and napkins. Additionally, many of the brand's products and their manufacturing processes are independently certified as eco-friendly. Beyond the production process, Tork dispensing systems are designed to control consumption, reducing waste at the source and improving hygiene. The Tork brand's latest introduction, Green Seal™ foam soap, is certified to be safe for the environment.

SCA Tissue North America encourages consumers and employees to talk to business and facility managers about

installing touch-free controlled towel dispensers and high-quality foam or lotion soap to improve overall hygiene practices and green efforts.

SCA Tissue also understands the concerns and challenges the public faces

when using public restrooms.

As hygiene experts, it provides environmentally sustainable hygiene solutions to customers throughout the world. SCA Tissue views public washroom hygiene and sustainability as an overall holistic challenge to maintain the wellness of its customers and their end users without damaging the envi-

ronment.

For more information on SCA Tissue North America and the Tork brand, visit [www.torkusa.com](http://www.torkusa.com).

The Tork brand offers a complete range of products and services within hygiene and cleaning for away from home washrooms, healthcare, food service and industry. Through customer understanding and particular expertise in hygiene and sustainability, Tork has become a market leader in many segments and a committed partner to businesses in over 90 countries.

Tork is a global brand in the SCA portfolio. To keep up with the latest Tork news and innovations, please visit:

[www.torkusa.com](http://www.torkusa.com)



SCA is a global hygiene and paper company that develops, produces and markets personal care products, tissue, packaging solutions and solid-wood products, with sales of around \$17 billion USD. The SCA Group employs approximately 50,000 people and has production in 60 countries. The hygiene portfolio includes global brands TENA and Tork, and regional brands Tempo, Zewa, Velvet, Libero, Libresse and Edet. SCA hygiene solutions are found in over 90 countries.

SCA is recognized as a global leader



in sustainable development. SCA was recently ranked as the world's greenest paper company by The Independent newspaper and EIRIS research (2007). For more information about SCA, hygiene and sustainability, please visit: [www.sca.com](http://www.sca.com). ■

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## How Effective Are 'Green' Cleaners?

### **New Program Will Test and Recognize Top Performers TURI, IEHA Offer Manufacturers Evidence of Effectiveness**

To promote cleaning products that are both green and effective, the International Executive Housekeepers Association (IEHA) and the University of Massachusetts Lowell's Toxics Use Reduction Institute (TURI) have launched a program to test and validate high performance products.

The fee-based program will test soil removal efficacy of hard-surface cleaning products—both those certified as green by third-party organizations such as Green Seal, EcoLogo, and EcoForm, as well as products with green attributes—and recognize products that perform well in standard and customized cleaning tests.

"While it is accepted that lower-toxicity, environmentally-preferable or green cleaning products are better for human health and global ecosystems, the question remains: Do such products clean well when compared to conventional or even other green products?" says Beth Risinger, CEO and Executive Director of IEHA.

Products accepted into the program will be tested using a variety of scientific methods and devices producing a detailed analysis of product performance. Manufacturers can use this information to improve their formulations as well as promote their products.

"For institutions and consumers, the



value we provide is unbiased performance testing to enable product selection based on objective data rather than on anecdotal information," says Jason Marshall, laboratory director of the Toxics Use Reduction Institute at UMass Lowell. "For vendors, products that are effective cleaners will have a clear scientific basis for associated marketing claims."

Manufacturers of cleaning products that qualify after testing will be entitled to display the IEHA "High Performance Cleaning Product" designation and logo.

"The logo will mainly serve as a way for purchasers to determine at a glance those products that clean well, but it also may be used by manufacturers for marketing purposes with certain restrictions," says Risinger. "This is really about performance,

*Continued on page 30*



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For more information visit [www.torkusa.com/elevation](http://www.torkusa.com/elevation)



## More and More Medical Facilities in China are Following a Greener Path

For more than a decade now, the United States and European nations have placed tremendous emphasis on protecting the environment. This is after years of studies proved without question that increased industrialization, a surplus in automobile manufacturing, and global population growth have negatively impacted air and water quality and are now tied directly to global warming.

Now China, which is the most populated country in the world—with an estimated 1,306,313,812 people—is turning its attention to Greener and more sustainable practices.

The country's government, business sector, and the professional cleaning industry are walking a delicate line between fostering economic growth and protection of the environment. Fortunately, many in China and the west

***“Some Chinese experts believe that inaction regarding the environment may actually lead to the country's economic undoing.”***

believe that these groups and their interests can co-exist and that going Green and taking steps to build and operate facilities in a more environmentally responsible manner may actually prove to be a cost savings. In fact, some Chinese experts believe that inaction regarding the environment may actually lead to the country's economic undoing.

And, things are definitely starting to change when it comes to building and maintaining healthier facilities. At the end of April 2009, the Australian and Chinese Green building councils signed what was referred to as a "landmark" agreement. This initiative's goal is to enhance collaboration between the two councils and accelerate the universal adoption of Greener, more sustainable building practices.

For China, this decision will also help promote the transfer from conventional cleaning products to reduced impact, more environmentally preferable chemicals and products. Many of today's eco-

friendly products are cost competitive and, as technology has advanced, can outperform some of the market's similar conventional products, which helps make the transfer easier for facility managers.

It is also believed that this decision will help encourage more and more medical facilities in China to follow a Greener path. We have known for years that hospitals and healthcare centers typically use an assortment of very powerful cleaning chemicals that can have an adverse impact on the environment as well as the health of patients and staff.

But medical facility administrators tend to be reluctant to use Green products for a variety of reasons. Often, these administrators simply do not know much about the products, are concerned about potential cost and performance issues, or fear making a mistake that could adverse-

ly impact the facility's health.

Fortunately there are hospitals around the world that are increasingly going Greener and adopting Green cleaning practices and procedures. A good example is a facility located virtually right in the middle of the United States in a small college town called Bloomington, Indiana.

### **The Bloomington Experiment**

Hospitals around the United States and other parts of North America have been taking a number of steps in recent years to reduce their environmental footprint. Some facilities have transferred to more sustainable power sources, such as air, wind, and water. Many have elaborate recycling programs and, because hospitals tend to use a lot of water, installed water reducing fixtures.

However, even in the U.S., as mentioned earlier, adopting Green cleaning has been a slow process. One reason is the fact that in the U.S. and many other areas of the world, government regula-

tions require that certain types of cleaning chemicals, usually disinfectants, be used in specific areas of the facility, such as operating rooms and emergency rooms.

John Freeman, director of Bloomington Hospital, has had to grapple with all of these issues and many more regarding Green cleaning in his facility. "From the start, we were concerned if going Green would positively or negatively impact the hospital's infection rate," he says. "We were also concerned it would cost more to go Green and of course, there were the performance issues. If the products did not perform well it would be very difficult to make a change."

In order to address these issues, Freeman stresses the considerable help of working with a knowledgeable janitor distributor that knows Green cleaning and the products that are available. "These products may all be certified Green, but that does not mean they are all alike," he says. "Testing, evaluating, and monitoring the products is essential."

Freeman admits that although most areas of the hospital are now Green cleaning, this does not apply to every area. Referencing the government regulations mentioned earlier, he says the hospital continues to use conventional hospital-grade disinfectants that have been approved by the U.S. Environmental Protection Agency. "We have to do this by law [in areas] where there is potentially higher vulnerability to the spread of germs," he explains.

However, the hospital has now been using Green cleaning products for more than a year and since the transfer, Freeman notes, hospital staff and administrators report "a much more pleasant scent" in the hospital, which many patients also note. Additionally, the hospital's cleaning staff, including employees who did not want to make the Green transfer, has now come onboard and even prefers the new environmentally preferable chemicals over the traditional products used in the past.

"Once they realize the products are as good as, if not better than, what we were using before, they took ownership of the products and even became our most enthusiastic supporters for them," says

Freeman. "Their support is critical to the process and without it, it would be very difficult to have made the transition."

Freeman also addressed the cost concerns. Initially, the hospital had increased its budget by 6.5 percent to cover any added costs for the environmentally preferable cleaning chemicals. "But we think now we may actually be able to lower our chemical and labor costs by as much as 13 percent," he says. "This certainly was a pleasant surprise."

When advising other hospital administrators who consider the adoption of Green cleaning products in their facilities, Freeman offers these suggestions:

- Get the cleaning staff involved with the process and the product selection from the start. Employees must test and evaluate the products and if these products are effective, employee resistance evaporates.

- Hospital administrators and key staff members must publicly support the move to Green cleaning. This is essentially a policy decision and must be treated as such.

- Work with a distributor that not only knows Green cleaning products, but is also willing to help the facility transfer. This is so important that Freeman feels it is worth repeating. The distributor becomes the facility's partner, advisor, consultant, and confidant, which are all needed in the Greening process.

- Continually review and revise. Should the results (cost and performance) not be as significant or as expected, review the products selected. Additionally, review the procedures, equipment, and custodial hardware used for cleaning to see if there are more effective procedures that should be implemented.

- Finally, give it time. Problems may arise, some totally unexpected, but invariably these issues can be addressed and eliminated. It may take several months before all aspects of the Green cleaning program are in place before things are running smoothly and an evaluation can take place. ■

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For more information, visit [www.enviro-solution.com](http://www.enviro-solution.com), call toll-free: 1-877-674-4373, or visit booth 4001. ■

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**Saalfeld's newest initiatives include:**

- New sanitary, foodservice and shipping products;
- Expanded inventory management and warehousing services; and
- Additional service to distributors in Arizona, southern Nevada, New Mexico and west Texas via its new



Southwest U.S. distribution center.

All of this and more will be discussed at Saalfeld booth 1051 during ISSA Interclean 2009 Oct. 6-9 in Chicago.



The company has expanded its Spring Grove™ value-branded line of towel and tissue to include napkins, film and foil, introduced a new high-growth shipping supplies offer and is providing updated information and products in connection with the upcoming flu season.

"We can provide U.S. distributors with branded and private-label jan-san, foodservice, shipping and office products—all at highly competitive pricing," said Saalfeld vice president and general manager Carol Butler. "We're also able to customize an inventory management program for distributors to handle part or all of their inventory for them, which allows them to cut operating costs and increase cash flows."

The company has expanded its footprint with its newly opened Phoenix distribution center, which provides next-day service to distributors in Arizona, southern Nevada, New Mexico and west Texas. The Phoenix opening follows the expansion of Saalfeld's large central California distribution center that serves customers

across the West. Saalfeld has nine other distribution centers coast-to-coast.

### Expanding product lines, new initiatives

The company continues to grow its broad offer and will discuss several new initiatives and product expansions during the show including its new campaign to help distributors prepare their customers for a possible flu pandemic. Saalfeld representatives are providing guidance to dis-



tributors on how they can arm their customers with the information and products necessary to help reduce the spread of influenza.

It also recently introduced a shipping supplies initiative, which features new products such as carton sealing tape and dispensers, industrial tape, padded and bubble mailers, bubble wrap, hand wrap, foam sheet and rolls.

In addition, Saalfeld has expanded its quality, value-branded Spring Grove line to better serve its foodservice and jan-san customers. Spring Grove now offers a variety of folded and roll towels, bath and facial tissue and associated dispensers, napkins, cutterbox film and foil rolls and interfolded foil sheets.

### Providing "green" products and guidance to distributors

Saalfeld continues to stock "green" products that are in highest demand. These products are in the company's "Green Portfolio," which offers hundreds of environmentally preferable SKUs to distributors. The company also helps distributors understand the green-cleaning market and trends to help them sell more, more profitably, to their customer base.

"For jan-san distributors, there is a need to understand what green cleaning means and the steps required for green certifications," explained Saalfeld director of marketing John Siegel. "Saalfeld sales pros can provide reference materials about green standards and recommend the right products to meet those standards."

### Saalfeld's product breadth

Saalfeld is a fast-growing U.S. wholesaler with 10 distribution centers coast to coast. Saalfeld's main product lines include more than 6,000 SKUs of foodservice disposables, jan-san maintenance supplies, industrial shipping supplies and office products.

Manufacturers represented include Rubbermaid, JohnsonDiversey Consumer, Kimberly-Clark, SCA Tissue, Procter & Gamble, GOJO, Solo Cup, Dixie Foodservice Solutions, Georgia-Pacific, Heritage Bag, Duracell, Reckitt Benckiser, 3M, Dart Container, Genpak, Clorox and many others.

Saalfeld works with these suppliers to provide distributors with a broad selection of products-in the quantities that each customer needs, delivered when the customer needs them.

### How Saalfeld differentiates itself from other redistributors

Saalfeld has a highly committed national network of sales and customer service representatives who use a consultative selling approach that ensures distributors get their essential needs met.

"Saalfeld representatives are knowledgeable, experienced, well trained and, perhaps most importantly, available with a phone call or email," said Siegel. "They have detailed product and market knowledge and can advise and assist with product issues, training, marketing, environmental and other key topics important to distributors and their customers."

The company is able to work with local-market distributors and serve regional and national companies that distribute food service and jan-san products, as well as companies that sell via catalogs.

The Saalfeld website, saalfeldredistribution.com, offers real-time inventory and order placement, allows customers to see custom pricing and has a customizable "My Items" page that enables users to create a list of core items that are regularly purchased.

The Saalfeld online catalog is specific to each of its 10 U.S. locations, providing immediate access to local inventory of products. Users of the online catalog can see local inventory, product specifications, data attributes and their pricing. Saalfeld also offers email invoicing and real-time access to purchase and invoice histories.

Saalfeld distinguishes itself in the marketplace with its large operating presence, breadth of product line, operational excellence and access to expert sales representatives. It maintains a 99% on-time record, a 98% order accuracy rate and a 97% availability rate.

Saalfeld serves distributors across the U.S. from its Southeast, California, Southwest, Mid-Atlantic, Midwest, South Plains, Mid-American, Northwest, Florida and New England locations.

For more information about Saalfeld or to locate your nearest representative, phone 877-482-5607 or visit the web at [saalfeldredistribution.com](http://saalfeldredistribution.com). ■

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**Paper Towels... Hand Hygiene and Customer Satisfaction**

With the rise in environmental consciousness, resulting in greener behavior by governments and citizens, manufacturer's of warm air dryers (WADS) and jet air dryers (JADS) for hand drying are presenting themselves as the "greener" system versus using paper towels. But hand drying is about hygiene, personal protection and customer satisfaction, not just the environment...though there are environmentally sound paper choices available.

There has been credible research conducted over the years and most recently in 2008 by Redway and Fawdar of the University of Westminster, that provides updated insight into which system is the most hygienic. Hygiene is paramount in choosing a hand drying system.

H1N1 (Swine Flu) virus outbreak in Mexico, later to be followed in Canada and USA reminds us that the "Global Pandemic" will strike eventually with major impacts to our society. Almost daily we read, see or hear of news stories that speak about Nosocomial (hospital acquired virus), Norwalk stomach bugs on cruise ships, or simply cold viruses pervading through schools and day care centers. Not too long ago the SARS outbreak built awareness around protection from pathogenic bugs that could seriously harm us and our families.

For all the modern medical advancements in the production of flu prevention and anti-viral drugs, it's simple hand-washing with soap and water, that is the single most recommended and effective method of protection. The critical step in the hand-washing process is hand drying. Dry hands are safe hands. Wet hands have greater potential to pick up bacteria and germs from hard surfaces, door handles, telephones, computers, and from contact with other people. The moisture left on the skin from poor hand-drying (or lack of) acts as a transfer medium.

"Paper towels have been shown to be more effective in hand drying than warm air dryers, and just as effective as the new technology jet air dryers".\*1 What WAD's and JADS can not do though is remove bacteria from the skin, in fact Redway and Knights in 1993, and Redway / Fawdar in 2008, found that these devices actually increase the amounts of bacteria on the hands.

"Recent research found warm air dryers to significantly increase total bacterial counts on hands after washing and drying. Bacteria increases on fingerpads by 194% and 254% on the palms of hands"\*1. This research also found the jet air dryer (Dyson Air Blade) increased total bacterial counts on hands after washing and drying. "Bacteria increases on fingerpads by 42% and 15% on the palms of hands".\*1 Using paper towels reduces bacteria counts. It's the wiping action which removes bacteria from the hands and improves hand hygiene. "Microbiological studies have shown that using paper towels after washing helps remove bacteria from the hands and reduce general bacterial counts by an average of 58%".\*2

Doug Powel, a professor of food safety at Kansas State University in Manhattan, says numerous papers show that the friction created by using paper towels is actually a key part of the cleaning process. The friction "removes the bacteria, whereas blow dryers tend to disperse them in the air," he says.\*3

Then there is the behavior of end-users when faced with WADS and JADS, in the washroom. Much anecdotal evidence exists that people dislike using these systems (ask your clients, patrons, friends and staff) and may avoid using them altogether, potentially leaving the washroom with wet hands, or not washing at all.

A consumer attitudes and perceptions study published in Europe, indicated that 28% of people using public restrooms would not dry their hands if a suitable hand drying device was not found. In addition, 96% of those surveyed thought paper towels provided the highest level of hygiene.\*5 This consumer attitude does not promote hand washing compliance, and good habits.

There is also hand drying compliance issues associated with Foodservice and Healthcare workers... key frontline workers that require the most fastidious hand hygiene routines. A main problem with Warm Air Dryers is that they take too long to dry hands, and people don't wait, or avoid using them. Usually hands are 55% - 65% Dry.\*2

**What about the Environment?**

"Opting for a hand dryer over paper towels hardly earns you an environmental halo, since the net difference in long-term carbon-emissions is minuscule at best".\*4

Unless the power source is hydro electric or nuclear, it is likely that using electric hand dryers increases short term carbon emissions as the most common alternative is coal generated. Good quality 100% recycled paper towels absorbent enough to dry hands with just one towel in touchless dispensing systems are readily available from Kruger Products and others.

Toilet tissue consumption rises in establishments that use electric air dryers as patrons will opt for using excessive amounts to dry their hands rather than line-up and wait for WAD's to complete their cycle.

JAD's contribute to noise pollution in the building and can be disruptive to other workers. When it comes to hand drying, the issue is hygiene. Businesses can choose a paper towel system that has it all... environmentally certified products and superior hand hygiene, resulting in greater end-user satisfaction.

Vist: [www.krugerproducts.com/afh](http://www.krugerproducts.com/afh)

\*1. University of Westminster, Redway & Fawdar 2008

\*2. University of Westminster, Redway & Knights 1993

\*3. USA Today.com - The science of hand washing to ward of cold, flu bugs

\*4. Does using this thing really save trees? - Toronto Star, Sunday June 22, 2008 - Brendan I. Koerner ■





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Check out the new longer (1000') TAD towel at booth 819, ISSA Chicago.



Embassy<sup>®2</sup> Supreme Thru-Air-Dried Ultra Long Roll Towel<sup>®</sup> and Titan<sup>™2</sup> dispenser from the Genesis<sup>™</sup> collection.

## ProTeam Announces the Retirement of Mark Reimers, Sr. VP of Commercial Sales Since 1987

ProTeam®, the Vacuum Company, announced this week the retirement of Mark Reimers, one of the company's original leaders and a key member of the executive management team. Mr. Reimers joined ProTeam at its inception to lead the development of the commercial sales



Mark Reimers

organization, of which he most recently served as Senior Vice President. Mr. Reimers has been instrumental in growing his division into one of the most successful commercial vacuum sales organizations in the world.

A recognized expert in the industry, Mr. Reimers began his career as a building service contractor and served as principal of a manufacturer's rep agency before joining ProTeam in 1987. In a career spanning more than 40 years, Mr. Reimers has built strong rep, distributor and customer relationships, helping ProTeam grow and adapt to changing markets, and has gained respect and friendships across the industry as a teacher and business mentor.

Matt Wood, President and CEO of ProTeam, says, "Mark Reimers has been the embodiment of ProTeam for over 20

years. Along with Larry Shideler, founder of ProTeam, Mark was responsible for getting the business off the ground, and was instrumental in establishing the sales network which today is the envy of the industry. The concepts, techniques and systems in routine use today by our sales and marketing teams were pioneered and refined to an art by Mark. He weathered many a skeptic and many a rejection in the early years. However, his Teutonic stubbornness, indefatigable perseverance, and innate belief in ProTeam and its products enabled him to win converts and develop ProTeam into the thriving and well-respected business it is today."

Mr. Reimers was the recipient of the Manufacturer Representatives' Distinguished Service Award in 2006 at ISSA. This award, presented on behalf of all independent manufacturer representatives, honors an individual within the industry who has had a positive image on the industry, the association, and has been supportive of manufacturer representatives.

"Mark's endless thirst for knowledge and self-improvement has set the pace for those who work with him. He has never been content with the status quo, always looking for better ways to do things and applying the lessons learned in the course of business and from the grander stage of life. He has been a great mentor for those

new to the business, profession or industry, and has been an invaluable resource for me personally," said Mr. Wood in announcing Mr. Reimers' retirement to the company.

ProTeam credits Mr. Reimers' "calm demeanor, indomitable spirit and infallible logic" in helping ProTeam overcome the many obstacles the company faced in its early years in converting doubters of the backpack vacuum—a ProTeam innovation—into dedicated users. Mr. Reimers' "consistent leadership, often through turbulent times, has been a textbook example in analyzing problems, developing solutions and rallying a team," said Mr. Wood.

To his many associates, Mr. Reimers was a friend first, and a businessman second. Says Mr. Wood, "It was his uncanny way of not just winning people's business, but also their friendship, and then maintaining those relationships through good times and bad, that has been one of Mark's, and ProTeam's, most substantive accomplishments."

Mr. Reimers will continue to be associated with ProTeam as a mentor and advisor. Mr. Wood says the company "will miss his presence on a daily basis, but are also gratified and pleased that Mr. Reimers is now able to move away from the business and begin to enjoy the fruits of his labor and do all the things he has been talking about for so long."

Mark Reimers' retirement officially began on September 1, 2009. ■

## Nexstep Commercial Products Announces MaxiRough Universal Dolly for Trash Containers

Nexstep Commercial Products (Exclusive Licensee of O-Cedar) is proud to announce its new MaxiRough® Universal Dolly for Trash Containers. It features:



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For more information on Nexstep Commercial Products' (exclusive licensee of O-Cedar) visit [www.ocadoarcommercial.com](http://www.ocadoarcommercial.com). ■



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## THE UNITED GROUP Honors Top Business Performers

THE UNITED GROUP, Monroe, La., honored the group's top business performers for 2008 at its 2009 National Conference May 6-9 at the Gaylord National, near Washington, D.C. As the capstone of the conference, Riverside Paper Supply Co., Newport News, Va., Jerry Hill, president, and J.P. Hill, vice president/sales manager, received the Member of the Year award. Dart Container Corp., represented by Joseph Iacona and Jason Geck, took home the Supplier of the Year award.



Jerry and J.P. Hill, Riverside Paper Supply Co., Newport News, Va., winners of TUG's 2009 Member of the Year award

formance.

Attendance at the group's 2009 conference was higher than in any other year in the group's 25-year history. "I am cognizant of the Preferred Suppliers' enthusiasm about the Member Stockholders supporting them and the members' willingness to work with the suppliers by attending the table-top meetings during the conference," notes Tobie F. McKown, TUG's president and CEO.

THE UNITED GROUP is a national marketing-and-sales organization created



Joseph Iacona and Jason Geck, accept THE UNITED GROUP's 2009 Supplier of the Year award for Dart Container Corp.

THE UNITED GROUP bases awards on the number and amount of purchases by the distributor members from the suppliers, the number and amount of sales by the suppliers to the members, and the percent of growth of each company's transactions carried out under the auspices of the group during the previous year. The system assures a company of any size can win an award through per-

formance. In 1983 and now comprised of and owned by over 350 distributors of Janitorial/Sanitary, Foodservice, Industrial-Packaging, and Safety products. The distributor members, who are equal stockholders and direct the group through their elected representatives, purchase from more than 150 selected suppliers, and then receive marketing allowances on the purchases. ■



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## AFFLINK Launches New Business Services Division

Building a healthy business-that's the goal of any good company. And with the menu of programs available through the new AFFLINK Business Services division, customers are able to receive the essential elements needed to help create and maintain healthy, more profitable businesses.

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- Should I offer an appreciation, incentive trip or trade show? What's the return on my investment if I do?

- How am I perceived in the market? How do I want to be seen?

- Where do I get quality training for my employees?

- When was the last time I updated my website?

- Do I effectively communicate with my customers...both current and potential?

Bundling customized marketing, event planning, educational, technological and human resource packages for all its customers, AFFLINK realizes that the profits of its partners are inextricably linked to the fundamental business services that make up their team's core competencies.

So don't worry if you couldn't answer the questions asked here. The AFFLINK team of experts can help. Stop by their booth #1262 and find out how they can put a customized program together that will deliver the results you're looking for, at a price you can afford. ■

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**New Newsletter Column Addresses Underlying Green Issues**

The popular *DestinationGreen*, the monthly e-newsletter of The Ashkin Group, has introduced a new column.

The new column, which will be authored each month by David Holly, Director of Contractor Services for The Ashkin Group, is entitled "Green Contractors" and will focus on Green Cleaning issues "specifically from a building service contractor's (BSCs) perspective," says Holly.

DestinationGreen began publication five years ago and now has nearly 10,000 subscribers.

Originally, the primary audience for DestinationGreen was janitorial distributors, manufacturers, building owners and managers, as well as other advocates for Green Cleaning, sustainability, and environmental responsibility.

"But during a [question and answer] session, a building service contractor asked, 'What should you do when a client says they do not want Green Cleaning in their facility?' That's when I knew we needed to broaden our perspective to address more [Green Cleaning] issues," says Holly.

Looking deeper into the contractor's question, Holly realized that the real issue was not that the end customer did not want to use Green Cleaning products, "but they didn't believe they were as effective as conventional products."

Because of this, Holly says his first column, which will appear in the September issue of the e-publication, will focus on Green Cleaning products as well as certification issues.

"I also want to make sure we regularly address how Green Cleaning can impact a [janitorial] contractor's business," Holly adds. "Of course, our goal is a healthy environment for everyone, but we are business people and there are business issues and opportunities in Green Cleaning and I want those covered as well." ■

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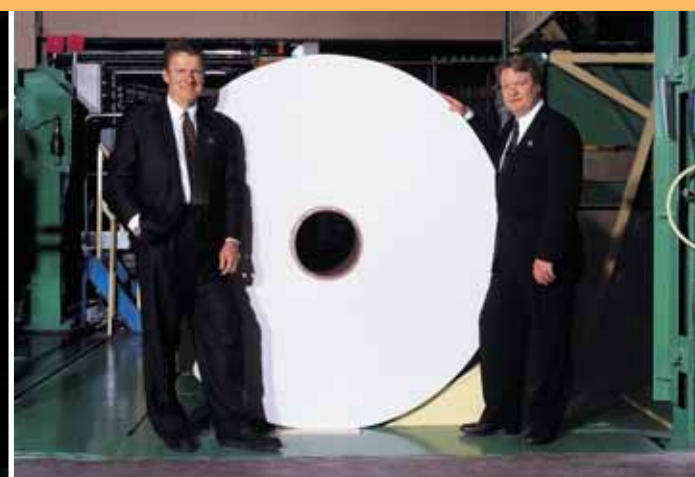
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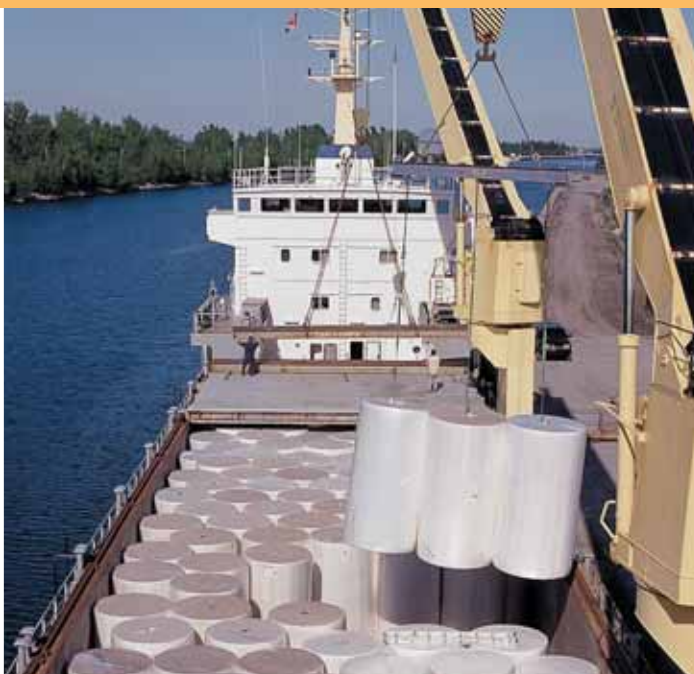
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"YES is a wonderful way for young people in the industry to network, expand their knowledge, and expand their reach in the association."

—Mattie Chinks, president, Avmor Ltd., Laval, QC, Canada

### Say YES to Education

The YES Scholarship is awarded through the ISSA Foundation for the University of Industrial Distribution educational program. The Career Coach seminar at the ISSA/INTERCLEAN® North America tradeshow provides a forum for YES members to gain knowledge from top industry leaders. The monthly YES e-update provides tips and resources as well as special YES-member discounts on ISSA educational products. In addition, YES members receive ISSA Today and ISSA legislative updates.

"I started in the industry in 1988, but I really didn't learn about the industry until I joined YES."

—Laurie Sewell, president/CEO, Pacifica Consulting Services, Culver City, CA

### Say YES to Technology

Special technology programs are pursued by YES and then presented to the ISSA membership. Past programs include the ISSA Bar Code Standard, sales force automation training, electronic bulletin boards, and mobile technology solutions.

### Say YES to Tomorrow's Leaders

Joining the YES Coordinators Committee offers valuable leadership experience while helping to improve the YES organization. In addition, the YES Industry Special Achievement Award honors industry leaders who have made substantial contributions to the advancement of YES.

"I truly believe YES is building the future ISSA and industry leaders."

—Kevin Shoupe, partner, Distributor Marketing, Inc., Fairfield, OH

### YES Mission

Working in conjunction with the ISSA Board of Directors, the purpose of YES is to provide leadership and networking opportunities for young executives in the cleaning industry as well as to identify and research emerging technologies, present those concepts found to be of worth to the ISSA board, and then promote these concepts to the ISSA membership.

### YES Vision

YES will strive to discover appropriate vehicles to allow its members to develop and enhance their skill set, thereby enabling them to better serve the association as a whole. ■

## California's Central Valley Unemployment Rate Soars with Water Shortage a Key Factor

State Faces a "Bleak Reality;" - Problem Not Confined to California

According to a recent study by the University of California (UC), California's Central Valley now has an unemployment rate over 30 percent—three times the state's average—and a primary reason for this is the area's critical water shortage.

The study, released by the University of California Newsroom on August 31, 2009, reports that the state is struggling through a third consecutive year of drought and Californians "face a bleak reality: change the way we use our source water supply or face recurring cycles of economic and environmental emergencies."

Although the study focuses on California's water crisis, the report made clear "the drought problem is not confined to California. If present climate and consumption patterns continue, two out of three people in the world will live in water-stressed conditions."\*

As a result of the seriousness of the situation, the study notes, UC is stepping up its research into ways to monitor the

state's current water supplies, create new sources of water, and, of course, develop water conserving strategies.

"California has had water shortage problems for centuries," says Klaus

Reichardt, founder and managing partner of Waterless Co., based in Southern California, and frequent author discussing water conservation issues. "But the state faces more water challenges today because of population growth and the growing needs of agriculture."

California produces half of the nation's domestic fruits, nuts, and vegetables, which, according to Reichardt,

means that water shortages impacting the state's huge agriculture industry could have national ramifications.

For the short term, there is some optimism because it appears the state and large areas of the Western United States will experience El Niño this winter, typically resulting in a wet winter.

"But long term, a wet winter will not alleviate the [water shortage] problem," says Reichardt. "Water is becoming the oil of the 21st century. We need to implement strategies now that help us better use this vital resource for years to come."

\* Based on findings of the United Nations' World Meteorological Organization. ■



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## Spartan Announces Regional Manager Appointment

Greg Ford, Vice President of Sales for Spartan Chemical Company, Inc., Maumee, Ohio, announces the following appointment to the company's Sales division.

### Tom McFarlane, Regional Manager

McFarlane has been promoted to the position of Regional Manager for Spartan's central Illinois region.

McFarlane joined Spartan Chemical Company, Inc. in April as an Area Sales Rep. and is no stranger to the janitorial supply industry, having over 14 years experience as a Distributor Sales Rep and Distributor Sales Manager.



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# Is Your "Green" Flexible Enough to "Clean"?

**New EcoFlex System™ from Advance shows that smart green cleaning is flexible cleaning.**

"Green cleaning." The phrase is heard so often it's possible to forget it contains two words. Certainly, everyone knows green refers to environmentally sound practices such as minimizing chemical and water use, and protecting both building occupants and the outdoor environment. But green without an equal emphasis on clean misses the point of floor maintenance.

The number of green cleaning products has grown exponentially the past few years, with manufacturers in a frenetic race to develop the next big thing in environmentally friendly cleaning. Innovations such as green-certified cleaners, multipurpose floor machines and, more recently, water-only cleaning products and equipment are continually raising the bar for environmentally friendly cleaning. But many cleaning profession-



The EcoFlex System™, available on the Advance Advenger™ rider-scrubber, provides flexibility for cleaning green - without compromising the "clean"

als are returning to a fundamental question when they evaluate green products and equipment: "Does it get the job done?"

Floor cleaning, in particular, poses a challenge for green cleaning methods. BSCs and in-house cleaners have to be able to handle different flooring types and different levels of soil on the hard floors throughout the facilities they maintain. This means they need the ability to match the cleaning method to the cleaning problem - but many of today's "green" cleaning answers are notoriously "one size fits all."

## Green cleaning, deep cleaning or both?

Rarely is there a one-method, one-machine cleaning answer for every square foot of a facility's flooring. High-traffic entryways, for example, are often some of the dirtiest, and therefore most challenging, areas in a facility to clean. Entries, lobbies and the like can require serious cleaning, so scrubbing an entryway with a

water-only floor scrubber, for example, may not be sufficient - or might require time-consuming double scrubbing to compensate for an inadequate job the first time.

Does it make sense to purchase a different machine for entryways and low-traffic areas? Probably not. And especially not when cleaning budgets are tight.

## Enter EcoFlex™, the flexible green cleaning system.

The new EcoFlex System™ from Advance - available on the Advenger™ rider-scrubber - gives cleaners a new level of control that puts green cleaning, deep cleaning and everything in between into the hands of the operator. Advance scrubbers with EcoFlex are inherently green, with the flexibility to use green-certified detergents or clean with water only, and have just enough solution flow and brush pressure for routine cleaning in most areas of a facility. An onboard detergent dispensing system eliminates water and detergent waste and reduces labor - making scrubbers with EcoFlex some of the greenest machines available. Where the EcoFlex System really shines, however, is in its

flexibility to quickly switch cleaning modes and provide deeper cleaning on



**When evaluating green cleaning machines, look for those that can be adjusted to the soil content on the floor for maximum cleaning performance and efficiency.**

dirtier floors - the one area where other green cleaning machines often fall short.

EcoFlex starts with a unique onboard detergent dispensing and low-flow system that eliminates water and detergent waste while providing precise control of the cleaning process. Operators can select any detergent dilution ratio or choose "no detergent" for water-only cleaning. This allows operators to match the scrubber's performance to the average soil content on the floor - just enough to get the job done. EcoFlex then automatically dispenses the detergent at the desired ratio along with clean water just as solution is applied to the floor. This means there's never any water or detergent waste and no leftover solution in the cleaning tank.

Unlike "one-clean-fits-all" scrubbers, EcoFlex lets cleaning professionals determine the level of green cleaning that best fits their facility. For entryways and other heavily soiled areas, the EcoFlex System includes a "burst of power" button that

immediately increases the detergent dilution ratio, solution flow and brush pressure for 60 seconds. The result is deep scrubbing without having to stop and make adjustments to the machine. The flexibility to match the machine's performance to the soil content on the floor is what makes the EcoFlex System the future of green-cleaning efficiency. While water-only and other environmentally friendly cleaning methods are obvious ways to clean green, such methods can fall short of cleanliness standards or require double, sometimes triple, the time on dirtier floors. Increased runtime not only contributes to energy inefficiency, but it also causes excessive water use due to double scrubbing.

## How to evaluate "green."

When evaluating green products and cleaning methods, be sure to consider every aspect of the job, not just hard floors. Consider the following topics as the first step to building a cleaning program that puts equal emphasis on environmental friendliness and a clean facility.

**1. Look at the big picture.** Make sure that the product or cleaning method suits the facility's surface types, available maintenance hours and average soil levels on floors. Don't overreach on adopting a product or method if it significantly undermines another area of your cleaning program.

**2. Be sure the "green" still "cleans."** With the rise of environmentally friendly cleaning, it's easy to overlook - or at least be willing to compromise - the goal of clean floors and surfaces. Resist the urge!

**3. Waste not, want not.** This may seem counterintuitive, but instead of adding to a green cleaning program, take a minimalist approach and focus on efficiency. Look for flexible and versatile equipment, products and methods that reduce cleaning time, minimize waste and limit the number of machines and products that are needed. ■

## Safe and Effective Carpet Spot and Stain Remover

Enviro-Solutions introduces ES 92 H<sub>2</sub>O<sub>2</sub> Carpet Stain and Spot Remover, proven to easily, quickly, and safely remove the most common types of spots including coffee, pet stains, fruit juice, soft drinks, and even blood.

Applied per instructions, ES 92 performs as good as or better than conventional carpet spotters and stain removers yet is safer for humans, aquatic life, and the environment and is readily biodegradable.



ES 92 H<sub>2</sub>O<sub>2</sub>

And ES 92 is so safe and effective, it proudly bears the Seal of Approval from the Carpet and Rug Institute.

For more information, visit [www.enviro-solution.com](http://www.enviro-solution.com), call toll-free: 1-877-674-4373, or visit booth 4001. ■

## Zephyr Introduces Dual-Tool Scrub Brush

Zephyr Manufacturing introduces the revolutionary Dual-Tool™ Scrub Brush. This amazing brush combines mopping and scrubbing into one fast, easy procedure. It fits on any standard narrow band or screwflat style mopstick in conjunction with the wet mop.

The Dual-Tool™ allows you to get a deep scrubbing action at the same time as you mop with no additional effort. Made with foodservice grade plastic this brush is strong, light, and versatile.

The brush enhances the performance of your cleaning chemicals through agitation, allowing you to reduce your slip and



Dual-Tool™ Scrub Brush

fall liability by getting your floors cleaner than with a conventional mop alone. Come by booth #454 to get a closer look at the new and innovative Dual-Tool™ Scrub Brush. ■

Say YES to...  
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Education  
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Technology

Say YES to...

**YES**  
YOUNG EXECUTIVES SOCIETY



# SparClean<sup>TM</sup> Warewash Products



*SparClean Warewash products bring legendary Spartan service and support to warewashing with competitive economy and stellar results.*



*Formulated with the latest technology, these products do NOT contain phosphates, NPEs or EDTA, making SparClean more **environmentally preferable** than traditional warewash products.*



**Visit Spartan Chemical Company, Inc. at booth #4030  
to learn more about the savings and profit  
opportunities that SparClean provides!**

- 🔴 **50** All Temperature Detergent
- 🔴 **51** Chlorinated Detergent
- 🔴 **52** High Temperature Rinse Aid
- 🔴 **53** Low Temperature Rinse Aid
- 🔴 **54** Sanitizer *Coming Soon!*
- 🔴 **55** Delimer
- 🔴 **56** Pot and Pan Detergent
- 🔴 **57** Silverware Pre-soak



Spartan Chemical Company, Inc.  
1110 Spartan Drive / Maumee, OH 43537  
1-800-537-8990 / www.spartanchemical.com

## The O<sub>3</sub> Professional Cleaning System Creates the Most Effective Chemical-Free Cleaner and Sanitizer

### Turn Ordinary Tap Water into Liquid Ozone, a Safer Alternative to Chemical Cleaners

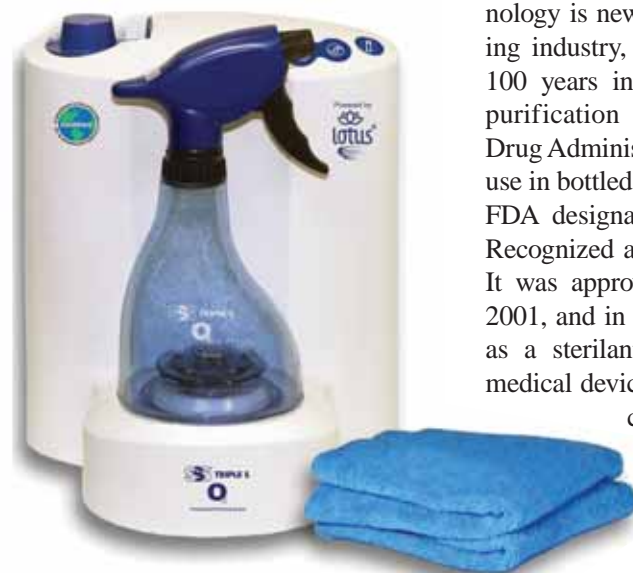
The Triple S O<sub>3</sub> Professional Cleaning System turns ordinary tap water into Liquid Ozone, the world's most effective chemical-free cleaner and sanitizer. Liquid Ozone kills germs, eliminates odors, and removes stains, mold, mildew as well as many other contaminants on any surface, including food. It does all this without the use of synthetic chemicals.

The O<sub>3</sub> Charging System (EPA Est. No. 82126-CHN-001) creates a Liquid Ozone based cleaning solution by filtering oxygen molecules (O<sub>2</sub>) from the air, and passing them through 4,500 volts of electricity, transforming them into ozone (O<sub>3</sub>) and then infusing the ozone into water. The electricity causes the oxygen molecules (O<sub>2</sub>) to separate into oxygen atoms (O) which are unstable. These unstable oxygen atoms readily combine with other oxygen atoms in an effort to stabilize, creating ozone. These ozone molecules are then infused into water, creating Liquid Ozone. Every O<sub>3</sub> Charging Station comes with a built-in micro processor that confirms the successful creation of Liquid Ozone.

The Liquid Ozone created by the O<sub>3</sub> System has been proven effective as a sanitizer. (Laboratory Data Available Upon Request.) Liquid Ozone kills bacteria in much the same way as a chemical agent in that they both attack the cell wall. However, in the case of Liquid Ozone, bacterial cells absorb Liquid Ozone just as they would water, and then Liquid Ozone ruptures the cell wall from

the inside out, destroying the cell. Once these cells are killed, they are suspended within the solution and can easily be removed from the surface with the simple wipe of a clean cloth or mop.

Even after the 15 minutes of sanitizing time has elapsed, Liquid Ozone still works as a powerful cleaner for another



**The Triple S O<sub>3</sub> Cleaning System booth 2202** destroys the proteins, leaving behind base amino acids. These base amino acids then continue to react with ozone and break down into even smaller inert inactive matter. Liquid Ozone can break-down red wine, tomato juice, fatty acids, oils, dyes, urine, mold, mildew, coffee, tea, and much, much more.

While the application of ozone technology is new to the commercial cleaning industry, it has been used for over 100 years in the water treatment and purification industry. The Food and Drug Administration approved ozone for use in bottled water in 1982. In 1997 the FDA designated ozone as a Generally Recognized as Safe (GRAS) substance. It was approved for use with food in 2001, and in 2003 the FDA approved it as a sterilant for processing reusable medical devices. More recently Triple S commissioned the Toxics Use Reduction Institute (TURI), a laboratory at the University of Massachusetts Lowell, to test the Liquid Ozone created by the O<sub>3</sub> System. The O<sub>3</sub> cleaning solution scored a perfect 50 out of 50 on the Safety Screening test. The TURI Lab also confirmed that the O<sub>3</sub> cleaning

solution cleaned as well as a leading neutral floor cleaner, and a disinfectant cleaner.

For general purpose spray and wipe applications, use the Triple S O<sub>3</sub> Spray Bottle. For floors, use the Triple S O<sub>3</sub> Mop Bottle that is compatible with the 3M Easy Scrub Floor Care System. A hi-capacity system will be available fall 2009 for use with mop buckets, auto scrubbers and carpet extractors.

The Triple S O<sub>3</sub> Professional Cleaning System turns ordinary tap water into a chemical-free cleaner and sanitizer. Liquid Ozone is powerful, effective, and most importantly safe. Replace an array of chemical cleaners with a single safer alternative, the O<sub>3</sub> Professional Cleaning System from Triple S.

Based in Billerica, MA, Triple S is a national distribution, networking, sales, marketing and logistics company in the janitorial and sanitary supply industry. With 125 Member-dealers and three regional distribution centers across the United States, Triple S offers nationwide service to the education, health care, commercial, industrial, and government markets.

The Triple S O<sub>3</sub> Professional Cleaning System is available through our network of members. For information on a distributor in your area, please contact Triple S HQ at 800-323-2251. ■

## Spartan Promotes Serio and Kurfis

Spartan Chemical Company, Inc. is pleased to announce the promotions of Tina Serio and Erica Kurfis in the Advertising/Marketing department. This realignment will allow Spartan to update technology marketing efforts and better support our distribution network.

### Tina Serio - Manager of Information & Sales Technologies

Tina Serio assumes responsibility for Spartan's Advertising/Marketing and Information Technology departments, reporting to the Vice President of Sales, Greg Ford and CFO, Scott Libbe, for those respective areas. General department oversight, creative input and marketing technology integrations will be Serio's main focus in the new Advertising/Marketing department.



Tina Serio

Tina Serio has been with Spartan for twelve years, originally hired as Assistant Advertising Manager until Spartan bought the CompuClean® Custodial Maintenance Management Software company. Serio managed the CompuClean services and then migrated to comprehensive Information Technology management. Serio earned her Bachelor of Science degree in Journalism, Public Relations from Bowling Green State University and is currently completing her MBA at

Heidelberg University. She is a member of the Association of Information Technology Professionals and is a past president of The Toledo Professional Chapter of Women in Communications. Serio is also a member of ISSA's Young Executive Society and is a CIMS ISSA Certification Expert (ICE).

### Erica Kurfis - Advertising Manager

Erica Kurfis was also hired in at Spartan as Assistant Advertising Manager, where she has done an outstanding job since Fall of 2006. Reporting to Tina Serio, Kurfis will manage all of the day-to-day operations of the Advertising/Marketing department at Spartan. Kurfis will be actively supporting the sales and communication efforts of our sales force and distributors. She is a graduate of Bowling Green State University and holds a Bachelor of Science degree in Visual Communication Technology. She is a member of ISSA's Young Executive Society and The Advertising Club of Toledo.



Erica Kurfis

Spartan Chemical Company, Inc., with corporate headquarters, manufacturing and distribution facilities in Maumee, Ohio, is an international manufacturer of chemical specialty maintenance products. ■

## PELADOW Calcium Chloride Pellets

### The Premier Snow and Ice Melter For Steps, Walks, Driveways and Parking Lots

The calcium chloride in PELADOW™ Calcium Chloride Pellets draws moisture from its surroundings—even air. This speeds up the creation of brine, and gives PELADOW calcium chloride a head start. The reaction that creates brine also generates heat, making PELADOW pellets more effective at colder temperatures than other materials, which only draw heat from the outside. Plus, the round pellets bore down to penetrate ice faster than products with other shapes, breaking the ice's bond with the pavement more quickly.

PELADOW™ Calcium Chloride Pellets:

- Are more effective in their recommended applications than any other single ice-melt material or blend, in all winter conditions, because they contain calcium chloride, the best ice melter available.

- Have been proved by research to melt ice faster than any of the four alternatives to calcium chloride. In the first 20 minutes at 20°F, PELADOW pellets melt:

- 2 times more ice than rock salt and magnesium chloride.
- 3 times more ice than urea.
- 5 times more ice than potassium chloride.



### PELADOW Pellets Keep Working Even at -25F

- Outperform the competition when the temperature drops below 0°F, too. When other materials stop working at that point, PELADOW pellets keep melting ice.

For steps, walks, driveways and parking lots, PELADOW calcium chloride is the best on ice. ■

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ISSA/INTERCLEAN  
COME SEE US AT BOOTH #2024

## SCA Tissue Announces New Tork Manual and Automatic Foam Soap Dispensing Systems

SCA Tissue has launched its new Tork® Manual and Automatic Foam Dispensing Systems, which are designed to increase hygiene, reduce maintenance and provide cost-in-use savings with a modern design.

Dispensing System enables 2,750 hand washes to occur per soap refill, less maintenance is required because of fewer refills. Fewer refills mean less packaging waste, delivering environmental advantages for you. An added bonus is the



See the Tork Manual and Automatic Foam Dispensing Systems in booth 1530

Both new dispensing systems provide more hand washes per refill than liquid soap and other similar foam soaps, which offer cost savings from the start. Tork's soap is also hygienic and allows consumers to get a high-quality hand wash without sacrificing cleanliness.

Since the Tork Automatic Foam

touch-free aspect, which increases hygiene and cleanliness.

The Tork Manual Foam Dispenser is also designed to be cost-effective through its high capacity of soap and simple refill replacement, which keeps maintenance low.

The sleek, no-drip designs of both

foam dispensers give the washroom a clean, upscale appearance. Available in white or black with a translucent inset, they coordinate with the new Tork Elevation hand towel and bath tissue dispensers to create a cohesive look throughout the washroom.

SCA Tissue offers three refill products for use in the Tork Foam Dispensing Systems. All are enriched with conditioners for frequent use.

- Tork Premium Foam Soap Lotion has an extra-mild formula with a light citrus scent. Added moisturizers withstand frequent washes, to leave hands smooth and soft. It is Green Seal™ certified as an environmentally responsible product.

- Tork Premium Foam Soap Antibacterial kills 99.9 percent of potentially harmful bacteria commonly found in food-service and healthcare environments. Its rich formula leaves no residue on skin, meeting the National Sanitation Foundation's E2 requirements for food preparation areas. The mild, fragrance-free foam is specially formulated for frequent use.

- Tork Premium Foam Hand Sanitizer is alcohol-free with a fresh, light scent. The fast drying formula is non-sticky and will not dry out skin. Safe for kids, it helps prevent the spread of disease by killing 99.9 percent of harmful germs. This option is ideal for locations outside the washroom, like cafeterias, school entrances, gyms, meeting rooms and airports. Tork Foam Hand Sanitizer is non-flammable for safe storage.

Tork's innovative dispensing system controls usage, eases maintenance and delivers superior hand hygiene while still conveying an upscale, modern image. To learn more about new Tork Manual and Automatic Foam Dispensing Systems, pay a visit to the Tork booth at #1530. ■

## USA joins China Clean Expo 2010 The Unique Valuable Access to China Cleaning Industry

Recently, U.S. Commercial Service of American Consulate General, on behalf of the U.S.A. government, has completely agreed to be the official supporter of 2010 the 11th China Clean Expo (CCE), which will recommend 2010 CCE to their corporation members in all 50 states of the USA and assist in promoting and organizing U.S.A. Pavilion at the exposition. Furthermore, U.S. Commercial service through its worldwide network will effectively promote the U.S.A. Pavilion to their members – more visitors from North America are expected to join China Clean Expo in 2010.

In recent years, many well-known American brands participated at CCE, such as 3M, AMETEK, Aztec, Comstar, Ecolab, Gojo, JLG, JOHNSONDI-VERSEY, MALISH, NCL, NSS, Rubbermaid, TENNANT, TC etc. These American corporations and their Chinese agencies strengthened their brand awareness in Chinese market effectively and even increased their sales revenue steadily by attending CCE.

The principal of the U.S. Commercial Service expressed that they chose China Clean Expo for there were so many world's leading cleaning equipment and chemical manufacturers in U.S.A and China is the unique market and thus as a result the vast business opportunities for US companies to explore the market further. He believed that CCE would be a perfect and efficient platform for American enterprises to show their products and technologies and then develop and benefit from the Chinese market.

The 11th CCE will be held in Shanghai, China from March 29th to 31st in year 2010, which will cover an exhibition area of 15,000 sqm. Up to now, almost half of the available booths have been sold out in spite of the global economy crisis. It will attract buyers from hospitality, property management, contract cleaning, industrial cleaning, office building, hospital and public facilities industries.

The organizer of China Clean Expo sincerely invites you to join CCE 2010 together with U.S.A. Pavilion and other country pavilions from Germany, Italy etc. If you want to know more details about us, please visit our official website [www.chinacleanexpo.com](http://www.chinacleanexpo.com) or email to [Alvina.Kwok@ubm.com](mailto:Alvina.Kwok@ubm.com) for information. ■

## DPA Safety Held it's First-Ever Buying and Networking Conference

### Bringing You the Best in Safety!

Distributor Partners of America (DPA) hosted the inaugural Safety Buying and Networking Conference at the upscale Loews Ventana Canyon Resort and Spa in Tucson on March 1-3, 2009.

The unique "Safety Summit" brought preferred DPA Members and some of the Safety Industry's most trusted suppliers together. The conference provides safety distributors with access to key safety products suppliers, and gives suppliers exposure to a target market. The impressive list of DPA Safety suppliers included MCR Safety, West Chester Holdings, Bradley Corporation, The Andersen Company, Tingley Rubber, National Marker Company and others. Some of the distributors in attendance were Marshal Safety (Evansville, IN), Sentry Safety (Peoria, IL), Parker Industrial Safety (Avilla, IN) and Miller Safety (New Kensington, PA).

"Unlike other trade shows, DPA's 'Blazing a New Trail' had scheduled 'rotations' where safety products distributors and suppliers meet one-on-one for

"Suppliers exhibit behind their tabletop booth, and after 15 minutes are up, each DPA member rotates to the next booth in their rotation order. You really accomplish a lot by the time the conference is over."

approximately 15 minutes," said Zac Haines, Executive Director of DPA. "Suppliers exhibited behind their tabletop booth, and after 15 minutes are up, each DPA member rotated to the next booth in their rotation order. You really accomplished a lot by the time the conference was over."

Distributors got a chance to discuss the latest safety products with manufacturers, including the latest environmentally sound "green" products. "DPA realizes the importance of the green initiative and we seek out manufacturers of products that are environmentally friendly and green certified," added Haines. "There is an increasing demand for these products in the market as people become more conscious and aware of

how their choices might impact the future generations to come."

DPA, <http://www.dpasafety.com>, is a member-driven buying and marketing organization comprised of closeknit, high volume, independent distributors in the Safety Equipment and Clothing industries. DPA members enjoy special pricing, procurement programs, and promotional offers from DPA's preferred partner suppliers.

DPA joined forces with Panda Group, <http://www.pandagr.com>, two years ago to build the premier Safety and Janitorial Buyers Group, and Panda has been responsible for building vendor alliance programs and inviting safety distributors into the group. Panda has created a massive library of Safety Content, and is a leader in Safety Marketing, Safety Products Catalog production, and Safety Ecommerce Sites solutions.

"DPA has been putting on these types of shows in the Janitorial/Sanitary Industry for quite some time now," explained Haines. "With the tremendous growth of the safety group, hosting a safety buying and networking conference was both inevitable and essential. The DPA Safety Products Show preceded the DPA JanSan Show and was big for business and networking for our members."

For more information about membership contact Zac Haines, (800) 652-7826.



**ISSA Happy Hour**

**Thursday**

**4:30 - 5:30 PM**



# New Product & Exhibitor Highlights

Cascades Tissue Group Booth 3915

**north river**  
Cascades  
*Wind of change*

With the wind of change blowing through the paper industry, Cascades is leading the way with a new generation of products that are better for the planet and better for you.

North River toilet and tissue are manufactured with one goal - delivering quality while minimizing our environmental impact.

- 100% recycled with 80-100% post-consumer material\*
- Present over 24 million lbs. of CO<sub>2</sub> emissions annually through use of 100% wind generated electricity
- Helped Cascades preserve over 37 million trees in 2008
- Conserve 90% less water than the North American paper industry average

Visit [www.northriverwind.com](http://www.northriverwind.com) to calculate your environmental savings with North River products.

**Cascades**  
MADE BY NATURE  
1-800-246-2715 (TOLL FREE)  
1-800-262-4074 (TOLL FREE)

Georgia-Pacific Booth 611

$$x = \{q + [q^2 + (r-p^2)3]^{1/2}\}^{1/4} + \{q - [q^2 + (r-p^2)3]^{1/2}\}^{3/4} + p$$

INTRODUCING A SMARTER SOAP DISPENSER.

Introducing smart engineering with the new high-capacity, smarter soap dispensing system from the enMotion family. It's all contained in the enMotion™ smart dispenser's elegant case design. Being both smart and simple, you need not have messy, messy soap and paper. Your hands stay clean and simple with the enMotion™ smart soap dispenser. Call 1-800-441-1111 for more info.

**enMotion**  
SOAP DISPENSER

Windsor Industries Booth 639

**WINDSOR**  
INDUSTRIES

**50% More Productive**

**0% More Expensive**

20" Walk-behind vs. Chariot iScrub 20"

Windsor's 10% more productive than a 20" walk-behind scrubber, but 5% more expensive! Introducing the Chariot iScrub 20", the only 20" floor scrubber in the industry. Most productively, same cost.

**chariot**  
The evolution of scrubbing.

Occidental Chemical Booth 2267

**Peladon**  
CALCIUM CHLORIDE PELLETS  
PREMIER SNOW AND ICE MELTER

**The Best on Ice**

Created to be the gold medalist in ice-melt performance, PELADON™ Calcium Chloride Pellets release heat on contact, speeding the melting process. Each PELADON pellet attracts moisture from its surroundings to outperform other ice-melt materials.

In the first 20 minutes at 20°F (-7°C), PELADON pellets melt approximately:

- 2 times more than rock salt
- 3 times more than magnesium chloride pellets
- 3 times more than urea
- 7 times more than potassium chloride

The race against time and temperature. PELADON pellets easily beat the competition by leveraging fast melting action and safe-temperature performance (down to -25°F (-32°C)). Give your visitors and employees the best on ice, showing them you care about their safety.

The best on ice in the ice-melt race - the gold medalist PELADON Premier Snow and Ice Melter.

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**OXY**

SCA Tissue Booth 1530

**TORK Elevation**

Tork Elevation dispensers simplify and streamline any environment, providing a clean, hygienic appearance. Our new design saves space and makes maintenance, refilling and use a breeze. The dispenser also features a unique combination of design and functionality that sets it apart from the rest.

For more information and to see a demonstration, visit [www.torkusa.com](http://www.torkusa.com).

Advance Booth 1223

**Green by nature.**

Low water usage  
Multi-surface cleaning  
Demo at ISSA Green Connections

**Green cleaning machines - our natural habitat.**

Adiphan™ from Advance delivers exactly the green cleaning performance you need for extracting and scrubbing. It's the industry's only full-function carpet and hard floor machine on a single platform. Low water usage, the ability to use any green-certified detergents and the flexibility of on-board detergent dispensing all make Adiphan a natural fit for green cleaning programs. Now you can replace multiple machines with one Adiphan - what's greener than that?

See us at ISSA, booth #1223, or visit [www.advance-us.com](http://www.advance-us.com).

**Advance**  
800-852-5538 | [www.advance-us.com](http://www.advance-us.com)

Kruger Products Booth 819

**WAVE GOOD-BYE TO GERMS!**

Win the fight against germs with advanced sensor technology from Kruger Products. The HandsFresh® touchless soap dispenser helps reduce the risk of cross-contamination and the spread of germs.

Come visit us at Booth # 819

To order call toll-free: 1-800-665-5610.  
For more information visit [www.krugerproducts.com/afh](http://www.krugerproducts.com/afh)

**Kruger Products**

**GreenQuality**  
HygieneChoice

Convermat Booth 1255

**Convermat.**  
Your strongest tissue link, from source to supply.

Consistent Capacity Balance

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Wausau Paper/Bay West Booth 2235

**WAUSAUPAPER**

**REVOLUTIONIZE YOUR WASHROOM**  
WITH THE OPTISERV HYBRID™ DISPENSING SYSTEM

Designed to provide unmatched flexibility

This dual functional dispenser design offers the benefits of automatic touch-free and mechanical hands-free dispensing. Reverse is based by activating the emergency sensor, pulling the second button or pressing the emergency hand bar. The OptiServ Hybrid™ helps prevent cross-contamination, controls cost, and discourages waste.

When another company is still installing the OptiServ Hybrid™ 2017 Dispenser, it's available in 3 different colors and can be custom-imaged by an outside, certified customizer.

COME SEE IT AT ISSA/INTERCLEAN® NORTH AMERICA 2009 - BOOTH # 2235

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# Exhibitors Listing

\$2.95 Guys	4740
3L Industries, Inc.	121
3M Building & Commercial Services Div.	2030
ABC Compounding Co., Inc.	2058
ABC Products Corp.	1458
Ableman International Co., Ltd.	1860
Ace Janitorial & Surgical Supply Co.	2052
ACI Industries Converting	4908
ACS Industries, Inc./Scrubble Division	2667
Activant Solutions, Inc.	2537
Activeon Cleaning Solutions	426
Activtek Environmental	4438



Advance	1223
Advanced Vapor Technologies, LLC	1900
Advantage Products Corp.	1852



AFFLINK	1262
Afidamp Fab - Afidamp Com	2021
Air Spencer USA, LLC	4469
AirSir Enterprise Ltd.	853
Airx Laboratories/The Bullen Companies	4755
Allied West Paper Corp.	1258
All-Lines Leasing	4569
Alpha Chemical Services, Inc.	1018
Alpine Aromatics International, Inc.	4460
Aluf Plastics Division	3103
Amano Pioneer Eclipse Corp.	2442
Amer Electric Motion, Inc.	451
American Cleaning Solutions, Div. of American Wax Co.	4654
American Dish Service	1842
American EPAY, Inc.	4715
American Express	342
American Sanitary Products	2358
American School & Hospital Facility	2300
American Specialties, Inc.	4367
American Training Videos, Inc.	2139
Americo Manufacturing Co., Inc.	3919
Ammex Corp.	1912
Amrep, Inc.	3205
Amsterdam RAI Exhibitions	414
Apache Mills, Inc.	2043
APC Filtration, Inc.	4770
Apeiron Stone Care	3839
Architectural Brass Company	5234
Associated Products a division of California Scents	230
Association of Residential Cleaning Services International	2001
Athea Laboratories, Inc.	3412
Atlas Paper Mills	2631
Atrix International	1648
ATS International Co., Ltd	419
Averyck Engineering & Development	416
AWAY Chemical Corp.	3837
Aztec Products, Inc.	3905
B&G Equipment Company	4458
Bagcraft Papercon	3641
Baiksan Lintex, Ltd	651
B-Air Dryers/Airmovers	4415
Bayersan Temizlik Sistem	210
Beach Sales & Engineering - Hurricane	1960
Beckson Industrial Products, Inc.	4054
Bemetex (Ningbo) Commodity Co., Ltd.	346
Berk Wiper Converting, LLC	1063
Berkley Square, Inc.	4442
Berry Plastics	846
Best Sanitizers, Inc.	4912
Beta Technology	758
Betco Corp.	3605
Big D Industries, Inc.	2612
BioTech Medical LLC	2042
Blueair	2258
Bobrick Washroom Equipment, Inc.	2242
BOC Plastics	352
Bolero Wireless	1769
BOX Packaging, Inc.	3639
Breeze Software	4155
Briarwood Products Co.	4156
Bro-TEX, Inc.	4139
Bruhin & Company, Inc.	3858
Brush & Clean Corp.	1453
Brushtech, Inc.	4456
Buckeye International, Inc.	1523
Building Service Contractors Assn. International	2026

Building Services	
Management Magazine	5218
Bullen Midwest/Nuance Solutions, Inc.	4906
Busch Systems International	4236
C.I. Marwind S.A.	4911
CaddyClean Sweden AB	309
CADAM Electronics	115
CAM SPRAY/Command Pressure Washers	2435
Canberra Corp.	3846
Cancun Center: Conventions & Exhibitions	2102
Carolina Mop Manufacturing Co.	852
Carolina Paper Converters, Inc.	4544
Carpet & Rug Institute (CRI)	1849
Carroll Company	3911



Cascades Tissue Group	3915
Ceiling Professionals International	4738
Cellucap Manufacturing Co.	4058
CFR Environmental Cleaning Systems	1240A
Chapin Manufacturing, Inc.	4550
Chase Products Co.	2467
ChemBlend International, LLC	1017
Chester Labs, Inc.	330
Chlorine Free Products Association (CFPA)	1647
Church & Dwight Co., Inc.	548
Cimex-USA	205
Cintas Corp.	1756
Citrus Oleo	5214
Claire Manufacturing Co.	2625



Clarke	1235
Clausen Carpet Solutions/The Bullen Companies	4756
Clean Control Corp.	858
Clean Holdings LLC	2169
CleanGredients/GreenBlue	1747
Cleaning for a Reason	2000
Cleaning Industry Research Institute (CIRI)	2049
CleanMaster	1230A
CleanMax Commercial Vacuums	1812
CleanTelligent Software	1855
Clorox Professional Products Co.	2402
CM B2B Trade Group	2170
Cobo International	951
Colgate Palmolive Company, Commercial Customer Group	4405
Colonial Bag Corp.	2400
Comac Corp., Inc.	4443
Concept Amenities	2136
Continental Commercial Products, LLC	1505



Convermat Corp.	1255
Core Products Co., Inc.	1060
CP Industries	2539
CPC Aerospace	4067
Creative Chemicals, Inc.	2438
Creative Products International, Inc.	3867
Cross Country Installations & Service, LLC	4202
Crown Chemical, Inc.	105
Crown Mats & Matting, Div. of Ludlow Composites Corp.	4242
Crown Products, LLC	521
Crypton	1253
Crystal Lake Manufacturing, Inc.	423
Daley International	4635
Daniels Associates, Inc.	2147
Darnel, Inc.	2360
DCL Solutions, a PAK-IT, LLC company	332
DDI System, LLC	4450
Dead Sea Works Ltd. c/o PICC	4761
Deb SBS, Inc.	630
Dedicated Transport, LLC	461
Delamo Manufacturing	4515
Delta Industries	1160
Delta Marketing Int'l, LLC	954
DEMA Engineering Company	2016
Dial, A Henkel Company	3416
Diamond Wipes	4158

Direct Mop Sale, Inc.	109
Dirt Killer Pressure Washers, Inc.	5112
Discover Energy Corp.	1024
Domo Industry Inc.	2359
Donzee Enterprise Ltd.	218
Dr. Gum, Inc.	347
Draco Hygienic Products, Inc.	867
Dri-Eaz Products, Inc.	3011
DSC Products, Inc.	221
Durable Corp.	4040
Durable Packaging International	3431
Dust-Tex Worldwide Corp., Inc.	4667
Dynamic Research Co., Inc.	1154
Earth Friendly Products	1825
Ebac Industrial Products, Inc.	4135
ECi	2439
Eclectic Products, Inc.	550
Eco Concepts, Inc.	443
EcoForm	1948
Ecolab Inc.	4917
EcoLogo / Terrachoice	1947
EDIC	2458
EG Robot	215
Electrolux Home Care Products, NA	1862
Emerald Professional Protection Products	3637
EMI Yoshi	226
Emmonya Biotech	415
EMSCO GROUP Commercial Products	2148
Envirochem, Inc.	3749
Envirodri-USA, LLC	232



Enviro-Solutions Ltd.	4001
EP Minerals, LLC	4037
EPA Design for the Environment	1746
eQuest Software	1570
Essential Industries, Inc.	2010
ETC of Henderson, Inc.	4446
Ettore Products Co.	3425
Eulen America	5133
Eurow & O'Reilly Corp.	2143
Evolution Sorbent Products LLC	3909
Excel Dryer, Inc.	1836
Executive Cleaning Services, LLC	1854
Expanded Technologies Corp.	4539
ExpressTime	4035
Eye Lighting International	1754
Fas-Trak Industries	4269
Filmop USA	605
First Illinois Systems Inc.	2055
Flexaust	2437
FlexSol Packaging Corp.	3461
Flitz International Ltd.	1156
F-MATIC	551
Fogmaster Corp.	2140
Foot-Mats Marketing, LLC, Div. of Bangor Plastics, Inc.	4157
Formula Corp.	1016
Fortune Plastics, Inc.	446
Foundations Worldwide, Inc.	4660
Frank Miller & Sons, Inc.	4563
Franklin Capital Holdings, LLC	4616
Franmar Chemical, Inc.	563
Fresh Products, LLC	3655
Fuller Brush Commercial Products	4542
Fullriver Battery USA	660
Fumacare Limited	420
G & F Manufacturing Co., Inc.	3737
Gamco, Div of Bobrick Washroom Equipment Co.	2242AA
Gateway Safety	1767
Gator Chemical Co.	1353
Geerpres, Inc.	430
General Pump, Inc.	4137
Gent-L-Kleen Products, Inc.	4758



Georgia-Pacific Professional	611
------------------------------	-----



GOJO Industries	1815
Golden Star Inc.	3652
GP Plastics Corp.	4043
Graco Manufacturing Co.	4744
Grand Technology, Inc.	511
Green Seal, Inc.	1649
Greenbrands	3908
Greenguard Environmental Institute	1750
Guangzhou Baiyun Cleaning	

Tools Co., Ltd.	4261
Gusmer Enterprises, Inc.	4662
H.D. Hudson Mfg. Co.	1867
Haaga Great Lakes	3742
Hagco Industries	4444
Hagleitner Hygiene International GmbH	4108
Handago, LLC	5130
Handi-Foil of America, Inc.	4216
Harper Brush Works, Inc.	3862
Ha-Ste Manufacturing, Inc.	246
Haviland Corp.	4435
Hawk Enterprises of Elkhart, Inc.	2205
Healthy Schools Campaign (HSC)	1946
Heritage Bag Company	2224
Hertron International, LLC	4670
Hesco, Inc.	1959
Hill Brush, Inc.	4109
Hillyard Industries	863
Hi-Tec Laboratories, Inc.	561
HMI Industries, Inc. (Health-Mor, Inc.)	2054
Holloway House, Inc.	1058
Home Cleaner Magazine	2100
HOSPECO	3615
Howard Berger Co.	3940
HTC, Inc.	4416
Hubbell	4351
Huey Chemical Corp	2048
Hydro Systems Company	3005
Hydro Tek - Cleaning Equipment Mfg.	5123
Hydro-Force Manufacturing	123
HYSO, LLC	5230
ICS Cleaning Specialist Magazine	5223
Impact Products, LLC	1218
InBrella Systems, Div. of Guardian Industrial Products, Inc.	2069
Innovative Chemical Corp.	2901
Inopak Ltd.	4638
Institute of Inspection Cleaning & Restoration	3201
Intellibot Robotics LLC	2209
Intelligent Products, Inc.	3937
Inteplast Group Ltd.	1936
Intercon Chemical Co., Inc.	3854
International Executive Housekeepers Association, Inc.	2302
International Salt Co.	4538
iPack Solution	4205
IPC Eagle Corp.	1805



ISSA Resource Center	1200
Italian Trade Commission	2021A
ITT Corp. - Flojet	4552
ITW Dymon	3667
J & M Technologies, Inc.	1837
J. & E. Sozio, Inc.	2902
J.T. Eaton & Co., Inc.	4248
Jadcore, Inc.	114
Janibell	4459
Jay Manufacturing	5111
JCH International	1958
Jen/Mar Systems Corp.	1952
Jiangsu Jiuding New Material Co.,Ltd	225
Jofel USA, LLC.	5012
Johnson Wilshire, Inc.	4348
JohnsonDiversey	1246



Kaivac, Inc.	1513
Kalle GmbH	351
Karcher-Shark Pressure Washers	439
Kennedy Hygiene Products Ltd.	311
Keystone Adjustable Cap Company, Inc.	4263
Kimberly-Clark Professional	4409
Kissner Salts & Chemicals Ltd.	5009
KleenRite Equipment/Edge	4663
KlenzCorp International, Inc.	242
Knight, LLC, Unit of IDEX Corp.	3830
Koala Kare Products, Div. of Bobrick	2242A
Koblentz (Thorne Electric Co.)	3405
Konie Cups International, Inc.	3648



Kruger Products	819
Kutol Products Company	2035
LagasseSweet	1461

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# Exhibitors Listing

Lambent Technologies	.5224
Lambskin Specialties	.1839
Leading Edge Products, Inc.	.4767
Lester Electrical	.760
Lifeline Batteries	.322
Lindhaus USA	.3408
Linux America	.3941
Little Giant Ladder Systems	.1752
Lollicup USA, Inc.	.448
Lotusoft, Inc.	.525
LUXOR	.348
M & M Vacuum Cleaner	
Parts Dist., Inc.	.1124
MAGCO Incorporated	.4909
Magnolia Brush Manufacturers Ltd.	.1663
Maintenance Sales News	.4056
Maintenance Supplies	.4352
Malco Products, Inc.	.2802
Marcal Manufacturing, LLC	.4570
MARINO VILEDA PROFESSIONAL	.3620
Markit Promotions	.1910
Mastercraft Industries, Inc.	.1012
MBS Dev, Inc.	.1655
Mercantile Development, Inc.	.1967
Mercury Floor Machines, Inc.	.4238
Merfin Systems LLC	.3850
Met-All Industries	.513
Metro Paper Industries, Inc.	.1467
Mid-America Bag, LLC	.353
MidLab, Inc.	.4061
Milazzo Industries, Inc.	.3658
Milwaukee Dustless Brush,	
Gordon Brush Wisconsin, LLC	.1832
Mima Towel & Supply Co., LLC	.4562
Minuteman International, Inc.	.4418
Misco Products Corp.	.3801
Moody Insurance Worldwide	.2003
Morgro, Inc.	.4257
Morton Salt	.2142
Mor-Value Parts Co.	.4140
Motsenbocker's Lift Off	.1369
Multi-Clean, Inc.	.4219
MVP Group Corp.	.243
Mytee Products, Inc.	.4650
NaceCare Solutions	.1537
NAPCO Bag & Film	.1123
National Chemical	
Laboratories, Inc.	.2330
National Tissue Co.	.763
National Towelette Company	.4142
Netpak Electronic	
Plastic & Cosmetic, Inc.	.519
New Jersey Sanitary	
Supply Assn. (NJSSA)	.2201
Nexstep Commercial	
Products (Excl. Licensee of O-Cedar)	.3401
Nilfisk CFM	.425
Nilfisk-Advance	
Technologies, Inc.	.1935
Nilodor, Inc.	.4461

Ningbo Idi Housewares Co., Ltd.	.413
North American Plastics & Chemicals	
Co., Inc.	.349
North American Salt Co.,	
A Compass Minerals Co.	.619
Northern Dome	.409
Novus Products Co., LLC	.967
NPS Corp.	.325
NPTA Alliance	.3739
NSF International	.1850
NSS Enterprises, Inc.	.1211
NYCO Products Co.	.1117



Occidental Chemical Corporation	.2267
Odorite International, Inc.	.4246
Oil-Dri Corp. of America	.662
OMI Industries	.4105
Omnisystems, Inc.	.3467
Omnisystems, Inc.	.3467
On Target Maintenance	.2152
One Stop Facilities Maintenance	.1955
Onyx Environmental Solutions	.3211
Ophardt Hygiene Technologies Inc.	.2221
Oreck Corp.	.4357
Orlando Convention & Visitors Bureau	.4923
Oser Communications Group	.4136
OspreyDeepClean International Ltd.	.220
Ossian, Inc.	.4558
Pacific Floor Care	.3624
Pacific Oasis Enterprise, Inc.	.505
Packlin Laboratories	.3002
Padco, Inc.	.953
Palmer Fixture Co.	.1830
Panasonic	.4069
Paperless Proposal	.5006
PaperSource Corp.	.635
Parker Company	.2046
Paxxo AB	.209
PCS Industries	.321
PDQ Manufacturing, Inc.	.516
Perceptionist, Inc.	.1903
Perfect Products, Inc.	.435
Permanon USA	.224
Petersen Manufacturing Co.	.3101
Petoskey Plastics	.3304
Pitt Plastics, Inc.	.4050
Poly Plastic Products	.1770
PortionPac Chemical Corp.	.4254
Powr-Flite Commercial Floor Care	
Equipment	.1240AA
Primco Solutions, Inc.	.851
Primepak, Inc.	.3740
Princess Paper, Inc.	.1054

Pro Magic, LLC	.4551
Proandre Hygiene Systems, Inc.	.1659
Procter & Gamble Professional	.2215
Professional Retail Store Maintenance	
Association - PRSM	.2155
PRO-LINK	.658
ProTeam, Inc.	.3116
Protective Industrial	
Products-Foodservice	.1969
Pullman-Holt Corp.	.4646
Pumpotec, Inc.	.1155
PURAC America, Inc.	.515
Pure Green, LLC	.1748
Purleve	.1267
Putney Paper Co., Inc.	.4039
Qualitech Manufacturing	.2056
Queenaire Technologies, Inc.	.4561
Quest Chemical Corp.	.2463
QuickLabel Systems	.5211
R.E. Whittaker Co.	.4658
R.J. Schinner Co., Inc.	.253



R3 Reliable Redistribution Resource	
Rackow Polymers	.5210
Radal Technology USA, LLC	.1953
RD Industries, Inc.	.1923
Reach Higher Ground	.4057
REALCO	.4004
Reckitt Benckiser Professional	.2916
Red Prairie	.1755
Reid Industries, LLC	.1056
Remco Products	.1658
Republic Bag Inc.	.3747
Results Software	.222
Robert Bosch Tool Corp.	
Gilmour Mfg. Division	.2535
Rochester Midland Corp.	.654
Roebic Laboratories, Inc.	.1164
Ron-Vik, Inc.	.3939
Root-Lowell Manufacturing	
Co./RL Flo-Master	.4655
Roses Southwest Papers, Inc.	.2067
Rotomag Motors & Controls PVT.Ltd	.318
Rotonics Manufacturing, Inc.	.4250
Royal Paper Converting, Inc.	.826
Royal Solutions, Inc.	.1758
Royce Rolls Ringer Co.	.1858
Rubbermaid Commercial Products, Inc.	.2605
S.M. Arnold, Inc.	.4154
S.P.E. Elettronica Industriale	.450



Saalfeld Redistribution	.1051
Saehanpuriwell Co., Ltd.	.411



San Jamar	.3661
Sandia Plastics, Inc.	.626
Sani Professional	.4642
Saniflow Corp.	.855
Sanitary Maintenance Magazine	.5225
Sanitary Supply Wholesaling	
Association (SSWA)	.2301
Satco Products, Inc.	.518



SCA Tissue N.A.	.1530
Scotwood Industries, Inc.	.4452
Seatex Ltd.	.1116
SEITZ GmbH	.213
Seko Dosing Systems Corp.	.2038
Sellers Wipers	.4106
SenDEC Corp.	.854
Shat-R-Shield, Inc.	.1853
Shaw Industries Group, Inc.	.2259
Sheila Shine, Inc.	.4455
Shijiazhuang Jiuyuan Textile	
Industry-Tradition Corp.	.4440
Shinemound Enterprise, Inc.	.3842
Shop-Vac Corp.	.1824
Shurflo, LLC	.1162
Sierra Hygiene Products	.2260
SilverStar Corp. (Welcron)	.1269
Simoniz USA, Inc.	.458

Simple Green, Inc.,	
Div. of Sunshine Makers, Inc.	.3843
Sky Systems Co., Inc.	.4251
SLi Lighting	.4555
Soapopular, Inc.	.514
Solaris Paper, Inc.	.2421
Sonic Scrubbers	.3942
SOP Green Klean	.4639
SP Systems, LLC	.4769



Spartan Chemical Co., Inc.	.4030
Spectrum Bags, Inc.	.4144
Spray Nine Corp.	.2137
Sprayco	.5127
Spring Valley	.4669
Starco Chemical	.623
Stearns Packaging Corp.	.323
STEFECO Industries, Inc.	.3601
Step1 Software Solutions	.1759
Stoko Skin Care	.2661
Strobel and Associates, LLC	.4041
Summit Catalog Company	.1810
Summit Chemical	.1654
Sunburst Chemicals	.1670
Superior Manufacturing	
Group, Inc.	.5216
Sustainability Dashboard Tools	.1949
Suzhou Premier Electrical	
Appliance Co., Ltd.	.405
Sy Vina Joint Stock Company	.418
SYR Clean.Com	.2212
Team Software, Inc.	.2153
Technical Concepts	.2811
Technical Translation Services	.2053
Tennant Company	.1005
Terraboost	.4010
TerraCyclic USA	.313
Tersano (International) SRL	.2800
TETRA Technologies, Inc.	.3303
The Andersen Co., Inc.	.646
The Ashkin Group, LLC	.1949
The Bullen Companies, Inc.	.4754
The Gift Sales Co.	.464
The International Custodial Advisors	
Network, Inc. (ICAN)	.2103
The Janitorial Store	.2200
The Libman Company	.4467
The Malish Corp.	.1455
The O'Dell Corp.	.1040
The Safety Zone	.3835
The Scensible Source	.1662



The United Group	.3643
The Weee	.4042
Theochem Laboratories, Inc.	.4212
Thornell Corp.	.3841
Thoro Matic, Inc.	.3624A
Tiger-Vac, Inc. (USA)	.116
TimePayment Corp.	.111
Tolco Corp.	.2616
TomCat Commercial	
Cleaning Equipment	.4914
Tongxiang Zehua Paper Co., Ltd.	.5126
Tornado	.1240
ToxServices LLC	.1749
Tradex International, Inc.	.1667



Trebor, Inc.	.1067
Trilux, Inc.	.417
Triple S (Standardized Sanitation	
Systems, Inc.)	.2202
Trojan Battery Company	.508
TTI Floor Care North America	.4046
Tucel Industries, Inc.	.2135
Tucker Manufacturing Co., Inc.	.4258



U.S. Battery Mfg. Co.	.2024
-----------------------	-------

## INDEX TO ADVERTISERS

Cascades Tissue Group	.13	Saalfeld	.10
www.cascades.com/tissuegroup		www.saalfeldredistribution.com	
Convermat Corp.	.32	SCA Tissue	.5
www.convermat.com		www.scatissue.com	
Distributor Partners of America		Spartan Chemical	.21
www.dpadirect.org	.6	www.spartanchemical.com	
Enviro-Solutions	.18	Target Marketing	.8
www.enviro-solution.com		www.targetpaper.com	
Georgia-Pacific	.3	Trebor, Inc.	.1,16,17
www.gp.com		www.trebor.com	
ISSA	.31	The United Group	.14
www.issa.com		www.unitedgroup.com	
Kaivac, Inc	.12	U.S. Battery Mfg. Co.	.23
www.kaivac.com		www.usbattery.com	
Kruger Products	.9, 11	Windsor / Karcher	.15
www.krugerproducts.com/afh		www.windsorind.com	
Occidental Chemical	.7	Zephyr Mfg. Inc.	.4
www.BestOnIce.com		www.zephyrmfg.com	
R3	.19		
www.r3redistribution.com			

## Stefco Introduces New Heavenly Choice Double Layer Product Line

*Cost-Effective Tissue and Towel Products Designed to Offer Superior Quality at an Economical Price*

*Continued from page 1*

Heavenly Choice® Double Layer tissue and towels are a cost-effective alternative to two-ply products, offering similar strength and softness at

requiring less energy and less pulp to produce than traditional two-ply products.

Stefco is committed to constantly enhancing its product offerings to meet the changing needs of its distributors and customers. People traditionally had to sacrifice quality and performance to save money, but with Heavenly Choice® Double Layer tissue and towels, that's no longer the case. These innovative products give distributors the ability to offer an exceptional product and grow their sales and profits, even in this difficult economy.

Double Layer products that have been marketed under the Heavenly Soft brand will be sold under the Heavenly Choice® brand effective August 1st 2009. At that time, Stefco will also introduce a selection of new Double Layer products.

For more information on Heavenly Soft Double Layer tissue and towel products, please visit the Stefco website at [www.stefcoindustries.com](http://www.stefcoindustries.com) or contact the company's Customer

Service Department at 1-800-835-1854.

About Stefco Industries: Stefco Industries markets towel and tissue products under the brand names: Heavenly Soft®, Heavenly Choice® and Confidence®

Stefco Industries, a Cellynne Holdings company, is a fully integrated paper manufacturer and recognized leader in the industry. Stefco serves both the commercial (away from home) and the consumer (at home) markets. For over 20 years, Stefco Industries has provided flexible, value-added solutions to a diverse customer base. ■

competitive pricing.

Double Layer products are made from heavy-weight paper in a unique manufacturing process that gives the product the look, durability and softness of two-ply tissue and towels. The product also features attractive embossing that makes it comparable to national-brands. As an added benefit, Double Layer is an environmentally-conscious choice,

## Eight Enviro-Solutions Products Re-Certified

*Continued from page 1*

- ES 56-CS Mild Acid Washroom Cleaner
- ES 70-CS General Purpose Cleaner
- ES 71-CS Super H2O2 Cleaner
- ES 75-CS Heavy Duty Degreaser
- ES 77 NFP-CS Glass Cleaner
- ES 84-CS Neutral Floor Cleaner
- ES 87-4 Extraction Carpet Cleaner

"We are only the second company with cleaning products re-certified by Green Seal and one of only [about]15 companies to have met the new GreenSeal GS 37-4th Edition criteria," says Sawchuk. "Our goal is for all of our products to be 'proven Green.'"

Sawchuk adds that his company's new E-Learning Program, which will be introduced at the ISSA/INTERCLEAN® tradeshow, includes training modules that discuss the entire certification process, what it entails, and what it means for the industry as well as end-customers.

"We view [product certification] as a serious accomplishment," adds Sawchuk. "Green certification by an independent, third-party organization adds value to a company and its products and validation for all the work and engineering put into developing these products." ■

## ORGANIZATIONAL ANNOUNCEMENT FROM SPARTAN

Greg Ford, Vice President of Sales for Spartan Chemical Company, Inc., Maumee, Ohio, announces the following appointment to the company's Sales division.

David Cox has been promoted to the position of General Sales Manager effective July 2, 2009. In this position, regional managers and divisional managers will report directly to David.

David joined Spartan Chemical Company, Inc. in 1987 and has had a distinguished career as both a regional manager and as a divisional manager. In this new position, David will be an invaluable asset to Spartan and the Sales Department. ■



David Cox

## Introducing GOJO GREEN HYGIENE Solutions Guide

*Guide provides extensive communications tools for hand hygiene in green buildings*

GOJO Industries unveils a new, downloadable tool to help building managers implement an environmentally responsible, comprehensive strategy for hand hygiene.

The GOJO GREEN HYGIENE Solutions Implementation Guide helps companies put an effective hand hygiene program into practice while supporting the LEED for Existing Buildings Operations & Maintenance (LEED-EBOM) requirements. The LEED (Leadership in Energy and Environmental Design) green building certification system is a program of the U.S. Green Building Council (USGBC).

In the Indoor Environmental Quality section of the LEED-EBOM certification guide, Prerequisite #3 relating to Green Cleaning Policy requires, "Development of strategies for promoting and improving hand hygiene, including both hand washing and the use of alcohol-based waterless hand sanitizers." GOJO's Green Hygiene Solutions Guide includes an extensive communications tool kit that

allows companies to implement, promote and improve hand hygiene strategies in green buildings.

Included in the Green Hygiene Solutions Implementation Guide are templates for a green cleaning policy, letters and e-mails to employees and building occupants, a press release and posters.

The GOJO Green Hygiene Solutions Implementation Guide can be downloaded by logging on to [www.gojo.com/LEED](http://www.gojo.com/LEED). For more information on products, visit ISSA

booth 1815, contact your local distributor or call GOJO Customer Service at 1-800-321-9647.

GOJO Industries, inventors of PURELL® Instant Hand Sanitizer, distributes PURELL in away-from-home markets throughout the world. In addition, GOJO manufactures and distributes a full line of products under the GOJO® and PROVON® brand names. GOJO has a 62-year history of leadership in improving well-being through hand hygiene and healthy skin. ■



## ISSA Board Election Results Announced

The ISSA elections closed with the following results:

- Vice President/President Elect: Scott Jarden, The Bullen Companies, Inc.
- Manufacturer Director: Mark Bevington, NSS Enterprises, Inc.
- Distributor Director-North: Michael Tighe, Industrial Cleaning Products, Inc.
- Manufacturer Reps' Director: Christopher J. DeBolt, The DeBolt Co., Inc.
- BSC Director: John Barrett, Kimco Corp.

The official transition of the Board takes place at the general meeting in Chicago on Friday, October 9, 2009, at 8:00 a.m.

Separately, as a confirmation, Bill Sleeper of Georgia-Pacific has been elected Manufacturer Director by the Board effective July 22, 2009 to fill the vacancy created by Allen Soden's retirement. ■

## Cascades Extends EcoLogo Certification to over 85% of its branded commercial towel and tissue products.

*Continued from page 1*

● All North River brand products, including towels, tissue, napkins and wipers

● All Decor brand hand towels, bathroom tissue, dispenser napkins, facial tissue and kitchen towels

● 80-roll Horizon brand bathroom tissue

All of these products are made from 100% recycled fiber – most of which is post-consumer material. Using recycled fiber helps Cascades preserve 47 million trees per year and the chlorine free process reuses each drop of water up to 40 times.

"Cascades Tissue Group products are among the 'greenest' on the planet. When it comes to tackling environmental issues such as recycled content, energy efficiency, chlorine chemistry and emissions, Cascades is demonstrating its environmental leadership through credible third-party certifications," says Scot Case, Executive Director of the EcoLogo Program.

Cascades Tissue Group also holds the

distinction of being the first company to have their away from home products EcoLogo certified.

EcoLogo is more than a label. It is a program that builds market share for the world's most sustainable companies. In a marketplace skeptical of "green" marketing claims, EcoLogo builds the necessary trust by providing scientific proof of environmental leadership. EcoLogo provides customers – public, corporate and consumer – with assurance that the products and services bearing the logo meet rigorous environmental standards that have been verified by a third-party auditor.

EcoLogo is also a founding member of the Global EcoLabelling Network (GEN), an association of thirdparty environmental performance labeling organizations dedicated to improving and promoting the identification of eco products and services.

For more information about Cascades and its EcoLogo-certified environmental line, please visit [www.cascades.com/tissuegroup/afh](http://www.cascades.com/tissuegroup/afh) or [www.northriverwind.com](http://www.northriverwind.com)

## Exhibitors Listing

U.S. Products	1230
Uberloo International	5132
Ultimate Solutions, Inc.	4760
Unelko Corp.	3635
Unger Enterprises, Inc.	4430
United Electric	2263
United Soybean Board	1055
United States Pumice Co.	4350
Unitex International, Inc.	5220
Universal Business Systems, Inc.	112
Update International	5227
UPS Logistics Technologies	4044
Urine Off by Bio-Pro Research, LLC	663
US Formula Technology, LLC	3301
VAC International, Inc.	256
Van Dijk Carpet, Inc.	4470
Vectair Systems, Inc.	3611
VIC International Corp.	767
Viking LLC A DEMA Company	2016
Viper North America	1126
VMC-Technical Assistance Corp.	106
Volk Protective Products	1163
von Drehle Corp.	1519
VVF Amenities	4055

Walden-Mott Corp.	1125
Warsaw Chemical Co., Inc.	1762
Waterbury Companies, Inc.	3630
Waterless Co.	1653

## WAUSAUPAPER

Wausau Paper/Bay West	2235
Waverly Plastics, Inc.	3646
WD-40 Company	1902
Webster Industries, Inc.	1026
Weifang Tricol Textile Co.	407
Wepak Corp.	4359
West Sanitation Services, Inc.	3650
Westech Korea Inc.	310
Western Plastics, Inc.	1553
Whisk Products	955



Windsor Industries . . . . .639

Wisconsin Converting, Inc.	3741
Witt Industries	4267
Woodbine Products Company	4143
World Dryer Corp.	3746
Wowgreen International	4644
Xynyth Manufacturing Corp.	1158
Yodle	762
Zenex International	1355
Zep, Inc.	1020



Zephyr Manufacturing Co., Inc. . .454  
Zhejiang Zhongda Technical Import Co. Ltd.316  
Zhongshan Seehe Commodity Co., Ltd. .2803



## Windsor Introduces the Chariot iScrub 20"

*Continued from page 1*

size of the new Chariot iScrub20" provides remarkable maneuverability, and best-in-industry 360° visibility that allows the operator to see more of the cleaning



area. The Chariot iScrub 20" was also designed to be easy to use, with features like an intuitive control panel with two transport speeds and two operating speeds, and an

easy-to-clean, fully accessible hygienic recovery tank.

Other features include easy-to-access



See the Chariot iScrub 20 in booth 639

batteries and quiet operation for daytime cleaning.

The New Chariot iScrub 20 provides exceptional value—50% more productivity for the same cost as a 20" walk-behind scrubber.

Windsor manufactures a full line of innovative floor maintenance equipment for all your cleaning needs, including: Carpet Extractors and chemicals, vacuum products, Floor scrubbers and sweepers, and floor machines and burnishers.

For more information, or to request a quote on the new Chariot iScrub 20", visit [www.windsorind.com](http://www.windsorind.com). ■

## How Effective Are 'Green' Cleaners?

### New Program Will Test and Recognize Top Performers

#### TURI, IEHA Offer Manufacturers Evidence of Effectiveness

*Continued from page 4*

not marketing, but products that are validated in this program have a powerful marketing tool at their disposal."

IEHA and TURI are now accepting applications from manufacturers who wish to have their products evaluated.

For more information on test procedures, performance benchmarks, or to apply for testing, please contact Allen

P. Rathey, President, InstructionLink /JanTrain, Inc. at (208) 938-3137 or (208) 724-1508 (mobile), [arathey@jantrain.com](mailto:arathey@jantrain.com).

The International Executive Housekeepers Association (IEHA), is a 3,500-plus professional member organization for persons who direct housekeeping programs in commercial, industrial or institutional facilities. The

organization was founded in 1930 in New York City, and is now located in Westerville, Ohio, a suburb of the State's capitol, Columbus. IEHA provides its members with an array of professional development, educational, and certification opportunities. For more information, visit [www.ieha.org](http://www.ieha.org).

The Toxics Use Reduction Institute (TURI) at the University of Massachusetts Lowell provides research, training, technical support, laboratory services and grant programs to reduce the use of toxic chemicals while enhancing the economic competitiveness of local businesses. The TURI Laboratory tests the performance of both industrial and janitorial cleaning products to encourage companies, institutions, and product formulators, to choose and develop safer substitutes. To learn more, visit [www.turi.org/laboratory](http://www.turi.org/laboratory).

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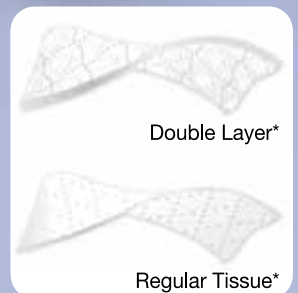


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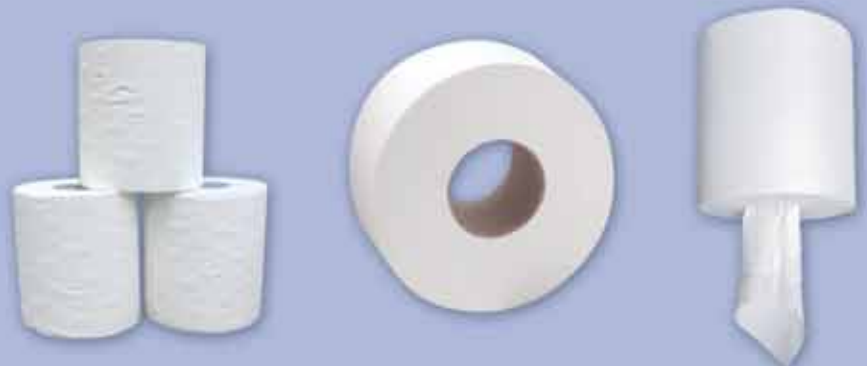
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