



## Former Prime Minister Tony Blair to Deliver 2010 Keynote

The Keynote Address at ISSA/INTERCLEAN® North America 2010 will be given by former prime minister of Great Britain and Northern Ireland Tony Blair this morning at 8:30 a.m., at the Orange County Convention Center, Orlando, FL, USA



Tony Blair

ISSA/INTERCLEAN participants can submit questions for Tony Blair in advance of the keynote session. A broad range of questions will be selected to ensure a number of different policy areas are discussed during the session. Those

whose questions are selected will receive special seating for two for the keynote as well as a photo opportunity with the former prime minister following his address. Access to this address is included with the standard trade show registration.

### Speaker Background

Blair served as prime minister of Great Britain and Northern Ireland for nearly a decade from May 1997 to June 2007. He was also the leader of Britain's Labour Party (1994 to 2007) and the Member of Parliament for Sedgefield, England (1983

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## EcoLogo/ISSA to work together on new Green Product Purchasing Tool

The EcoLogo™ Program, one of North America's largest environmental standard and certification marks, announced today that it will work with ISSA, the worldwide cleaning industry association, and its partner Ecoform, to offer its clients the option to integrate their certified cleaning products into ISSA's new environmental purchasing tool, which will be launched in 2011.

EcoLogo is an ISO 14024 Type I eco-label, which establishes criteria for environmental leadership and awards certification to those products that are verified by an independent third party as complying with the criteria. EcoLogo has been a key certifier for ISSA members for almost two decades. This partnership will enable the EcoLogo Program to offer its clients the option of providing more detailed environmental information in addition to EcoLogo certification.

"We believe that this new green

product purchasing tool will meet the needs of the subset of purchasers who want more elaborate scientific information than EcoLogo certification currently provides publicly," said Angela Griffiths, Executive Director, EcoLogo Program.

EcoLogo is currently in the process of revising its standard for Hard Surface Cleaners (CCD- 146), and hopes to coordinate the release of that standard with the launch of the ISSA/Ecoform purchasing tool in 2011. Both organizations are working to determine harmonized data requirements, streamlined options for manufacturers to opt to submit products for both programs simultaneously, and accompanying price breaks for doing so.

The program is ISSA's answer to an increased demand for what is called "radical transparency," a growing reaction to the lack of actual data about why a product claims to be green, to protect health,

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

### Thursday, November 11

Keynote Speaker (8:30 a.m. – 9:45 a.m.)  
Exhibit Hours (10:00 a.m. – 4:30 p.m.)  
Education Theater (10:30 a.m. – 2:20 p.m.)  
Show Floor Happy Hour (4:30 p.m. – 5:30 p.m.)

### Friday, November 12

ISSA General Meeting (8:00 a.m. – 9:00 a.m.)  
Exhibit Hours (9:00 a.m. – 1:00 p.m.)  
Education Theatre (9:15 a.m. – 12:15 a.m.)

## GEORGIA-PACIFIC PROFESSIONAL BRINGS SPREAD WELLNESS CAMPAIGN TO ISSA

*Away-From-Home Product Manufacturer Encourages Hand Hygiene at Annual Cleaning Industry Conference*

If you're shaking hands as you meet with industry professionals at ISSA/InterClean North America 2010, come by Georgia-Pacific Professional's booth (#2521) to wash your hands and Spread Wellness. A leading provider of away-from-home washroom and food service solutions, Georgia-Pacific Professional is participating as an official sponsor and exhibitor at the annual conference and tradeshow.



Seen above Kathy Jordan, Sr. Category Manager, Bill Sleeper, President, N. America Washroom and Wiper Solutions, and Eric Racine, Marketing Specialist in booth 2521.

At this year's show, the Georgia-Pacific booth (#2521) will promote hand washing with the company's Spread Wellness campaign ([www.spread-wellness.com](http://www.spread-wellness.com)), which encourages proper hand hygiene. Visitors can wash their hands and dry with a paper

towel at the touchless washing station, sign up to be a Wellness Ambassador, and spin the Wheel of Wellness to win prizes – including gift cards, t-shirts, wristbands,

hand sanitizer, stress relievers and wall clings. Additionally the booth will have a coffee bar where attendees can enjoy complimentary refreshments while

*Continued on page 29*

## Advance expands EcoFlex System floor-scrubber technology

Advance, one of the world's leading manufacturers of floor-cleaning equipment, is introducing an expanded line of scrubbers with the EcoFlex™ System technology at this year's ISSA tradeshow. Now available on five Advance floor scrubbers - with additional models scheduled to launch in late 2010 and early 2011 - distributors and other cleaning professionals can visit ISSA booth 2501 to see the EcoFlex System in action. EcoFlex



Jim Liss, Director of Sales for Advance is demonstrating the new EcoFlex System floor-scrubber technology to Robb Ensign and Jack George with Hillyard.

technology gives cleaning professionals the flexibility to clean hard floors without compromising what can otherwise be dueling demands in today's cleaning industry: improving environmental sustainability, while maintaining high levels

of cleanliness and keeping cleaning costs down. Advance scrubbers with EcoFlex allow cleaning flexibility in a variety of ways:

**Flexibility to use any detergent or clean with water only.**

Ideally, a scrubber will enable facilities to use any type of detergent-or to choose to clean with water only. With

*Continued on page 29*

# Trebor! Tissue! Booth #909



John Cuono, Steve Mendes, and Stephanie Tuttle are meeting with distributors in booth 1951.



Paul Tarai, Mike Schumpp, Tim Johannes, Kurt Heinzelman, Bill Finn and Brian Owens are on site representing Saalfeld in booth 1575.



Mark Warner, Regional Sales Mgr. with Enviro-Solutions Ltd. is showing a new product line to distributors in booth 905.

## GO Mobile

Using your smart phone's barcode reading technology, you can access valuable show information simply by scanning the square(s) - called QR codes. You'll find these scannable codes throughout ISSA Today as well as in the Attendee Pocket Show Guide, at the Green Connections Cener (Booth 1439), and at key locations throughout the show. (If you do not have a reader application on your phone, you can quickly download one from [www.issa.com/reader](http://www.issa.com/reader).)

### Mobile Exhibit Directory and Daily Schedule

This QR code allows you to download or view online a searchable list of exhibitors, a floor plan, and daily schedules of the ISSA Educational Conference and ISSA/INTERCLEAN events. If your phone has GPS capabilities, you can use it to guide you to the booth(s) you seek.

### Green Connections Sessions

This QR code gives you the complete line up green product demonstrations and sessions for the Green Cleaning Connections Cener (Booth 1439)

### General Information

This QR code puts all the general "need-to-know" show information at your fingertips for easy reference.

### Shuttle Bus Schedule

This QR code can make sure you won't be left behind by providing instant access to the pickup/drop-off schedule between the convention center and your ISSA hotel.

## NEW!

### BSCAI ANNUAL CONVENTION

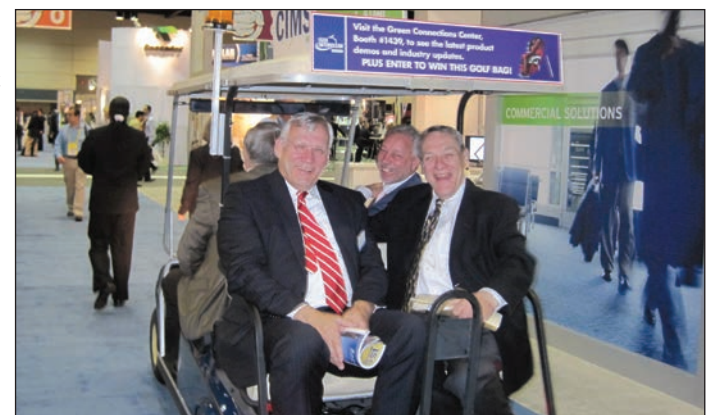
The Building Service Contractors Association International (BSCAI), the trade show association of the building service industry, is hosting its annual convention, November 11-13, in the Orange County Convention Center, Rooms W105 and W109, and in the Hilton Orlando hotel. ■



Deborah Ruriani, Marketing Manager, and John Olivera, Director Professional Products Division are showing off the Miele washing machine at booth 4059.



Craig Moormeier with Clark is seen second from the left with Eric Laufenberg, Scott Syusynski, and Brent Kohler of Cole. Craig is showing off the new Boost 20 in booth 2300.



John Garfinkel, Executive Director of ISSA is shown right with Hans Bakker, CEO of Amsterdam RAI on site at the opening of ISSA/INTERCLEAN convention and exhibit.

## NISSCO AWARDS EARTH FRIENDLY PRODUCTS SUPPLIER PARTNER SUSTAINABILITY AWARD

National Independent Sanitary Supply Companies (NISSCO) recognizes the sustainability efforts of Earth Friendly Products (EFP) by awarding the company its first Supplier Partner Sustainability Award. The presentation

Vlahakis-Hanks, vice-president, in the Earth Friendly Products booth (number 3675) on Wednesday, November 10 at 11 AM.

Earth Friendly Products, known for pioneering 100% sustainable, plant-based cleaning technology, recently completed the largest commercial solar panel installation in the state of Illinois at its corporate headquarters located in Addison, Ill. Its other manufacturing plants are in the midst of similar solar installations.

The solar panel installation is an advanced photovoltaic-generating technology with 312 panels that produce up to 67 kilowatts per hour. On a good day,

it is estimated that it is the equivalent of 67 microwaves running at the same time and should provide 60 - 80% of the energy needed to power the 104,000 square foot facility.

"Our industry has had a substantial impact on raising the general public's awareness of the environment and healthier cleaning alternatives," points out Mark Bozich, vice-president of NISSCO. "Now, our industry is moving from promoting green to the larger picture of supporting sustainability. Earth Friendly Products epitomizes a manufacturer that fully embraces sustainability and therefore the ideal recipient for NISSCO's first Supplier Partner Sustainability Award."

In addition to the solar panels, the corporate headquarters is equipped with today's most advanced environmentally preferred technologies. Since moving into the facility in early 2010, the company has been able to more than double its production to keep up with the increasing demand for its distinctive line of 100% sustainable, plant-based cleaning products.

"Our corporate headquarters illustrates our dedication to environmental

concerns that goes beyond the plant-based cleaning products we manufacture," points out John Vlahakis, president of Earth Friendly Products. "Sustainability is more than a marketing term for us, it is the way we conduct our everyday activities."

When you enter the corporate headquarters, you are walking on bamboo wood flooring, recycled hard flooring and green label carpeting. The offices contain eco-friendly furniture and the walls are painted with zero-VOC paint. All lighting is either natural or eco-friendly fluorescent. The kitchen and product testing areas contain energy-star appliances and the restrooms are equipped with low-flush toilets and high-efficiency faucets.

"In addition to the physical eco-friendly elements of our headquarters and manufacturing plants, we are also a 95% waste-free manufacturer," adds Kelly Vlahakis-Hanks, vice-president of Earth Friendly Products. "It is exciting to see how our overall sustainability efforts are not only good for the environment, but also reflect well in our operating budget's bottom line." ■



Shown above (l. to r.) are Keith Marcoe, President, NISSCO, Mark Bozich, Ex. VP NISSCO, John Vlahakis, President, EFP, Kelly Vlahakis, VP EFP and Luke Bobeck, Director of Institutional and Industrial Division, EFP.

will be made to John Vlahakis, president of Earth Friendly Products and Kelly

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## ISSA ATTENDEES LEARN CLEAN AND GREEN TECHNIQUES AND HAVE A CHANCE TO WIN A FREE IPAD

Members of SCA's Tork® Green Hygiene Council™ (TGHC) will host a 30-minute educational workshop at the ISSA® Educational Theater housed at booth 4175 on Nov. 11 at 11:00 a.m. The fun, interactive and highly visual session will feature tips to help companies improve hygiene and sustainability practices and offer attendees a chance to win a free iPad.

TGHC members Josh Radoff, principal of Denver-based YRG Sustainability



Education Theatre Overview- Tork Green Hygiene Council

Consultants, and Donna Duberg, assistant professor clinical laboratory science at Saint Louis University, will analyze the benefits of clean and green practices that can impact a company's bottom line.

Duberg is an expert in hygiene and an authority on disease prevention who has been lauded as a credible media source both nationally and in St. Louis, where she makes recurring appearances as the "St. Louis Germ Expert" on local FOX newscasts. In the past, Duberg has made presentations on hygiene practices in corporate environments, restaurants, hospitals and schools.

Radoff, the co-founder of YRG Sustainability Consultants, has a background in sustainable energy engineering and works at the intersection of the energy, climate and green building fields. Radoff speaks regularly about sustainability issues and the LEED rating systems. Radoff has also consulted on hundreds of sustainability projects for both public and private sector clients, nationally and internationally. He brings a broad knowledge of waste reduction methods, water efficiency programs, green site and building exterior maintenance, recyclable products and renewable energy offsets.

Formed by SCA at the end of 2009, the TGHC is an industry-first panel of experts who provide perspective and advice surrounding sustainability and hygiene.

The TGHC provides best-practice information and ensures the public is up-to-date on the latest sustainability trends and hygiene methods. The TGHC participates in roundtable discussions, provides keynote speeches at leading industry conferences, and leads sustainability and hygiene forums and guest blogs on various key issues.

Visit [www.torkgreenhygienecouncil.com](http://www.torkgreenhygienecouncil.com) to find additional information.

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. ■

## CASCADES TISSUE GROUP A new structure for future growth

Suzanne Blanchet, president and CEO of Cascades Tissue Group would like to inform you that the company will be restructured into 3 business units: the Away-from-Home products business unit for North America; the Consumer products business unit for USA and the Consumer products business unit for Canada.

new Vice President Sales.

Sandra has been working for



Away-from-Home Products Division

The Cascades Management team is proud to kick off the ISSA Show at Discovery Cove while they entertain distributors and customers.

Jean Jobin, will hold the position of Executive Vice President, Away-from-Home Division, North America. Jean will be responsible for the development of both Canadian and U.S. Away-from-Home market. Since 1992, he has worked for several Cascades divisions in Europe and North America and was most recently Vice President, Administration & Finance. Jean is a strong ambassador of Cascades' philosophy and his 18 years of seniority make him a keystone of Cascades' Management Team who benefit from his expertise in mergers & acquisitions and restructuring.

Sandra Hudon is promoted to Vice President Sales, Away-from-Home Products - North America.

Both American and Canadian Sales and Customer Service teams will report to Sandra. Guy Ayotte and Dennis Lion, National Sales Directors for respectively Canada and the USA will report to the

Cascades for several years. Since 2005, she held the position of Director of Sales for Cascades Specialty Products Group. She has an extensive sales background in commercial products as well as a great



Jean Jobin



Sandra Hudon

experience in the food service industry. She is a great addition to the Tissue Group team.

We are confident that this new North American business unit will allow Cascades Tissue Group to continue its growth. ■

## STOKO Skin Care by Evonik To Debut Innovative Products and New Corporate Strength

STOKO® Skin Care, a world leader in the away-from-home skin care/hand hygiene market, will not only launch innovative new products, it will also showcase the new branding of its parent company, Evonik Industries, at

resources of its parent company: 'STOKO Skin Care by Evonik.'

"STOKO Skin Care is now a product line of Evonik Industries," explains Ron Shuster, Product Line Director. "We want the cleaning industry to see us as a part of the globally recognized corporation of Evonik and the advantages it presents for them."

Evonik Industries is a global leader in the development, manufacturing and marketing of specialty chemicals for a variety of applications in the areas of skin care, hair care, detergents and special cleansers.

As a result, STOKO Skin Care is now able to leverage the vast international research and development centers of Evonik, coupled with its own research facilities in Krefeld, Germany, to develop the most technologically advanced, and innovative, products in the industry. Those products, together with the STOKO Refresh 4 in 1 Dispensing System, will be on display at 2010 ISSA/INTERCLEAN Booth #1113. ■



STOKO Refresh 4 in 1 Dispensing System

ISSA/INTERCLEAN North America at Booth #1113.

Show attendees will be introduced to the new STOKO® Refresh 4 in 1 Dispensing System. They will also see a new name that melds the STOKO® identity so well known in the cleaning industry with the strong reputation and

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find out more about Tork Solutions at SCA booth #1801  
or visit [www.torkusa.com](http://www.torkusa.com)

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## ACTIVEION TECHNOLOGY ENDORSED AS "FOOD SAFE"

Company's ionator EXP. Recommended For Safe Cleaning Use In Food Facilities

HACCP International has endorsed Activeion Cleaning Solutions and its ionator EXP. as a tool recommended for use in food facilities as part of a food hygiene program. The endorsement is aimed at organizations that are required to supply food safe equipment, machinery, supplies and services to the food industry.

Activeion's ionator EXP is a convenient, versatile cleaning device that uses simple, smart, sustainable technology to convert tap water into ionized water — an effective dirt-lifting agent. It is among the only cleaning products worldwide that does not require a chemical-related health warning label. When used as directed, the ionator EXP kills more than 99.9 percent of harmful germs. To see a demonstration

of how the ionator EXP, named by Forbes.com earlier this year as one of the 10 best "disruptive technologies that could change the world," visit [www.activeion.com](http://www.activeion.com).

"Activeion's ionator EXP is an excellent product," says Bill Simos, managing director, HACCP International. "Prior to certification, our food technologists examined its efficacy, design, manufacture, materials, instructions for use, labeling, claims and its contribution to food safety. Used in its intended manner, the Activeion ionator EXP is food safe, effective and very appropriate for the food industry."

Activeion technology is already being used in many kitchens and food



preparation areas around the world, and was recognized at the 2010 National Restaurant Association (NRA) Restaurant, Hotel-Motel Show® as a winner of that organization's prestigious **Kitchen Innovations™ award.**

HACCP International, headquartered in Sydney, Australia, certifies non-food

products intended for use in the food and beverage industry. Its Certificate of Compliance gives assurance as to a product's suitability for use in processing and handling facilities that are required to meet food safety standards terms of product selection and application.

Activeion Cleaning Solutions, LLC, is a privately held clean technology company. It strives to protect the health and safety of all people, and foster a more sustainable world, by creating revolutionary, chemical-free cleaning and anti-microbial technologies for everyday use. Addressing the ever-growing need for sustainable cleaning, Activeion's ionized water technology solutions are ideal for restaurants, hotels, hospitals, schools and private residences. Visit [www.activeion.com](http://www.activeion.com) ■

## Zephyr Announces Additions to Product Line

Zephyr Manufacturing is proud to announce the addition of the SorbUp™ Wet Mop to its already extensive line of cleaning products. The SorbUp™ mop



Visit Zephyr in booth # 929

has an unchallenged 700% absorbency perfect for use in spill cleanup. In addition, it has a 40% release rate, allowing you to clean up large spills quickly and easily. It is made out of 100% post-industrial recycled material and does not require a break-in period. The non-woven material is perfect for cleaning up anything from water to oil. Because it is less expensive than a comparable cotton mop, the SorbUp™ is truly a disposable wet mop.

Zephyr has also expanded their selection of microfiber cleaning products. The new Microfiber Dusting Pad picks up even more dirt due to the improved design and increase in fringe material. Multiple colored dusting clothes are another addition to the microfiber line to fill the needs of even the strictest color-coding program.

For more information on the SorbUp™ and the new microfiber products, please visit Zephyr Manufacturing in booth # 929. ■

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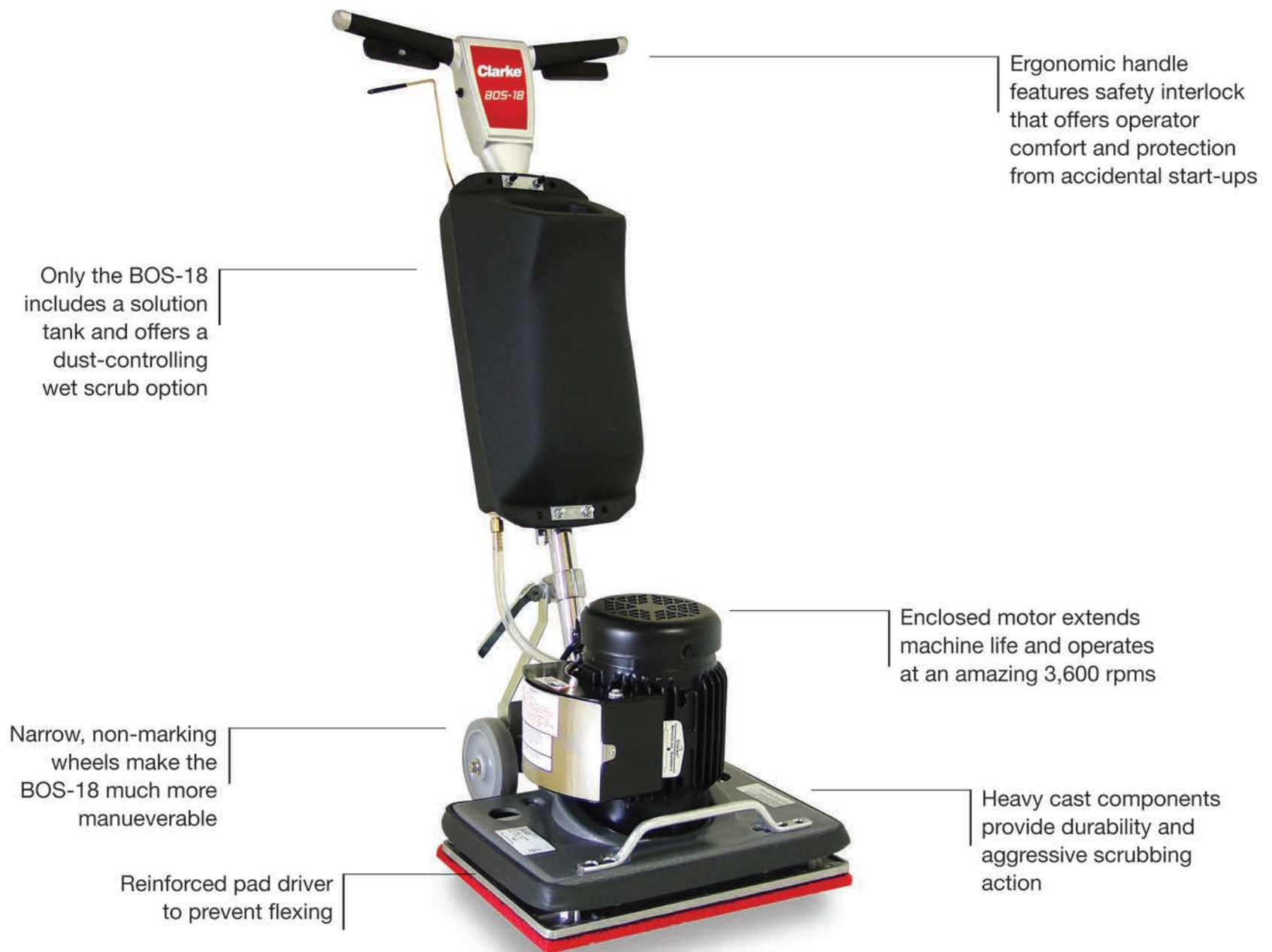
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## Kimberly-Clark Introduces Scott Naturals Tube Free The First Coreless Bath Tissue for the Home

Making it easier for consumers to take a "green step" at home, Kimberly-Clark today announced the introduction of the first toilet paper in the U.S. without the cardboard tube for use at home - Scott Naturals Tube-Free bath tissue. This innovative product eliminates the cardboard tube that has been the central fixture of rolled toilet paper for more than 100 years - a simple step with major potential to eliminate millions of pounds of material from the waste stream. Scotts Naturals Tube-Free bath tissue is currently being tested exclusively at select Walmart and Sam's Club stores in the northeast U.S.

"The Scott brand was the first to put bath tissue on a cardboard tube - and is now the first brand to eliminate the tube," said Doug Daniels, brand manager of strategy and innovation for the Scott brand. "Scott Naturals Tube-Free bath tissue performs as well as traditional rolled toilet paper - while reducing material in the waste stream."

U.S. households use an estimated 17 billion bath tissue tubes annually, equivalent to 160 million pounds of waste - equal to the weight of more than 250 Boeing 747 airliners. The cardboard tubes can be recycled - but often are not. In fact, in a survey by Scott Naturals brand of about 1,000 participants, over 85 percent said that they throw it out with the trash most often.

"By eliminating the tube, we are making it easy for consumers to help tangibly improve the environment, without compromising on product quality or performance," said Daniels. "We know that it all adds up, and we're helping our consumers make a positive impact."

Scott Naturals Tube-Free bath tissue is easily placed on a regular tissue spindle and dispenses the same way as the traditional product. There is no change to the user's normal routine. The product will be priced the same as current Scott Naturals bath tissue with the tube.

This newest innovation from the Scott brand builds on the successful 2009 introduction of the entire Scott Naturals family of bath tissue, towels, flushable moist wipes and napkins - delivering the performance, quality and value consumers demand while providing meaningful environmental benefits-that's Green Done Right.

"We are delighted to collaborate with Walmart and Sam's Club on the market test of Scott Naturals Tube-Free bath tissue," said Daniels. "The introduction of the first tube-free bath tissue for the home is a green step forward that exemplifies K-C's commitment to sustainability and to developing products that meet the needs of today's environmentally conscious consumers."

"At Walmart, we know innovation

that results in a more sustainable product will ultimately help save our customers money and reduce their impact on the environment," said Al Dominguez, Walmart vice president of household chemicals and paper goods. "The Scott Naturals Tube-Free bath tissue is another example of an item that helps Walmart move closer to its goal of selling products that sustain people and the environment."

"We are pleased we could work with the Kimberly-Clark team on the development of the new Scott Naturals Tube-Free bath tissue as part of our effort to make the products we offer more environmentally sustainable," said Jill Turner-Mitchael, senior vice president, Health and Wellness. "At Sam's Club, we believe in taking simple steps to saving green and look forward to sharing the success of this product with

our supplier community to inspire others to think beyond the status quo."

The Northeast market test of Scott Naturals Tube-Free bath tissue will be supported with a comprehensive marketing campaign including TV advertising, a partnership with MeetUp.com, FSIs, direct mail, in-store marketing and product demonstrations.

### Study Methodology

The data referenced above is based on a telephone survey commissioned by Scott Naturals. The CARAVAN® Survey was conducted during the period of July 15-18, 2010 of 1,006 adults comprising of 502 men and 504 women 18 years of age and older, living in private households in the continental United States. The margin of error on the total sample is approximately +/- three percent. ■

## Matting Confusion

A recent survey of facility managers and cleaning professionals revealed that some misconceptions persist regarding the use and benefits of matting systems.

Perhaps the most notable area of confusion is whether purchasing mats costs more, less, or about the same amount as renting them.

Fully 75 percent of survey respondents said they believe purchasing mats is more expensive than renting; less than 10 percent said buying was less expensive, while the rest indicated that they did not

know or that they believed the costs were about the same.

"This is an issue the matting industry has been dealing with for years," says Christopher Tricozzi, Vice President of Marketing for Crown Mats and Matting, which commissioned the survey. "The truth of the matter is that ten weeks of renting a mat usually equals the entire cost of the mat, making it far less expensive to own than to rent."

Some of the other survey findings included:

- Only 17 percent of respondents knew that sustainable mats are made from 100 percent recycled plastics. The rest believed sustainable mats were made from recycled mats or from a combination of recycled materials.

- More than half of the respondents knew that scrapper mats remove soils more aggressively than other types of matting.

- Eighty percent of the respondents were aware that high-performance matting systems are designed to capture and trap soils, that they can help facilities qualify for LEED credits, and that they usually have longer warranties than rental mats.

The survey also questioned respondents about slip-and-fall accidents--which matting systems are specifically designed to prevent.

Most respondents believed that slip-and-fall accidents can cost building owners or employers more than \$50,000, while only 26 percent were aware that the actual average cost of a slip-and-fall injury is \$28,000 (including medical bills, physical therapy costs, and missed wages).\*

"It appears the matting industry has some work to do educating end users about [the value of] matting systems," adds Tricozzi. "Fortunately, we are conducting seminars with our distributors covering many of these issues."

\*Sources: National Safety Council and the Bureau of Labor Statistics.

Survey Methodology:

Approximately 1,000 facility manager and cleaning professionals were invited to take the online survey. As of September 23, 2010, slightly less than 10 percent completed the survey. ■

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Booth #2211

## CIMS and CIMS-GB Certified Companies Recognized by BSCAI as Industry Leaders

ISSA, the worldwide cleaning industry association, is pleased to announce that seven members who are Cleaning Industry Management Standard (CIMS) or CIMS-Green Building (CIMS-GB) certified have been recognized by the Building Service Contractors Association International (BSCAI) as leaders among the industry. These seven certified companies are among the 11 total ISSA member companies recognized in these awards.

"Building owners and occupants are demanding that the cleaning industry become both more professional and more environmentally friendly," says ISSA Director of Facility Service Programs Dan Wagner. "ISSA has taken the lead in establishing the CIMS and CIMS-GB programs to help give those members a competitive advantage. These seven companies have taken the extra step to become certified, and we are pleased that they are being recognized as industry leaders for their efforts."

The seven CIMS or CIMS-GB certified companies who were 2010 BSCAI Awards and Recognition Program winners are:

- Bravo! Group Services - 2010 Safety Award, Category C
- Mitch Murch's Maintenance Management - 2010 Safety Award, Cat D,
- IH Services, Inc. - Best Company Newsletter, Large Company

- Varsity Contractors, Inc. - Best Company Uniform, Large Company
- Bee Line, Inc. - Best Company Website, Mid-Size Company
- The Budd Group - Best Company Website, Mid-Size Company
- Vonachen Services Inc. - Best Company Website, Large Company

CIMS applies to management, operations, and performance systems. Compliance demonstrates that an organization is structured to deliver consistent, quality services designed to meet the customer's needs and expectations. It sets forth processes, procedures, and supporting documentation proven to be characteristic of customer-driven organizations. Given that CIMS is non-prescriptive, each organization has the flexibility to choose the most effective ways in which to meet its requirements. For more information about CIMS or CIMS-GB, visit [www.issa.com/standard](http://www.issa.com/standard).

The CIMS-GB dimension focuses on the delivery of environmentally preferable cleaning service and offers organizations a certification that is closely tailored to provide customers with precisely what they need to secure points under the Leadership in Energy and Environmental Design for Existing Buildings Operations and Maintenance-i.e., LEED-EB: O&M-rating system while greening operations overall. ■

## Future Water Rich/Water Poor States Identified

*Will Private Industry Solve Our Water Problems?*

A new study released in July 2010 by the National Resources Defense Council, an environmental action group with over 1.3 million members, identified states in the U.S. that will likely have sufficient water to meet their future needs...and those states that likely will not.

The study, which projects water needs through 2050 based on population growth, 16 climate models, precipitation trends, global warming, and other factors, indicates that all areas of the U.S. will experience some type of water shortage in the next 40 years with some areas more severely impacted than others.

The states that will be least impacted and experience the fewest water problems are all located in the Northeastern and Northwestern parts of the U.S. This includes such states as Maine, Massachusetts, Washington, and Oregon.

Areas that will likely experience moderate to occasional water shortages are located in the Midwest and South.

However, 14 chronically high-risk states, many of which are already experiencing severe water shortages, were also identified:

1. Arizona
2. Arkansas
3. California
4. Colorado

5. Florida
6. Idaho
7. Kansas
8. Mississippi
9. Montana
10. Nebraska
11. Nevada
12. New Mexico
13. Oklahoma
14. Texas

The report blames future water shortage on climate change and calls for "meaningful legislation" by Congress to reduce global warming. However, Klaus Reichardt, Founder and CEO of Waterless Co LLC., does not believe that is necessarily the answer.

Reichardt, who is active in water conservation causes, believes greater emphasis on water conservation technologies will help solve this country's current and future water shortages.

"I also believe private industry, not necessarily government, will solve many of our water shortage problems," he adds. "In fact, it is happening already; For instance, several reduced-water/no water restroom fixtures now available far surpass government requirements for water conservation." ■

Booth #1951

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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.

## Report raises concerns that Indian superbug is spreading

New research has raised fears that the superbug New Delhi metallo-1 (NDM-1) is more prevalent than previously thought. A report aired by Channel 4 News has suggested that the spread of the superbug has extended to both the NHS and outside of the hospital network in the bugs native India.

Researcher's collected 100 samples from sewers across Delhi and found

NDM-1 present in 11, while there were traces of the bacteria found outside hospitals. Their findings also suggested that NDM-1 is present in bacteria like E. coli, and could be widespread among the population in Indian cities. This means that stopping the superbug from spreading could be a huge challenge, as people will continually re-introduce the infection by entering hospitals.

The results of the study also revealed at least 64 cases of NDM-1 in the UK, with 5 related deaths. The results are another milestone in the growth of NDM-1 which has been reported in 16 countries since its identification in 2007.

Medical professionals have expressed their concern that the latest strain, known as enterobacteriaceae, will produce enzymes that attack and counteract powerful antibiotics called carbapenems, which the NHS relies on as its last line of defence against particularly damaging infections.

Mark Woodhead, Chairman of the British Cleaning Council, commented: "This report sheds new light on the potential risks associated with NDM-1. Although the number of proven cases we've seen in the UK is still relatively small, the concern that they will start to spread from patient to patient within UK hospitals has to be taken very seriously; the cleaners who are at the front line of protecting patients from hospital acquired infections will play a crucial role in this fight."

Andrew Large, Chief Executive of the Cleaning and Support Services Agency, said: "Due to the possibility that this virus is untreatable, preventative measures are absolutely vital as we move to combat this threat. Once again, the first line of defence will be the cleaning staff who toil away at our hospitals, reducing the threat such viruses pose. We ask that the government recognise the vital role they play, and allocate sufficient resources so that we are well prepared for the challenges that lay ahead. ■

## DPA Announces Founder's Award

Distributor Partners of America (DPA), a member-driven buying & marketing group, announces the recipient of DPA's Founder's Award at its 10th

March 2010. This year's Founder's Award was only the fourth given and it went to J.O. Tucker of Tucker Janitorial Supply (Tulsa, OK).



**DPA President Adam Heller (left) Presents DPA Founder's Award to J.O. Tucker, Tucker Janitorial Supply**

Anniversary Buying & Networking Conference in Sanibel Island, Florida,

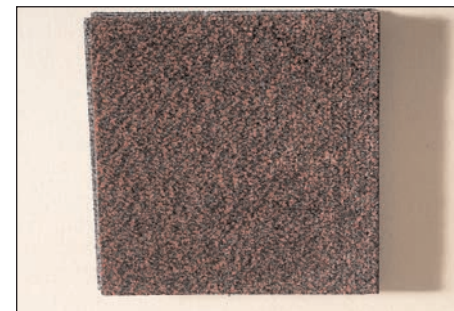
serves on the group's Executive Board. Congratulations, J.O. Tucker! ■

"The Founder's Award recognizes a company or individual that has been with us from the beginning and that embodies the spirit of the organization," says Zachary T. Haines, DPA Executive Director. "Known for his trademark briefcase, friendliness and affection for cigars, J.O. has been a pillar in DPA's success over the past 10 years." Tucker Janitorial Supply is a family owned and operated business since 1982 and has been a member of DPA for 10 years. J.O. also currently

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## DPA's New Website: DPABuyingGroup.com

Distributor Partners of America (DPA) a member-driven buying & marketing group, announces its new website, [www.DPABuyingGroup.com](http://www.DPABuyingGroup.com). The convenient and new site is designed to help potential distributor and supplier companies gain insight into DPA. The website also features a look into the four indus-



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

tries that DPA is involved in: Janitorial/Sanitary, Safety Equipment and Clothing, Industrial Packaging and Cleaning/Restoration. "With today's economy, we are seeing crossover business from every industry and the new DPA Buying Group website will help DPA members make more money in new markets," says, Zachary Haines, DPA Executive Director.

DPA has over 350 independent distributor companies and approximately 140 partner suppliers. In the fall of 2010, DPA will be attending multiple conventions including the ISSA in Orlando, FL; National Safety Council in San Diego, CA; Connections Show in Las Vegas, NV and PMMI in Chicago, IL. ■

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## Facility Safety Magazine

Manufacturing facilities looking for new ways to improve worker productivity, morale, performance, and safety might want to start with the floor. In most industrial facilities, the production floor area is cement or some other form of hard-surface flooring. Designed for durability, simplified maintenance, and efficiency, hard-surface flooring can cause pain and fatigue for industrial workers, which can hamper worker health and productivity

significantly.

The same is true of drill press operators, foundry workers, and packers. Static standing in one spot throughout the day may seem like it is more efficient for getting the job done, but it puts a lot of pressure on legs, knees, and feet. Workers compensate by twisting their feet, shifting weight, and moving from side to side, which slow down production and lead to leg pain and even injury.

Standing, sitting, and walking within the work area can help alleviate these problems. It helps improve blood flow through the legs and increases the number of foot and leg muscles used while at work. It also helps equalize distribution of weight on the feet, exerting less stress and strain on the same joints and muscles. However, the relief appears to be only temporary. Medical and worker-productivity experts have been studying the problems that can result when workers stand in one place or position for long hours for several years. They now know which type of workers, or more specifically, which kinds of feet, are most negatively impacted.

According to Dr. Timothy Ford with the American Podiatric Medical Association, people with extremely high arches and those with extremely flat feet are particularly susceptible to pain and fatigue from static standing. According to the doctor, they tend to develop pain in the hips. And people with flat feet often roll their feet inward, causing pain in the hips as well as the knees. Both also play a role in increasing worker fatigue.

### Fighting Stand-Up Fatigue

In most cases, it is the surface that workers stand on that causes the discomfort. Floors that do not give lead to the physical stress and strain on lower ligaments for those workers who must stand on them all day. Making matters worse, floors that become slippery due to moisture or debris can increase fatigue because contact between the surface and the feet is diminished. This can also lead to accidents and injury.

One solution for both of these problems is for industrial and similar facilities to install anti-fatigue matting systems. These mats offer a soft, comfortable cushion on which to stand, which is the first step in reducing worker fatigue and discomfort. According to some experts, this is particularly helpful for older workers, who make up a growing segment of the North American workforce.

These matting systems are often constructed of a solid vinyl or rubber surface bonded to a sponge base. More advanced systems use a patented technology, Zedlan foam. Many users find that Zedlan foam offers the best balance of softness and resilience in dry environments. As workers perform their tasks, these systems add a bounce that helps stimulate muscles and blood flow through the legs, significantly helping to reduce fatigue for workers and improve productivity.

They induce a natural flexing of the muscles as the body makes adjustments to keep a balanced position. They help facilitate the muscles to tense and relax, allowing blood and oxygen to flow back to the heart, and the buildup of lactic acid, which causes fatigue, is reduced.

Additionally, anti-fatigue mats allow for improved weight distribution over the entire surface of the foot. This allows the foot and the body to have a more natural stance on the floor and allows workers to

focus on their work, not their pain.

Adding mats to industrial and hard-surface flooring also helps promote safety and reduce the number of potential slips,



Matting System Designs by Crown in Booth # 1712

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trips, and falls, which as has been mentioned, can increase as legs and workers become fatigued. This is because some matting systems have bilevel construction. They are designed to contain moisture, debris, and soil below the structure of the mat, helping to promote traction.

### Matting Selection

There are three types of anti-fatigue matting systems: dry, wet, and oil systems. Most of the systems discussed thus far are for dry settings.

However, wet area matting systems are designed to elevate the workers, so that liquids and moisture are below the surface of the mat. Some systems also have a built-in locking system so that they can be installed to fit specific work areas and needs.

Oil anti-fatigue matting systems typically have an open-loop design that elevates the worker, adds greater slip resistance, and allows oils, grease, and moisture to flow through, promoting a drier work space. All of these systems help alleviate worker fatigue, provide a safer and healthier work space, and can improve worker productivity. ■

## Green and Sustainable Matting Systems

To qualify as a Green and sustainable matting system, a mat must help protect the indoor environment, be made from recycled materials and have a long life span.



The one matting system that best meets these criteria is the Eco-Step™ high-performance matting system from Crown Mats and Matting.

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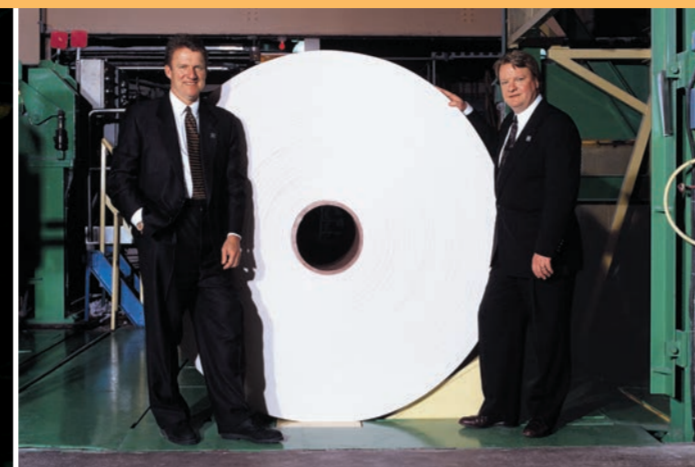
[www.cascades.com/tissuegroup/afh](http://www.cascades.com/tissuegroup/afh)  
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PAPER [CASCADÉS.COM](http://CASCADÉS.COM)

<sup>1</sup> Cascades 2009 Report on Sustainable Development.  
<sup>2</sup> [www.niagarafalls.com/media/geology-facts-figures](http://www.niagarafalls.com/media/geology-facts-figures).

**ISSA Show**  
Booth # 3428

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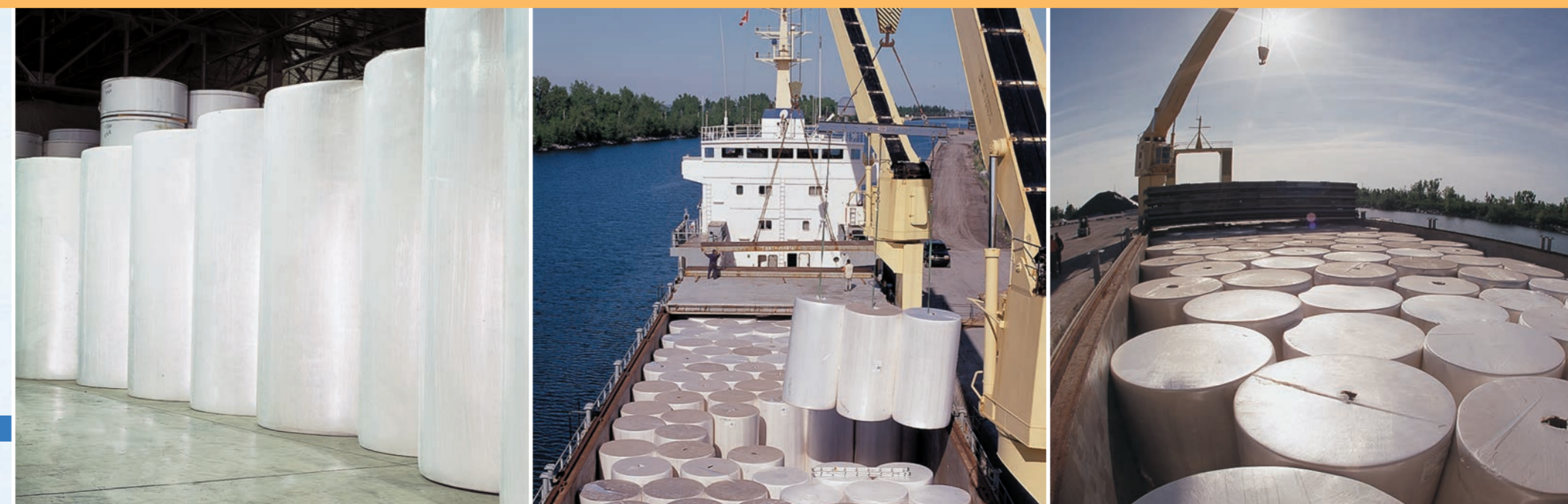
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## Automatic Conditioning with the MopGiant from Miele

Miele introduces the first washing machine specifically designed for the cleaning industry. With more than 5,000 machines in the market today, the unit is well established in Europe and Asia. And now, for the first time, it is being introduced in the United States. In addition to providing outstanding cleaning results for mops and cleaning cloths, Miele's MopGiant can also help improve your bottom line. With our patented conditioning feature you can reduce labor time by 40%. Here's how:

### Patented Automatic Conditioning

The new MopGiant is equipped with special programs that allow for mops and cloths to be automatically infused with



the cleaning detergent or disinfectant at the end of the wash process. The "conditioned" mops or cleaning cloth are delivered ready-to-use right out of the drum. The worker simply takes the mops right out of the machine to perform the cleaning. So there is no more filling buckets with water, wringing or applying of disinfectant. In a typical office building with 25,000 square feet, this can result in savings of \$22,400 in three years. Studies have proven that not only the labor time is reduced, but -- because the process allows for perfect dosing -- chemical use can be significantly reduced by as much as 90%. To learn more about the MopGiant stop by the Miele Booth 4059. ■

## Same High Quality, Beautiful New Designs

Kruger Products proudly introduces a new look for its Away From Home (AFH) facial tissue and bathroom tissue

rounding, in any industry segment. From hotels and lodging to restaurants and food service to health care and educational



See the Dynamic New Designs for Kruger Products in Booth # 2455

line-up. Including the Embassy Supreme®, Embassy® and White Swan® brands, the packaging redesign offers a look that will enhance any sur-

rounding, in any industry segment. From hotels and lodging to restaurants and food service to health care and educational institutions, the dynamic, new designs will have a positive impact on appearance, while retaining the high standard of quality that Kruger Products is known for. Drawing from research and experience gathered in Kruger's retail markets, the new design features a combination of neutral colour and blend that adds a level of understated elegance while avoiding trends that come and go too quickly. For any end-use market the new look of Kruger's bathroom and facial tissue products is sure to get noticed. ■

## How Much Have You Spent on Mops This Year?

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Learn more at Booth 4059

Contact: ☎ mopwasher.com ☎ 800.991.9380 ✉ proinfo@mieleusa.com



## Spartan Announces the Promotion of Ronald Laino

Spartan Chemical Company, Inc. is happy to announce the promotion of Ronald Laino to the position of Regional Manager, Metro New York Region effective June 1. Laino will report to Jack Ellison, East Coast Divisional Sales



Ronald Laino

Manager and will be responsible for providing service, sales and support to Spartan Distributors in that area.

Laino has a degree in Advertising and Marketing from Bauder College in Ft. Lauderdale, Florida and is a native New Yorker. While working in the New York market for Dunn & Bradstreet, he was transferred to Las Vegas in 1996, where he opened a real estate company with RE/MAX.

After 11 years he came back to the East coast to work for a business service contractor, consulting and setting up The Culinary Institute of America. He has spent the last year in northeastern Pennsylvania.

Laino enjoys traveling, theatre and the arts, and is active in community outreach programs for at-risk youth.

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

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# From Buzz to Breakthrough

In March 2008, one Canton, MA, company took a radical step toward reducing its overall carbon footprint by moving into a new, wind-powered office. This facility draws its energy from wind-mill and solar power stations in several areas throughout the country; that energy is then delivered via the national power grid.

The company also took some other steps to decrease its carbon footprint:

- developing a more effective recycling program
- selecting only recycled paper products for office use
- installing controlled-use tissue and towel dispensers
- installing water-reducing restroom fixtures

The company's goal was to find ways to operate in a more environmentally responsible manner. By doing so, it hoped to become more efficient and cost effective, to be responsible to its community, and even to gain a competitive edge.

It may sound like we're talking about Google, Apple, Hewlett-Packard, or even Wal-Mart, all of which are taking significant steps to become not only Greener but also more sustainable. But this com-

pany is actually a relatively small distributor for the professional cleaning industry. Its new office is an indication of how fast the industry is evolving from simply developing, marketing, and selling Green cleaning products to becoming more sustainable in their own business operations as well.

In essence, this distributorship has gone on a "low-carbon diet," and the ini-

tatives it has undertaken can be replicated, often quite easily, in schools and medical facilities throughout the country.

### The Low-Carbon Facility

How can schools and medical facilities go on a low-carbon diet? According to Mike Sawchuk, Vice President of Enviro-Solutions/Charlotte Products—a leading manufacturer of Green cleaning chemicals—Greening a company is an ongoing process, but "once it begins, it

starts to build on itself. Managers will find more and more ways to reduce their carbon footprint and become more sustainable. The focus must be on the journey, not on a destination."

Sawchuk suggests targeting food service areas and housekeeping departments to reduce carbon footprints. "There are actually a number of steps that can be taken specifically in these two areas," he says. "Many are cost neutral and can have profound results, making a facility much more sustainable and reducing greenhouse gas emissions."

For instance, in food service areas,

According to Sawchuk, bioenzymatic cleaning chemicals "contain highly specialized nonpathogen bacteria and enzymes that actually digest soils and organic waste, converting these into oxygen, carbon dioxide, and water. This not only leaves surfaces and subsurfaces cleaner, it also eliminates odors and leaves surfaces less slippery as well."

Sawchuk also points out that bioenzymatic cleaning chemicals continue to digest soils for up to 80 hours after application. (See below on key reasons for using biobased/bioenzymatic cleaning products.)

### But Are They Green?

**Not all biobased cleaning products are Green. Just as with traditional cleaners, it is important to ensure that biobased products are certified Green. This requires full ingredient disclosure; testing by an independent, third-party laboratory; and verification by a certifying organization. This process ensures that the product meets specific, broad-based, encompassing criteria and has a proven reduced impact on users and the environment.**

Sawchuk suggests:

- purchasing food locally and avoiding items that must be flown or trucked over great distances
- avoiding food items that are excessively processed
- asking vendors to use cartons and plastics made from recycled content
- serving more vegetables; a 2006 United Nations study found that livestock production is responsible for about 18 percent of the world's greenhouse gases

Because food service areas and schools and universities in general are big energy users, Sawchuk also suggests that managers look into alternative energy sources similar to those utilized by the distributorship mentioned earlier. "Making this change is a simple process," he says. "[But] it is true that some alternative energy sources can be more expensive than conventional [ones]. However, these additional costs are expected to even out in coming years."

### Low-Carbon Housekeeping

The use of Green cleaning products has helped facility managers become more sustainable, reduce greenhouse gas emissions, and lower their overall carbon footprints. That's because these products are made with little or no petroleum or alcohol ingredients. In recent years, manufacturers of professional cleaning products have taken this a step further, making more and more products out of recycled materials and natural and renewable resources.

Green (or, better yet, certified Green) cleaning products can be organized into three subsets - either be environmentally preferable equivalents of traditional products, biorenewable, or bioenzymatic-based. Biorenewable and bioenzymatic products (which are actually subsets of the biobased cleaning product category) have been getting a big push recently from the U.S. Department of Agriculture's BioPreferred program. The goal of this program is to increase the purchase and use of renewable, environmentally responsible, biobased products by federal facilities.

Biorenewable cleaning products are made in whole or in significant part from renewable, domestic agricultural materials such as corn, soy, and citrus fruits.

Although biobased / biorenewable / bioenzymatic cleaning products have been available for a number of years, some facility administrators have been reluctant to use them due to concerns regarding their performance and effectiveness. However, Sawchuk says these products have improved significantly in recent years, garnering considerably more interest among both educational and medical facilities. Further, some have been proven Green, earning certification from such organizations as the Environmental Choice Program™ (CCD-110, 113, 115, 116, 165) and Green Seal, which is developing a certification program specifically for bio-enzymatic based products.

Another example of janitorial and janitorial-related products that are reducing cleaning's carbon footprint is a new generation of matting systems, plastic liners, and even floor polishing and scrubbing pads used extensively in schools and hospitals. Traditionally made of petroleum-based ingredients—which contribute heavily to carbon emissions—many of these products are now being produced using ingredients similar to those in the biobased cleaning products discussed earlier. They are also being manufactured from recycled materials; in fact, according to Sawchuk, even such unusual materials as soda and water bottles have become the primary materials used to manufacture sustainable plastic liners, mats, and floor machine pads.

### Why the Title?

Green cleaning, sustainability, greenhouse gases, and carbon emissions have all been buzzwords for environmental groups, politicians, economists, scientists, and others. In fact, more often than not they are used as marketing terms, which in some cases has minimized the important issues they reference.

However, today these issues are finally becoming more than just talking points. Scores of industries—including education, medicine, and professional cleaning—are taking meaningful steps to develop products and processes that are significantly more environmentally responsible and sustainable. In essence, we are finally putting the "buzz" into action, creating long-term benefits for us all. ■

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The Worldwide Cleaning Industry Association

## SPRING GROVE™ LINE ACHIEVES GREEN SEAL™ CERTIFICATION FOR TISSUE PAPER AND TOWELS

Washington, D.C. based non-profit Green Seal has certified that Spring Grove tissue and towels meet the criteria for GS-1 and GS-9 environmental certification, and have been awarded the Green Seal. Now, distributors who market the high quality, value-priced Spring Grove line can also represent the certified products as sustainably produced.

Green Seal certified papers are regarded as the most environmentally preferable products on the market. Those that have earned the Green Seal have met all parts of the standard including using 100% recovered fiber, eliminating chlorine for deinking or bleaching as well as SARA Title 313 chemicals, inks, dyes, and fragrances. Products have also minimized the package to product ratio, and use cores that contain 100% recovered material.

"Green Seal certification will help

Spring Grove fill a significant market void for U.S. distributors," said John Siegel, director of marketing, Saalfeld Redistribution. "Distributors seek quality, value-priced paper products that also meet their customers' environmental goals. Having the Green Seal label on Spring Grove tissue paper and towels will assure customers they are purchasing products that meet stringent environmental criteria established by a third party."

Visit [saalfeldredistribution.com](http://saalfeldredistribution.com) for a complete listing of GS-1 and GS-9 certified Spring Grove products,

The Spring Grove brand provides 70-plus SKUs of high quality, value-priced towel, tissue, and food service products to U.S. distributors who demand consistent performance and availability. The brand is available nationwide and is produced



Select Spring Grove tissues and towels meet the criteria for GS-1 and GS-9 environmental certification, and have been awarded the Green Seal

by Saalfeld Redistribution, a Cincinnati, Ohio-based company that provides food-service disposables, sanitary maintenance products, packaging/shipping supplies

and office products from 10 locations coast to coast. For more information visit [saalfeldredistribution.com](http://saalfeldredistribution.com). ■

### Nexstep Commercial Products Announces MaxiPlus® Rotary Brushes, Pad Drivers & Hardware

Nexstep Commercial Products (Exclusive Licensee of O-Cedar) is proud to announce its new MaxiPlus® Rotary Brushes, Pad Drivers & Hardware. They



provide an "ecofriendly" experience and feature:

- "Meets Today's 'Green' Standard" - blocks made from 100% Recycled High Impact High-Density Polyethylene

- "Unique Brush Block Production Process" - all blocks are perfectly "flat"; 5" center hole and a 1" riser molded in; pad drivers with 5" center hole and a 1-1/2" riser molded in

- "Large Shower Feed Holes" - allow free and even distribution

- "Unrivaled Mounting Hardware" - available in many materials (super steel, cast aluminum & high-density plastic), styles (traditional, spring-locked, gimbal-style, lugs, etc.) and center hole sizes...#92/B, #83/A, #47/C and #46/D

MaxiPlus® Brushes, Pad Drivers & Hardware are available in today's most popular styles and sizes.

For more information on Nexstep Commercial Products' (Exclusive licensee of O-Cedar) innovative, high quality "ecofriendly" solutions - as exemplified by the distinguished "Green Environmentally Designed Products" seal of approval - and how we "Make Your Life Easier," please visit [www.ocadoar-commercial.com](http://www.ocadoar-commercial.com). ■



# Spring Grove™

ISSA BOOTH  
1575

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## Advance expands EcoFlex technology

Continued from page 1

EcoFlex, a facility can develop a routine that uses plain water along with varying degrees of down pressure and water flow to clean light-traffic areas, ultra-low detergent for routine cleaning, and a stronger detergent combined with increased water flow and down pressure for deeper cleaning. It fits the way most buildings today use variable cleaning practices and empowers cleaning staff to use just the right amount of water and

**Flexibility to clean with warm water.**

Every 18°F (10°C) increase in the temperature of water used in cleaning doubles the cleaning effectiveness of a cleaning agent. Scrubbers with the EcoFlex System accept water at temperatures above 100°F, which can significantly reduce the amount of time required for a cleaning agent to take action.

**Flexibility to change detergents and dilution ratios.**



**Flexible cleaning system now available on multiple scrubbers, allows BSCs and in-house cleaners to clean without compromise**

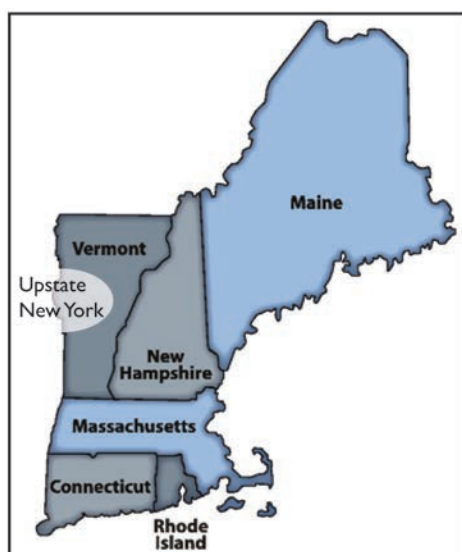
detergent for the job.

**Flexibility to change scrubbing strength for specific areas.**

While low-flow, water-only scrubbing may be appropriate on low-maintenance areas, it won't get the job done when cleaning high-traffic entryways or sticky messes. Scrubbers with EcoFlex feature a "burst of power" button that temporarily increases detergent, water flow and down pressure to provide extra muscle when and where it's needed. The ability to change the scrubbing strength on-the-fly is faster and more effective than other spot-cleaning alternatives such as "double scrubbing," making complicated adjustments, changing machines or using a mop.

The EcoFlex System provides separate onboard tanks for water and detergent, which eliminates the task of pre-mixing solution and the need to dump unused solution. Instead, water and detergent are dispensed separately at the scrub deck. This saves water and chemicals, while also minimizing waste-stream contribution. Operators can change the detergent type and strength no matter where the machine is in the facility, which saves time and encourages cleaning staff to make quick adjustments when needed.

To see how the EcoFlex System's flexible cleaning modes could help your facility, visit the Advance booth (#2501) at ISSA. Visitors can learn how flexible cleaning equipment and methods can help cleaning programs improve the effectiveness and efficiency of proven cleaning methods that they're already using. With so many of today's cleaning professionals facing demands to "do more with less," Advance's EcoFlex System provides the flexibility to meet the sustainability, cleanliness and cost-efficiency needs of every cleaning program without compromising. ■



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## GEORGIA-PACIFIC PROFESSIONAL INTRODUCES BRAUNY INDUSTRIAL™ SURFACE SYSTEM WITH CUSTOM CLEANING WIPERS

**New Maintenance Product Helps Improve Hygiene and Simplify Surface Cleaning**

Georgia-Pacific Professional introduces the newest extension of its durable wiper product line - the Brawny Industrial™ Surface System. This wiper product allows end-users to combine

tively helps reduce splashes, spills and vapors that can potentially harm employees and facility guests.

"Georgia-Pacific Professional aims to offer products that meet customer expectations and needs for workspace cleaning and hygienic solutions," said Ken Smith, vice president and general manager - Georgia-Pacific Professional's wiper category. "Specifically for health-care, our new Brawny Industrial Surface System was developed to help improve cleaning efficacy, as opposed to cloth, by releasing more of the cleaning agent to the surface to maintain desired disinfectant concentration. This notably enhances the operational efficiency of the product and further supports the efforts of health-care professionals regarding surface cleaning."

The dispensing bucket for the Brawny Industrial Surface System also contributes to a more hygienic cleaning procedure because it helps minimize cross-contamination of the cleaning solution and unused wipers.

Georgia-Pacific Professional's Brawny Industrial Surface System wipers are available in a case of six rolls, 90 wipers each. Buckets are sold separately. For more information on the Brawny Industrial Surface System or additional Brawny Industrial products, please visit [www.gppro.com](http://www.gppro.com) ■



their preferred disinfectant or sanitizer with Brawny wipers to create custom-made hard surface cleaning wipers.

Brawny Industrial's Surface System is an ideal cleaning solution for health-care surfaces such as bed rails, trays, nurse call devices, doorknobs, phones and washroom surfaces. The sealed wiper bucket offers an alternative to traditional open buckets or spray bottles as it effec-

## Kruger proudly introduces a new look

Kruger Products proudly introduces a new look for its Away From Home (AFH) facial tissue and bathroom tissue line-up. Including the Embassy Supreme®, Embassy® and White Swan® brands, the packaging redesign offers a look that will enhance any surrounding, in any industry segment. From hotels and lodging to restaurants and food service to health care and educational institutions, the dynamic, new designs will have a positive impact on appearance, while retaining the high standard of quality that Kruger Products is known for. Drawing from research and experience gathered in Kruger's retail markets, the new design features a combination of neutral colour and blend that adds a level of understated elegance while avoiding trends that come and go too quickly. For any end-use market the new look of Kruger's bathroom and facial tissue products is sure to get noticed.

**The Ultimate in Quality and Style**

From its introduction in 2009, the Genesis™ line of dispensers, developed for the Ultimate Washroom® suite, have set the standard in design, quality and style. Featuring attractive curves and rounded lines, each Genesis dispenser creates a feeling of movement and a vision of elegance. And, there's a new edition to the family on the way. Kruger Products is pleased to introduce the redesigned Designer2 Push-Bar Roll Towel Dispenser. Available in stylish

black / grey and a new, attractive white / grey design the re-imagined dispenser will enhance any space.

When you need an Ultimate Washroom, Kruger Products' has the style and outstanding quality that will exceed your expectations.

**Targeting Sustainability**

Since 1904, Kruger Inc. has been concerned not only about the environment, but also about the quality-of-life of its employees, the well-being of the communities where it operates and the expectations of customers who rightly demand higher quality products. As part of our ongoing and industry leading sustainability efforts, Kruger Products is proud to announce aggressive new sustainability goals incorporated into a five-year plan of action, Sustainability 2015. Already one of Canada's largest renewable energy producers and one of North America's leading recyclers, Kruger's new sustainability goals reinforce the company's commitment to sustainability while fostering an attitude of partnership and cooperation. From reductions in packaging materials, reduced greenhouse gas emissions and less water consumption, to the increased use of certified fibre, Kruger Products is dedicated to going beyond regulatory compliance and setting an example of sustainability for others to follow. To find out more, visit us at: [www.sustainability2015.ca](http://www.sustainability2015.ca) ■

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YOUNG EXECUTIVES SOCIETY



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**1 IN 3  
PEOPLE**

**DON'T WASH**

**AFTER USING THE**

**WASHROOM?**

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## ISSA Honors Industry Achievers

ISSA will honor achievers in the professional cleaning industry during ISSA/INTERCLEAN® North America, taking place November 9-12 at the Orange County Convention Center in Orlando, FL.

### Jack D. Ramaley Industry Distinguished Service Award

The Jack D. Ramaley Industry Distinguished Service Award honors a person who has demonstrated leadership, professionalism, and exceptional service through his or her innovation, elevation of industry standards, and promotion of the association's growth and development. This year's award recipients are:

- **Robert N. Cohen**, Daycon Products, Inc., Upper Marlboro, MD
- **LeeAnn Nowling**, ISSA, Lincolnwood, IL

• Robert "Bobby" Cohen is CEO of Daycon Products, Inc., a leader in the janitorial supply industry based in Upper Marlboro, MD. He also is founder of RoCo Water Services, a leading water treatment company in the D.C. area. Most recently, he founded Building Wellness Institute, a division of Daycon that provides training to building service contractors and in-house service staff to meet the requirements of the Green Seal™ GS-42 and Cleaning Industry Management Standard-or CIMS-certification.

Cohen's experience with-and support of-ISSA spans many years. He served as a district director on the ISSA Board of Directors (1977-78), including as chairman of the ISSA Education Committee, which was responsible for developing the association's successful Train the Trainer program. Twenty years later, 1997-98, he was the first distributor to serve on the Exhibitors Committee. Cohen returned to the board as vice president in 2005, and among his many accomplishments as 2006 ISSA president was spearheading the reconciliation efforts with ISSA and the Building Service Contractors Association International that resulted in the subsequent alliance. He has volunteered to serve on the ISSA Foundation board starting in 2011.

In addition to ISSA, he has served on the boards of many business and charitable organizations. His education includes an AB from Syracuse University, a JD from American Law University-College of Law, and advanced studies at the University of Virginia Darden School Of Business.

• LeeAnn Nowling is ISSA director of conventions and meetings. In her nearly 35-year career with the association, Nowling has exhibited unsurpassed dedication and service not only to ISSA but also to the industry as a whole while spearheading the efforts that have made the ISSA/INTERCLEAN North America show the largest show of its kind in the world.

Nowling began her career at ISSA in 1976 as assistant to former ISSA Executive Director Jack Ramaley. At that

time, ISSA had only eight employees; she wore many hats, and by the following year-having proved her exceptional organizational skills, attention to detail, and innovative thinking-she assumed the additional responsibility of coordinating events for ISSA's annual convention. In 1983, she became ISSA convention manager with the full responsibilities for the show. Since that time, the then-ISSA annual convention and exhibition has grown into ISSA/INTERCLEAN North America at more than double the size and with more than double the attendees-all with Nowling at the helm. Her negotiating skills with convention facilities, knowledge of the trade-show industry, and attention to the bottom line have helped ensure the continued success of the show as a major revenue source for the association and as the ONE SHOW for the cleaning industry.

Outside of ISSA, Nowling is active in various community and business groups, including the Professional Convention Management Association and International Association of Exhibitions and Events.

Nowling is retiring from ISSA, effective December 31. She will continue to serve the association in a consulting capacity, but her day-to-day presence in the role she created will be missed by ISSA, her coworkers, and the membership she so loyally served.

### Manufacturer Representatives' Distinguished Service Award

The Manufacturer Representatives' Distinguished Service Award recognizes a person within the industry who has had a positive impact on the industry and the association, and who has been supportive of manufacturer representatives. This award is presented on behalf of all independent manufacturer representatives. This year's award recipient is **Steven Schultz**, Lagasse Sweet.

An ISSA and industry veteran of nearly 20 years, Steve Schultz began his industry career with Hospital Specialty Co., serving in various executive sales and marketing roles before joining Lagasse in 1999. From August 2001, he has held the position of president of Lagasse, the janitorial, paper, and food service re-distribution division of United Stationers. During his leadership of Lagasse over the past 11 years, Lagasse Sweet has grown from approximately US\$100 million to over \$1.2 billion in annual revenue. Today, he serves in the position of Group President, Lagasse Sweet and ORS Nasco, a position he has held since September 2008.

Schultz has served ISSA in multiple ways through Lagasse. One example is the support of the recently formed ISSA Rep Scholarship program. His strong commitment to reps overall includes designating a significant portion of Lagasse's contribution to the reps on an annual basis as well as readily agreeing to be the keynote speaker at the MRA National Meeting and actively promoting

the meeting with the ISSA manufacturers.

### YES Industry Special Achievement Award

The YES Industry Special Achievement Award honors an individual or company from our industry who has made substantial contributions to the advancement of the cleaning industry and our association and who has demonstrated strong support of YES. This year's award recipient is **Robert "Bob" Robinson, Sr.**, founder and president of Kaivac, Inc., Hamilton, OH.

A former ISSA board director (2005-07), Robert "Bob" Robinson is founder and president of Kaivac, Inc., Hamilton, OH, and the inventor of the Kaivac No-Touch Cleaning System. A 30-year veteran of the cleaning industry, he holds 11 U.S. patents related to the cleaning industry, and more than 30,000 of the Kaivac No-Touch machines-his most successful invention-have been sold to date worldwide. He also is chairman of the board of Valley Janitor Supply Co., Inc. in Hamilton, a third-generation janitor distributor, and chairman-elect for the Cleaning Industry Research Institute. A longtime supporter of YES, he has encouraged his employees to get involved in YES either as a member or by serving on the YES coordinators committee. Currently, he is chairperson of the YES coordinators committee and is a sponsor of the YES networking reception, which also benefits the YES scholarship fund.

### Star Awards

ISSA would like to congratulate and recognize the companies below for achieving "Star" status. To achieve this designation, a company must have exhibited at the ISSA/INTERCLEAN North America trade show for the specified number of years while retaining continuous membership. This year's Star Award recipients are:

Star 60 **Rubbermaid Commercial Products, Inc.**

Star 50 **Earth Friendly Products**

Star 50 **Milwaukee Dustless Brush, Gordon Brush Wisconsin, LLC**

Star 40 **Amrep, Inc.**

Star 40 **Oreck Corp.**

Star 40 **Sheila Shine, Inc.**

Star 40 **The Dial Corp., A Henkel Co.**

### Best Customer Service Awards

The Best Customer Service Awards program will continue this year, with ISSA/INTERCLEAN North America attendees able to submit their picks onsite for the exhibitors that they feel provided the best customer service during the show.

Building service contractors, distributors and in-house service providers can vote using ballots they will receive in their badge holders, or through the show's Live Site at [www.issa.com/live](http://www.issa.com/live). Voters enter to win a daily prize drawing for a Kindle eReader. Votes must be submitted into ballot boxes available throughout the show floor by Thursday, November 11, at 4:30 p.m. Winners will be announced at the ISSA Education Theatre Friday, November 12, at 10:30 a.m.

Winners are grouped in five product categories: Chemicals; Disposables; Power Equipment; Supplies & Accessories; and Other Products, Services & Technology.

### The 2009 Best Customer Service Winners were:

#### Chemicals

Booths 300 square feet or less:

- DCL Solutions, a PAK-IT, LLC Company
- Urine Off by Bio-Pro Research, LLC

Booths 400 square feet or more:

- JohnsonDiversey
- Spartan Chemical Co., Inc.

#### Disposables

Booths 300 square feet or less:

- Intelligent Products, Inc.
- KlenzCorp International, Inc.

Booths 400 square feet or more:

- Georgia-Pacific Professional
- Kimberly-Clark Corp., Professional Sector

#### Power Equipment

Booths 300 square feet or less:

- Advanced Vapor Technologies
- Viper North America

Booths 400 square feet or more:

- Advance
- Windsor Industries

#### Supplies

Booths 300 square feet or less:

- Expanded Technologies Corp.
- Morton Salt

Booths 400 square feet or more:

- Rubbermaid Commercial Products, Inc.

- Unger Enterprises, Inc.

### Other Products, Services & Technology

Booths 300 square feet or less:

- Cleaning for a Reason
- The Weee

Booths 400 square feet or more:

- Activeion Cleaning Solutions
- American EPAY

### Award Presentations

The Jack D. Ramaley Industry Distinguished Service Award and Manufacturer Representatives' Distinguished Service Award will be presented at the ISSA General Meeting (open to all ISSA members) on Friday, November 12, 8:00 a.m.-9:00 a.m. The YES Industry Special Achievement Award will be presented at the YES Networking Reception on Thursday, November 11, 5 p.m.-7 p.m. in The Peabody Orlando hotel. ■



**ISSA Happy Hour**  
**Thursday**  
**4:30 - 5:30 PM**

# New Product & Exhibitor Highlights

Kruger Products

Booth 2455

nice curves!

Introducing the Genesis™ line of dispensers for our Ultimate Washroom® suite of products. Stylish Design, Quality and Cost Effectiveness are the hallmarks of the Ultimate Washroom.



Genesis™ collection featuring Titan™ towel dispenser, Mini-Max™ and Maxi-Max™ bathroom tissue dispensers, and HandSoft™ foam soap dispenser. Most available in white.



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Spartan Chemical

Booth 2039

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November 9-12, 2010 - Orlando

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San Jamar

Booth 1219

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THE ELEMENT

Simply ingenious. This extremely compact lever roll towel dispenser delivers a high capacity payload at an incredibly low price. Its durability conquers any hostile environment. It's the perfect weapon for distributors and customers looking for low cost, universal towel dispensing.

THE TWIN 9"

San Jamar was the first to introduce a high capacity twin dispenser to the battle field. And now, after many years of duty, the Twin 9" dispenser has just completed a total overhaul. It's still as robust as ever, but now has the look of a mean clean dispensing machine.



TO LEARN MORE AND HAVE A CHANCE TO WIN AN IPAD, VISIT US AT BOOTH 1219.

Trebor

Booth 909

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The Tony Blair Faith Foundation promotes respect and understanding between the major religions and makes the case for faith as a force for good in the modern world. Faith is vitally important to hundreds of millions of people. But religious faith can also be used to divide. The Tony Blair Faith Foundation is a response to these opportunities and challenges.

The Africa Governance Initiative delivers projects in Rwanda, Sierra Leone and Liberia, advising President Kagame, President Koroma and President Johnson-Sirleaf respectively on policy delivery and attracting investment, with a team of his staff working full time at the centre of all three governments.

As the first major head of government to bring climate change to the top of the international political agenda at the 2005 Gleneagles G8 summit, Tony Blair now leads the Breaking the Climate Deadlock initiative, working with world leaders to build consensus on a new comprehensive international climate policy framework.

In recognition of his debt to the North East of England, he has launched the Tony Blair Sports Foundation, to increase opportunities for young people to participate in sport. ■

## GEORGIA-PACIFIC PROFESSIONAL BRINGS SPREAD WELLNESS CAMPAIGN TO ISSA

*Continued from page 1*

learning about the latest Georgia-Pacific Professional solutions.

"We're excited to highlight the Spread Wellness campaign as well as our latest offerings as we surround ourselves with fellow industry leaders at ISSA/InterClean this year," said Bill Sleeper, president of Georgia-Pacific Professional and a member of the ISSA Board of Directors.

A variety of hygienic products for the cleaning industry will be showcased at the Georgia-Pacific Professional booth, including the recently launched SofPull™ Centerpull Tissue Dispenser. The SofPull dispensing system features a completely enclosed roll, with sheet-by-sheet feeding of tissue pulled from a small opening in the front and leaving a minimal amount of tissue exposed. This contemporary design helps improve on the traditional pull-style of tissue dispensers because it allows for no-fuss, one-at-a-time dispensing.

There will be a variety of other products, including the notable enMotion® product line, specifically the enMotion® Automated Touchless Towel Dispenser and enMotion® Soap and Sanitizer Dispenser. Other products at the Georgia-Pacific Professional booth include Brawny Industrial™ Surface System, Brawny Industrial™ High Performance Shop Towel and SofPull® Mechanical Water Resistant Towel Dispenser. Additionally, the Food Services Solutions group will introduce the following new products: Dixie® PerfecTouch® Whimsy™, Dixie® Mardi

Gras™ Plates and the new EasyNap® Tower Napkin Dispenser.

For the second year, Georgia-Pacific Professional will be participating in Green Connections Center, an area of the tradeshow highlighting sustainable products.

Products on display include the SofPull™ Centerpull Tissue Dispenser, the SofPull® Mechanical Towel Dispenser, as well as the enMotion® Automated Soap Dispenser.

For more information regarding Georgia-Pacific Professional's product solutions, please stop by booth #2521. ■

## EcoLogo/ISSA to work together on new Green Product Purchasing Tool

*Continued from page 1*

or to be safer. It also aims to provide easy-to-use product data sheets that can help distributors better explain the differences between products.

"For years, the EcoLogo program has distinguished itself as one of the premier ecolabel organizations in our industry, and we are thrilled at the opportunity to work with such a distinguished pioneer in the field of environmental standards and certification," said Bill Balek, ISSA Director of Environmental Services. "It is our goal to work together collaboratively in support of a system that will recognize and reward environmental innovation, and at the same time empower purchasers with critical environmental, health and safety information."

"This new tool will provide manu-

## Advance expands EcoFlex System floor-scrubber technology

*Continued from page 1*

EcoFlex, a facility can develop a routine that uses plain water along with varying degrees of down pressure and water flow to clean light-traffic areas, ultra-low

doubles the cleaning effectiveness of a cleaning agent. Scrubbers with the EcoFlex System accept water at temperatures above 100°F, which can significantly reduce the amount of time required for



**Flexible cleaning system now available on multiple scrubbers, allows BSCs and in-house cleaners to clean without compromise.**

detergent for routine cleaning, and a stronger detergent combined with increased water flow and down pressure for deeper cleaning. It fits the way most buildings today use variable cleaning practices and empowers cleaning staff to use just the right amount of water and detergent for the job.

### Flexibility to change scrubbing strength for specific areas.

While low-flow, water-only scrubbing may be appropriate on low-maintenance areas, it won't get the job done when cleaning high-traffic entryways or sticky messes. Scrubbers with EcoFlex feature a "burst of power" button that temporarily increases detergent, water flow and down pressure to provide extra muscle when and where it's needed. The ability to change the scrubbing strength on-the-fly is faster and more effective than other spot-cleaning alternatives such as "double scrubbing," making complicated adjustments, changing machines or using a mop.

### Flexibility to clean with warm water.

Every 18°F (10°C) increase in the temperature of water used in cleaning

a cleaning agent to take action.

### Flexibility to change detergents and dilution ratios.

The EcoFlex System provides separate onboard tanks for water and detergent, which eliminates the task of premixing solution and the need to dump unused solution. Instead, water and detergent are dispensed separately at the scrub deck. This saves water and chemicals, while also minimizing waste-stream contribution. Operators can change the detergent type and strength no matter where the machine is in the facility, which saves time and encourages cleaning staff to make quick adjustments when needed.

To see how the EcoFlex System's flexible cleaning modes could help your facility, visit the Advance booth (#2501) at ISSA. Visitors can learn how flexible cleaning equipment and methods can help cleaning programs improve the effectiveness and efficiency of proven cleaning methods that they're already using. With so many of today's cleaning professionals facing demands to "do more with less," Advance's EcoFlex System provides the flexibility to meet the sustainability, cleanliness and cost-efficiency needs of every cleaning program without compromising. ■

cation and standards, while expanding the universe of information that is readily available to institutional and commercial purchasers," added Geibig.

In addition to the new EcoLogo relationship, groups such as the Healthy Schools Campaign and The Ashkin Group also have lent their support for this new purchasing tool. "We see this as a valuable tool for our network of schools to gain greater access to the data that can help them determine the best cleaning product options to protect their students and building occupants," said Mark Bishop, Healthy Schools Campaign Deputy Director.

For more information regarding the ISSA/Ecoform purchasing tool, and updates regarding its relationship with EcoLogo and other environmental programs, visit the development site of [www.ecoform.com/registry](http://www.ecoform.com/registry). ■

facturers with a platform to communicate the environmental, health and safety attributes of cleaning products in a credible, uniform, and transparent manner," said Jack Geibig, ISSA's partner in developing the purchasing tool, and founder of Ecoform, the leading U.S. technical analysis firm specializing in environmental performance of companies, their products and processes. "At the same time, the environmental purchasing tool will provide valuable information to institutional organizations that will empower them to make purchasing decisions based on environmental attributes that are aligned with their own environmental values and objectives."

"By collaborating with EcoLogo, ISSA and Ecoform seek to build upon a solid foundation of environmental certifi-

## Exhibitors Listing

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### Wausau Paper launches innovative OptiSource Convertible™ hand care system

Wausau Paper is pleased to announce the introduction of the innovative OptiSource Convertible™ hand care system, which has been developed to optimize dispensing of high capacity 1,250 ml OptiSource® Green Seal™ certified foam or lotion soap.

"We are very excited with the expansion of our Green Seal™ certified OptiSource® soap product line, which demonstrates our continued commitment to providing innovative quality products and value to our customers" said Mark Stanland, Wausau Paper vice president of marketing. "The robust and reliable design of the OptiSource Convertible™ soap system has been well received and is ideal for the healthcare, education, industrial, recreation and office building markets."

Modular in design, the OptiSource Convertible™ soap system easily converts to electronic or manual dispensing methods. The electronic dispensing system eliminates the need to touch dispensers so hands are not cross-contaminated. It features adjustable settings for sensor, dose and speed, and a locking cover to prevent product pilferage.

The OptiSource Convertible™ manual dispensing system features a large push bar for easy activation. Both the electronic and manual dispensing methods feature a durable design and can be used with foam or liquid soap cartridges. In addition, the dispensers can be used with the new OptiSource® non-alcohol instant hand sanitizing foam.

Wausau Paper offers a complete line of towel, tissue, wiper, soap and dispensing systems for the away-from-home washroom market. The Wausau Paper® product line includes DublSoft® premium towels and tissue as well as Green Seal™ certified towels and tissue in Dubl-Nature® and EcoSoft™ Green Seal™ brands, and EcoSoft™ 100% recycled towels and tissue, Dubl-Tough® industrial wipers, OptiFold® folded



See the OptiSource Convertible hand care system by Wausau in booth 1039

towels, OptiSource® hand care systems, Silhouette®, Wave'n Dry®, Revolution®, Dubl-Serv®, OptiServ® and the new OptiServ Hybrid™ restroom dispensers.

For more information on Wausau Paper products and services, please contact the customer service department at 1-800-723-0001 or e-mail inquiries to contactbaywest@wausaupaper.com. ■

### Triple S Marks 50 Years of Service to Jan/San

Triple S marks its 50th year of service to independent jan/san distribution at the 2010 ISSA/Interclean Trade Show in Orlando, FL.

"Our industry has change vastly in 50 years. Fifty years ago, Triple S began as a networking and procurement organization providing marketing programs to our Members featuring the Triple S national proprietary brand. The Triple S brand now encompasses every major category of jan/san from chemical management to equipment to can liners to towel and tissue. The organization has now evolved to include industry-class consultative sales training, and a unique national logistics program that offers Members the ability to increase inventory turnover and improve margins", commented Alan E.

Sadler, President of Triple S.

Attending the ISSA/Interclean Show from Triple S are Alan Sadler, President; Jim Keough, Vice President of Marketing; Sandra Moscillo, Vice President of Supplier Relations & Operations; Frank Sciortino, Tom Windham and Chip Newton, our Zone Business Development Leaders; and Curt Hitchner, Director of National/Multi-Location Accounts.

Established in 1960, Triple S is a national distribution, networking, sales, marketing and logistics company in the janitorial and sanitary supply industry. With 120 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. ■

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- Awards & recognitions
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