

# Walden's CONVENTION DAILY



A Walden-Mott Publication

Chicago

Wednesday, October 26, 2016

Booth 3514

## SCA AfH: Empowering You with New Possibilities

By Don Lewis, President, SCA AfH Professional Hygiene

Following last year's ISSA show, SCA made a splash when it announced its acquisition of Wausau Paper. The acquisition made Tork, SCA's Away from Home (AfH) tissue business, number one globally by market share, while securing a definitive number two market position in North America. Not long after, SCA announced that Don Lewis, who helped spearhead the acquisition, would now lead the company's AfH Professional Hygiene business in Europe in addition to the North American business he was already responsible for. With more than 29 years working in professional hygiene, Don is viewed by many as one of the most influential leaders in the industry. Walden's conducted a Q&A with Don to talk about the growth of the Tork brand, SCA's AfH business and the first year in his new role.



**DON:** It has and more. The addition of the Wausau people and products has been a very good fit. Our combined sales force is stronger than ever and you'll see many familiar faces from both organizations at ISSA this year and



Don Lewis

**WALDENS:** At last year's show SCA announced its planned acquisition of Wausau Paper. This is the first ISSA show where both brands are together as one entity. Has the acquisition been what you expected?

going forward.

At ISSA you'll see our theme is "Em-

*continued on Page 4  
with SCA Tork EasyCube article*

## Spartan Chemical Expands Building Service Contractor Program

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, today announced the expansion of the building service contractor program, effective November 1, 2016.

As a result of Spartan Chemical's growth in the building service contractor market as well as industry growth as a whole, Spartan Chemical will promote Bill Stewart and Jerred Attanasio to its building service contractor program, led by Frank Trevisani.

For several decades now, Spartan Chemical has provided building service

contractors with the products, training, and management software needed for day-to-day operations. Started in 1982, Spartan's building service contractor program focuses on developing custom programs that are simple, cost effective and deliver results.



Bill Stewart



Jerred Attanasio



Frank Trevisani

"The building service contractor segment continues to be a primary focus for us," said John Swigart, president, Spartan

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## Unleash Your Opportunities at ISSA/INTERCLEAN 2016

When you step onto the show floor at ISSA/INTERCLEAN® North America 2016, you'll see innovation everywhere: in the exhibits, in the education, in the networking opportunities. Here's a list of "can't miss" events and places at the largest international show for facility solutions.

### Realize Your Potential

**What:** The educational lineup at ISSA/INTERCLEAN 2016 gives you more content and format options than ever before. Over the course of four days, you can learn cutting-edge skills and techniques in more than 60 sessions, including new flash sessions, workshops, panel discussions, and in-depth seminars.

**Where:** In addition to attending various breakout sessions, you can enjoy sessions right on the show floor at the ISSA Education Theater (Booth 5262).

### Think Outside the You-Know-What

**What:** This year's keynote speakers will get you thinking about life, politics, and what it takes to succeed.

**Where:** All of the ISSA Keynote Addresses take place at the ISSA Keynote Stage, Grand Ballroom S100.

- Keynote speaker **Rob O'Neill** will open the show on Wednesday, October 26, from 8:00 a.m. to 9:00 a.m. with his address, "Never Quit." Join O'Neill, a former U.S. Navy SEAL, as he translates his elite team training into high-impact, actionable insights on leadership, decision-making, and operating in uncertain environments.



Rob O'Neill

- Comedian and political commentator **Dennis Miller** takes the stage on Thursday, October 27, from 8:00 a.m. to 9:00 a.m. At ISSA/INTERCLEAN, less than two weeks before the 2016 U.S. presidential election, you can hear Miller's pointed commentary in "The Big Speech: A Unique Take on Politics, Celebrity, and Society's Most Idiotic Foibles."

- Silicon Valley icon **Steve Wozniak**,



Dennis Miller



Steve Wozniak

co-founder of Apple, will close out the show with "Going for Great," a chat with ISSA Executive Director John Barrett on Friday, October 28, from 1:00 to 2:00 p.m. You won't want to miss this opportunity to hear Wozniak's inspiring stories of entrepreneurship, innovation, and creativity. (Rumor has it that Wozniak will also present the Innovation Award at noon, before his Keynote Address.)

### Last But Not Least ...

Make sure you make time to check these items off your list, before the end of the show.

**What:** Vote and win, with the ISSA/INTERCLEAN Mobile App sponsored by R3 Reliable Redistribution Resource. You can vote for the ISSA Innovation Award Program Visitors' Choice awards using the mobile application—and win prizes just for voting! The app is available at [issa.com/app](http://issa.com/app).

**Where:** ISSA Innovation Showcase area, Booth 4606

**What:** Gather at the ISSA Meeting Hub. Reserve a private room where you can meet with customers or colleagues by the hour, by the day, or by the week—right on the show floor.

**Where:** Booth 5438

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### ISSA/INTERCLEAN Trade Show Hours

You'll be amazed at the innovation you'll see at ISSA/INTERCLEAN 2016. More than 700 exhibitors from around the globe are showcasing their products and services during the following exhibit hours:

**Wednesday** 9:00 am – 5:00 pm  
**Thursday** 9:00 am – 5:00 pm  
**Friday** 9:00 am – 1:00 pm



# Trebor Tissue!

**Booth  
#5428**

## New Kruger Products Ad Campaign Highlights Important Survey Findings

### 75% of People Prefer Paper Towels to Air Dryers!

Kruger Products Away from Home (AFH) Division is once again exhibiting at ISSA Interclean® and this year's booth features elements of its striking new ad campaign which highlights important findings from its recent survey\*. "The results are in," said Sandra Garcia, Marketing Manager, AFH Division, Kruger Products L.P., who is attending the show. "Three out of four people prefer paper towels to air dryers."

Conducted by Cadence Research in 2016 for Kruger Products AFH, the survey found that when given the choice, 75% of people prefer paper towels to air dryers and, when only air dryers are available, 62% of people look for alternative methods to dry their hands (such as on their clothes), or do not dry them completely. "Some reasons given for preferring paper towels are that air dryers can cause lengthy washroom lineups and are deemed too noisy," said Garcia.

"These findings are important for businesses servicing the away from home marketplace to know," said Rob Latter, Corporate Vice-President, AFH Business and Strategic Planning, Kruger Products, who

is also attending ISSA Interclean®. "They are no doubt making great efforts to provide their customers with an overall good experience and yet may be totally unaware that their customers may be searching for an alternate hand drying method in their on-site washrooms. While this type of behavior is unlikely to be reported, it can still negatively impact the customer experience. With the findings indicating a paper towel preference, it is certainly an issue worth addressing."

Latter says, "Kruger Products booth representatives will be handing out complimentary Paper Towel Emergency Kits -- mini packets of Kruger paper towels -- for attendees to use while away from home in Chicago."

Visit Kruger Products' booth, #2413, at the ISSA Interclean® North America trade show for more information about the survey findings, or visit [krugerproducts.com/afh](http://krugerproducts.com/afh).

\* Based on results of Kruger Products 2016 online survey of 1,009 English speaking Canadians age 18+. ■



an alternate hand drying method in their on-site washrooms. While this type of behavior is unlikely to be reported, it can still

## SMA Marks 10 Years as a Differentiated Alliance

Strategic Market Alliance, the member-owned cooperative of leading Foodservice and Commercial Wellness distributors in the United States and Canada, has recently marked its tenth anniversary with special commemorations held at the group's annual conference, Alliance™2016. As it does each June, the Alliance conference, which was held this year in Salt Lake City at the Grand America Hotel and Resort, brought together executives from SMA member companies and executives from its qualified suppliers for three days of networking, goal setting, and fun, all set in the context of SMA's unique "Thirty-Minute Suite Meeting" format.

Special guests at Alliance™2016 included many of the organization's original eight founders, the business leaders who banded together to form SMA in 2006. A reception and dinner were held in their honor prior to the formal start of the conference, with additional recognition made at points throughout the event. "It was an honor and a privilege to host our founders at the Alliance conference," said Jack Dietrich, SMA's Chief Operating Officer, and himself a founder of the organization. "The bonds of respect and common purpose that brought us together a decade ago are still so alive and vibrant at SMA, it's something that's very gratifying to be part of, and something truly differentiated in our industry."

Additionally, SMA recently appointed a new chairman and a new director to the company's board.

**Travis Brady**, President and Chief Executive Officer of Brady Industries, was named Board Chairman. "I am honored and proud to chair the board of directors at Strategic Market Alliance," commented Mr. Brady. "SMA is a dynamic, vibrant organization that is defined by a collaborative spirit and driven by a constant desire to improve and maximize value and benefits to its members, supplier partners and end-users." Mr. Brady previously served, as the group's Secretary – Treasurer, since 2013.

**John Caldwell** has been appointed SMA Board Vice Chairman. Mr. Caldwell, Vice President of Sales for Joshen Paper &

Packaging, has served as an SMA Director since 2012.

Assuming the post of SMA Secretary -



Treasurer is **Mark Melzer**, President of Milwaukee-based Nassco, Inc. Mr. Melzer has served as an SMA Director for the past two years.

Finally, **Michael Nelson**, President and CEO of Walter E. Nelson Company in Portland, Oregon, has been appointed to the SMA board, joining current directors, **Greg Rogers**, President of Cosgrove Enterprises, Inc., **John Rosenau** (Director Pro Tempore), President of Philip Rosenau Company, Inc., **George Abiaad** (on temporary leave of absence from the board), President of Royal Corporation, and **Robert Tillis**, CEO of Imperial Bag and Paper Company.

"Strategic Market Alliance is extremely fortunate to have the combined talents of Travis Brady, John Caldwell, and Mark Melzer, our new director, Mike Nelson, and our incumbent directors, Bob, George, and John, working collaboratively in service to the group," said Richard McGann, SMA's President and CEO. "The contributions of these individuals and of their respective organizations to the success of SMA cannot be understated, and is greatly appreciated by all of our constituents."

Capping the organization's anniversary year has been the wave of twelve new members that have recently joined SMA. These members, more about which will appear in tomorrow's Walden's edition, build on the foundation of distributor excellence that defines the member-owned group. "SMA is fortunate and proud to have so many of distribution's finest operating under our banner, drawn together by highly collaborative, interdependent working relationships, where contribution and input matter, and where the expertise and experience of one individual member is readily shared for the benefit all," Mr. McGann said. ■

**"A Differentiated Alliance"**  
[www.smasolutions.com](http://www.smasolutions.com)



## Unleash Your Opportunities at ISSA/INTERCLEAN 2016

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**What:** Recharge your device (and yourself). The M-PWR™ Recharge Lounge, sponsored by Hoover Commercial and Oreck Commercial, allows you to recharge—both literally and figuratively. And if you're worried about missing something, you can watch the live stream ([issa.com/live](http://issa.com/live)) through ISSA-TV as well as on your own mobile device.

**Where:** Just outside the show floor, next to Registration

**What:** Be social. While you're recharging, you can share show highlights (including the ISSA-TV real-time stream-

ing broadcast) with your friends and colleagues on social media. Plus, for the first time this year, you can post your comments to a social media "wall" on the show floor where other attendees can see your comments.

**How:** Use the #ISSA2016 hashtag. ■



# YOUR CUSTOMERS DESERVE A BETTER HAND DRYING EXPERIENCE.

**When only air dryers are present, 62% of people either seek alternate methods or only partially dry their hands.\***

When given the choice, 75% of people choose paper towels over air dryers to dry their hands in public washroom facilities.\* Give your customers the hand drying experience they prefer by providing paper towels instead of air dryers.

For more information visit [ChooseKrugerTowels.com](http://ChooseKrugerTowels.com)



AWAY FROM  
HOME



EMBASSY  
ULTIMATE LUXURY

\* Based on results of Kruger Products' 2016 online survey of 1,009 English speaking Canadians age 18+.  
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## SCA AfH: Empowering You with New Possibilities

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powering You with New Possibilities.” This is our message to our customers – new products and services, enhanced service and support and the power of Tork, the leading global AfH brand. January 1 is an important date for the integration. Our supply chain is well underway, our sales team integration is complete and will be effective as of January 1, and our brand and assortment migration will begin to roll out throughout 2017 and early 2018.

SCA and Wausau share so many things in common - our commitment to putting the customer first, our corporate values and our focus on innovation and sustainability. I urge you to stop by our booth to learn more about the integration.

**WALDENS: The acquisition also gave you a number one global market position. Congratulations. Where do you go from here?**

**DON:** Thank you. Market share is not the aim, it's the result. It's what you earn when you're focused on exceeding the expectations of customers. That means we need to keep innovating and finding new solutions to ensure that our customers are “ready for business.” That focus has always made us a market leader. Being number one globally is certainly a reflection of that, but it's important to remember that market share only matters if it's running in parallel with market growth. You won't stay number one

in the AfH category for long if you don't focus on getting better every day – enhancing your customer's business while growing your own at the same time.

**WALDENS: What are some of the innovations that you think customers are noticing most?**

**DON:** One of the innovations we are most proud of is Tork EasyCube. You'll find it in our booth at the show and you'll see it in action in the restrooms at the convention center. If you haven't experienced EasyCube yet it works like this: If you're using the restroom in your office building or at a stadium and the soap dispenser is empty, that's pretty frustrating. If you've ever realized too late that the stall is out of bath tissue, now that's a bad experience. Tork EasyCube lets facilities managers track and predict – using wifi-enabled dispensers and a mobile app – when restroom supplies are running low. That's information they'd rather know before a problem arises than from a justifiably annoyed employee or customer afterwards.

SCA was first to market with this innovation and Tork EasyCube is already being used with some of our largest customers around the world. In fact, you'll find it right here in Chicago at McCormick Place and the Navy Pier, as well as at the University of California-Irvine Medical and the Phila-

delphia Eagles are using the technology for all of their home games this season.

**WALDENS: Towards the end of summer SCA announced that it has plans to split the company into two parts, one focused on the forest products business and the other on the hygiene business. How does that announcement impact the AfH business and the Tork brand?**

**DON:** To start, this is something that needs to be approved by our shareholders at next year's Annual General Meeting. I believe this would give us greater focus. Our goal is to be a leading global hygiene authority and that fits squarely with the role

of the Tork brand in the AfH category. As part of that commitment we have aligned ourselves with organizations that address hygiene issues and we are working closely with the United Nations Sustainable Development Goals. We're also launching a global thought leadership initiative called Hygiene Matters which invites people around the world to join us in a global conversation on the hygiene challenges the world faces, including lack of access to public restrooms in some parts of the world. Anyone attending ISSA who is interested in this conversation can join us at [www.HygieneMatters.com](http://www.HygieneMatters.com). ■

## SCA Brings Efficiency to Restroom Cleaning with Tork EasyCube Intelligent Restroom System

*By Jimmy Baynum, Market Development Director, SCA AfH Professional Hygiene Business*

This year at ISSA/INTERCLEAN, SCA booth #1449 visitors get a close look at Tork EasyCube™ Intelligent Restroom System, the first-to-market smart wash-room solution that uses connected technology to increase cleaning efficiency.

Restroom conditions are a top priority for many facility managers and cleaning staff. Of all building spaces, the quality of these facilities typically generate the most complaints – particularly if they are unclean or inadequately stocked – and can even lead to departures from tenants who expect a comfortable workplace experience. Restrooms reflect on the entire business and by creating a premium, clean and well-managed washroom environment, building managers can make a lasting positive impression.

While this sounds like a labor-intensive

goal, it can be an easily accomplished reality. What if hand towel dispensers could



SCA's Tork EasyCube

alert building managers before all of the towels had been used? What if cleaning staff knew restroom traffic increased at a specific time each day and planned accord-

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## Spartan Presented with the 2016 Navigator Award

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, was recognized by Strategic Market Alliance (SMA) and presented with the 2016 Navigator Award.

SMA's Navigator Recognition program acknowledges top performances from the preceding year by both SMA Member Distributors, and by the Group's Qualified Suppliers. Spartan Chemical was recognized with SMA's Navigator award for Supplier Achievement in Field Sales Excellence; an award based on the results of SMA's annual survey of Member Distributors about performance quality, effectiveness and responsiveness of sales teams from each of the Group's Qualified Suppliers.

“The Spartan Chemical sales team is very well respected by SMA members for its high levels of expertise and partnership with independent distributors in serving end-user customers”, said Dick McGann, President, Strategic Market Alliance. “Results from our annual survey of members bear this out, and we are pleased to recog-

nize Spartan with our Navigator Award for Field Sales Excellence.”

“Spartan exclusively sells through independent distribution,” said John Swigart, President, Spartan Chemical. “This award acknowledges the dedication and partnership we have to this channel and with SMA distributors to secure their value and



Spartan Recognized by SMA

competitive position in the market.”

The award was presented to Spartan Chemical by Dick McGann, President, Strategic Market Alliance during Alliance™ 2016 in Salt Lake City, Utah. Spartan Chemical was represented by John Swigart, President, and Greg Ford, Vice President of Sales. ■

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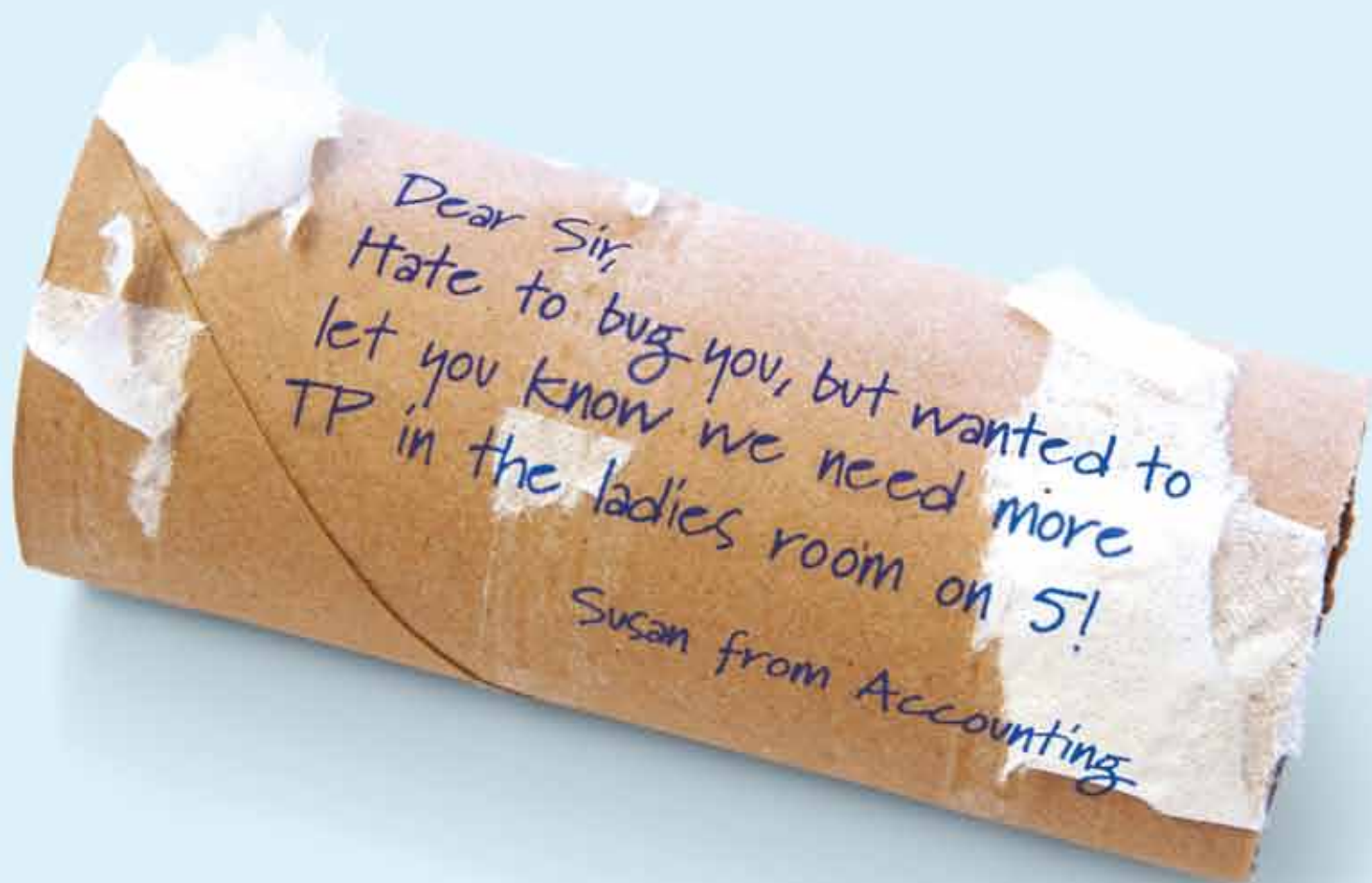
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## **Tork EasyCube™ Intelligent Restroom System**

Keep a step ahead with Tork EasyCube™ Intelligent Restroom System. Digital sensors at your restroom's entrance and in the towel, tissue and soap dispensers take the guesswork out of restroom maintenance. By transmitting real-time data to an easy-to-use web app, you will know exactly when refills are needed and exactly how many visitors have entered. Smart technologies help keep restrooms clean and always ready for use – a difference that people notice!

See how SCA is leading the way to intelligent restrooms at **SCA booth #1449** at the ISSA show.



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



## PURELL Brand Extends Portfolio with Launch of PURELL Surface Disinfecting and Sanitizing Sprays

*EPA Design for the Environment Certified. Rapid Germ Kill. No Rinse Food Contact Formula – Powerful Peace of Mind*

PURELL™ Surface Disinfecting and Sanitizing products are the latest innovation from GOJO, the inventors of PURELL® instant hand sanitizer and the global leader in hand hygiene solutions. The expansion of PURELL™ products into the surface disinfecting and sanitizing category reflect the GOJO commitment to delivering exceptional well-being solutions for people, surfaces and our environment. The PURELL™ brand, trusted by hospitals, schools and restaurants for decades, is introducing its new surface disinfecting and sanitizing sprays into the foodservice, healthcare and professional markets.

“People and businesses want to effectively disinfect and clean their work environments, but with products that are good for them and the planet,” said Steve Ashkin, a leader in the Green Cleaning Movement. “With its science-based approach, GOJO changed the way we think about cleaning our hands, and now is revolutionizing the surface spray category with products that offer powerful germ kill for MRSA, the cold and flu virus and norovirus within 30 seconds, a no rinse food contact surface formula in addition to its Design for the Environment Certification.”

Out of the 3,000 EPA registered surface disinfectants and sanitizers, less than 100 have the EPA's Category IV lowest toxicity rating, and of those, less than 10 have the

EPA's Design for the Environment (DfE) Certification. PURELL™ Surface Disinfecting and Sanitizing products have the fastest overall disinfection times for bacteria and viruses than any other DfE product.

Before launching the PURELL™ Surface Products into the market, the privately held, family-owned company worked closely with scientific and sustainability thought leaders, like Ashkin, as well as customers and key decision makers in the food, healthcare and professional markets to understand the market needs and gain feedback to deliver the right solutions.

**“The GOJO Purpose of Saving Lives and Making Life Better Through Well-Being Solutions drives our commitment to offering our customers the best hygiene solutions on the market today,”** said Jessica McCoy, GOJO vice president and general manager of business development. “Our customers want peace of mind that the hygiene products they use on their hands and surfaces are worry free for them, the environment and do what they are intended to do – kill germs that can make us sick. Our new surface disinfecting and sanitizing sprays work with other PURELL™ products, and using these products throughout the day helps reduce the spread of germs that

can cause illness. Our high standards for performance, people and planet are unmatched.”

**The PURELL™ Foodservice Surface Sanitizer**



### GOJO PURELL Surface Sprays

- **Formulated for Food Contact Surfaces:** No rinse required on food contact surfaces; NSF certified D2 classification
- **Rapid Germ Kill Time:** Eliminates Norovirus, Salmonella and E. coli in 30 seconds
- **Powerful Peace of Mind:** No precautionary statements; no handwashing, gloves or safety glasses required.
- **Multi-Surface Performance:** Proven across most hard and soft surfaces
- **Fragrance -Free** – Gives peace of mind for use around patrons with no

harsh fumes  
**The PURELL™ Healthcare Surface Disinfectant**

- **Rapid Germ Kill Time:** 30-second disinfection for MRSA, VRE and Norovirus
- **Powerful Peace of Mind:** No precautionary statements; no handwashing required
- **Easy-To-Use:** Patented 1-step disinfectant and cleaner
- **Multi-Surface Performance:** Proven performance across most hard and soft surfaces
- **Fragrance -Free** – Gives peace of mind for use around patients with no harsh fumes

**PURELL™ Professional Surface Disinfectant for Offices and Schools**

- **Powerful Peace of Mind:** Tough enough to kill 99.99% of germs on surfaces, including the cold and flu virus, yet gentle enough for children's toys
  - **PURELL TOUCHABLE™ Technology:** No rinse required following use on food contact surfaces; no handwashing, gloves or safety glasses required
  - **Easy-To-Use:** Patented 1-step disinfectant and cleaner
  - **EPA Design for Environment Certified:** Fastest overall disinfection times for bacteria and viruses than any other DfE product.
  - **Fragranced** – Light, refreshing citrus fragrance with no harsh fumes
- The new PURELL™ Surface Spray products are available through GOJO distribution and online retailers. For where to buy information, go to [www.purellsurface.com](http://www.purellsurface.com). ■

# READY FOR IMPACT

VISIT BOOTH  
**5016**



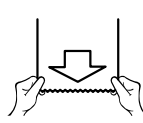
MULTI-FOLD  
TOWEL DISPENSER



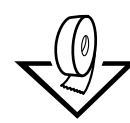
JUMBO ROLL TISSUE  
DOUBLE DISPENSER



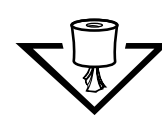
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Visit us at **ISSA booth 2026**



**We are not  
a buying group.**



**We are AFFLINK**



AFFLINK.com or room N127 at ISSA

## AFFLINK: More for its Members

At AFFLINK, it's not just about rebates. Our focus is on growing our Members' businesses and providing them with competitive advantages to better compete out in the marketplace. We have numerous programs and services designed by our Members to do just that...keeping them healthy, viable businesses for years to come. But you don't have to take our word for it. Here's what our Members are saying about the AFFLINK Advantage:

### National Account Access:

"Our success is a function of a long-term partnership with AFFLINK and a very close working relationship with our AFFLINK Business Development Manager. We work together as a team to support the customer and we communicate throughout the sales process. Servicing AFFLINK national accounts requires ongoing customer support and very high service levels, which is achieved through our joint working relationship and clearly defining the customers' needs and requirements. Continuous improvement programs and cost saving projects are presented and updated constantly, which in turn builds long-term customer partnerships." – **Kirk Miles, United Industries**

### Ecommerce Capabilities

"Shopfront™ is a wonderful new way for our customers to browse our online catalog and place their orders with greater ease. AFFLINK has provided a terrific upgrade, having the product images and the descriptions all in one place, and given excellent service during our platform transition." – **Paula Subasic, Beach Chemical & Paper Co.**

"Every day I am amazed by our web ordering capabilities and the advanced technology we have to propel us to the next level." – **Jeff Hittinger, Osceola Supply**

### Sales & Marketing Tools

"Our industry is changing. And as an independent distributor, we're constantly

looking for a way to be different. If you're not adopting ELEVATE™, you're passing on a sales resource that all you have to do is reach out and take it and put it in play," -- **Christopher Saylor, SacVal Janitorial**

"If you're looking for a new way to tap into those hard to reach accounts, where you just need a foot in the door, ELEVATE™ is your answer. It has helped us gain new business by offering an enhanced customer experience that delivers both hard and soft cost savings." -- **Eric Salisbury, Group O**

### Private Brands Program

"AFFEX Member Brands enables us to distinguish our company by offering a competitive quality product that other distributors cannot easily identify or duplicate. In addition, with the breadth of items available, we are able to capitalize on this advantage in any of our market segments."

-- **Randy Nash, Carpenter Paper**

"AFFLINK Member Brands has been a significant part of our overall success in recent years and easily one of the most profitable product brands we have in house." -- **Tim McCord, Empire Paper Company**

### Sales Incentive Trips

"Laura and I have made so many friends and been to so many great locations with AFFLINK's New Latitudes program. The AFFLINK staff does an outstanding job planning and taking the "work" off the participants. All you have to think about is what time to be there, what to wear, and how to get it all done before you have to leave and get back to the real world of work." -- **Steve Gaskin, Lann Chemical**

If you'd like to find out more on how to join these great AFFLINK Members in growing your business and having a little fun, stop by Room N127 during ISSA or visit us at [www.AFFLINK.com](http://www.AFFLINK.com). We'd love to spend some time getting to know you. ■

## NETWORK IS DESIGNED FOR SUPERIOR CUSTOMER VALUE

In June, 2016, NETWORK received two esteemed supplier awards from Premier, Inc., one of its largest healthcare customers.

**The Supplier Legacy Award** recognized NETWORK's long-standing support of Premier healthcare members through exceptional local customer service and engagement, value creation through clinical excellence and commitment to lower costs.

**The Continuum of Care Award** recognized NETWORK as a top performer for its growth and support of Premier's REACH program, which includes education, hospitality, recreation, community,

and business and industry organizations.

These are just two examples of the award-winning sales, service, and support NETWORK provides to its corporate account customers. ■



**Darren Victory, Corporate Account Director, (center) accepts the awards on behalf of NETWORK from Durrall R. Gilbert, President of Supply Chain Services for Premier (left) and Michael J. Alkire, COO for Premier (right). The awards ceremony was held at Premier's 2016 Breakthroughs Conference and Exhibition**



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## DPA Honors Distributor with Founder's Award

Distributor Partners of America (DPA), a member-driven buying & marketing group, recently announced the recipient of its prestigious Founder's Award at its annual Buying & Networking Conference in Orlando, FL. This year's Founder's Award was the ninth given in the group's history and the honor went to Abel Industries, Inc. (Dumfries, VA).

The DPA Founder's Award recognizes a company or individual that has been with DPA from the beginning, and that embodies the spirit of the organization. "Peter Homan started his business with \$10,000 selling rags, and developed it into the premiere distributorship in Northern Virginia.



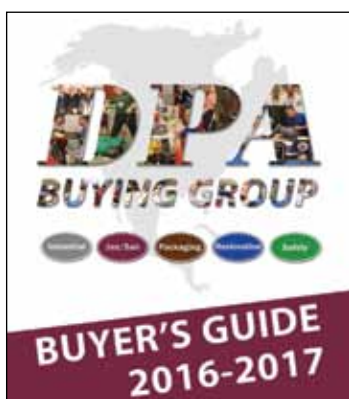
**Abel Industries, Inc. (Dumfries, VA)**  
**Peter Homan Presented by**  
**Zachary Haines & Jeff Tishko (DPA)**

He literally went from rags to riches! We are proud to honor him with this award," Zachary T. Haines, DPA CEO. ■

## DPA Buying Group Announces its 2016-2017 Buyer's Guide

The DPA Buying Group is pleased to announce its 2016-2017 Buyer's Guide.

The new buyer's guide showcases over 200 DPA preferred suppliers and will be used by the group's distributor members as a desktop resource when purchasing their products. The guide is conveniently organized by industry and product category. It also includes a full alphabetical listing of preferred suppliers; providing contact information to members. Approximately 50 DPA manufacturers advertised in the



## Cascades Pro Rolls Out New Website For Professional Market

Cascades Pro™, a leader in the manufacturing of green tissue products, announced the unveiling of its new website for the company's Professional Division. Providing customers with a clean, updated online platform, the new site simplifies the online experience, making it easy for visitors to seamlessly navigate between Cascades Pro array of product offerings.

Cascades Pro motivations for this new website go beyond visual improvements, as the new website includes login sections for both distributors and customers. All of the essential information regarding Cascades Pro products and solutions is now just a few clicks away.

"The launch of our new responsive website is a crucial step in our ongoing

new publication and each of DPA's over 700 distributors will receive copies of the buyer's guide in the coming weeks.

The DPA Buying Group is a North American buying and networking organization comprised of more than 700 distributors and 200 preferred suppliers in the Janitorial, Industrial, Safety, Packaging and Restoration product industries. For more information about The DPA Buying Group, please visit [www.DPABuyingGroup.com](http://www.DPABuyingGroup.com) or call (800) 652-7826. ■

rebranding efforts, and we could not be more pleased with the new site's intuitive design," said Andre Daviault, Marketing Director, Cascades Pro, Tissue Division.



"Customers can easily familiarize themselves with Cascades Pro collection of products through the new website layout that delivers a comprehensive navigation experience for users."

Featuring expanded content, a simplified navigation system and easier ways to connect, the clean design and user-friendly interface make it easy for visitors to transition between product information, industry articles, environmental and cost savings calculators, and much more. The responsive site embodies the newly developed Cascades Pro brand and tagline "All clean. All good." and provides an enhanced user experience with an adapted design for both mobile and tablet users.

For more information about Cascades Pro and to explore our new website, please visit [www.cascadespro.com](http://www.cascadespro.com) ■

## DPA - Distributor and Supplier of the Year

Distributor Partners of America (DPA), a member-driven buying & marketing group, recently announced its 2015 Distributor and Supplier of the Year recipients.

### 2015 DPA Distributor of the Year



**JD Distributors, Inc. (Union City, TN)**  
**Tina Stover & Jimmy Slaughter**  
**Presented by Zachary Haines & Jeff Tishko (DPA)**

These awards were presented at DPA's annual Buying & Networking Conference in Orlando, FL, on May 10, 2016.

Congratulations to DPA Distributor of the Year JD Distributors, Inc. (Union City,

### 2015 DPA Supplier of the Year



**Pitt Plastics / Inteplast (Livingston, NJ)**  
**Eric Ficken Presented by**  
**Zachary Haines & Jeff Tishko (DPA)**

TN) and DPA Supplier of the Year Pitt Plastics / Inteplast (Pittsburg, KS). ■

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## Spartan Chemical Launches New Mobile-Ready Website - Adds Multimedia Content for Today's B2B Purchaser

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced today the launch of their new website, [spartanchemical.com](http://spartanchemical.com).

In 2015, smartphones were emerging as one of the most popular devices used to search the internet. According to reports from eMarketer, globally speaking, mobile traffic is about 30% of all internet activity. Global Web Index found that smartphone usage to search the internet was up to 80%, with tablet usage at 47% and PC/Laptops holding strong at 91%. Spartan's new website was produced to be responsive and optimized for all usage whether it be desktop, tablet or mobile device. Users will now be better served no matter how they access the site content.

In addition, according to recent studies done on B2B procurement, 94% of B2B buyers research online before purchasing a product. And 70% watch videos during their path to purchase. Spartan's website has been completely revamped to bring a brand new experience. A magnitude of multimedia content has been added to the new site enabling visitors to research product information by facility type (healthcare, university, brewery, etc.), so-

lution (restroom care, hand hygiene, staff training, etc.) or a Spartan program, such as BrewCheck™, SanitationCheck®, and GroceryCheck™. The result is a B2B buyer experience that facilitates finding what they want and where to buy, the way that today's customer expects.



Spartan Website

"Since we only sell through distribution, the ultimate goal of our website is to drive business to our distributor partners, as well as increase brand awareness and customer affinity," said John Swigart, President, Spartan Chemical Company. "With our new website, customers will find it easier than ever to find solutions to their cleaning challenges and how at Spartan, we make clean simple."

For more information on Spartan programs, solutions and products visit [www.spartanchemical.com](http://www.spartanchemical.com). ■

## Sofidel Launches Papernet Brand in the U.S. at ISSA INTERCLEAN Chicago

Sofidel, one of the world's largest paper manufacturers, will now offer its away-from-home brand Papernet to the U.S. market. Available in Europe since 2011, Sofidel is launching the brand at the ISSA INTERCLEAN 2016 North American show in Chicago.

The Sofidel Group is a world leader in the manufacture of paper for hygienic and domestic use. Founded in 1966 in Italy, Sofidel is the sixth largest tissue paper manufacturer in the world and the second largest manufacturer in Europe. The company has 20 subsidiaries across Europe and the US, and more than 5,500 employees worldwide. Sofidel is a member of the UN Global Compact and the international World Wildlife Fund (WWF) Climate Savers program and is committed to promoting sustainable development.

Papernet is Sofidel's away-from-home brand offered exclusively to the B2B market. Sofidel has been operating in Europe for 50 years where it has been a leader in the consumer market with popular brands such as Regina, Softis, Sopalín, Le Trèfle,

Onda and Volare. The Papernet brand leverages this rich history in the consumer space and is a young and playful brand focused on protection and hygiene.

Papernet features unique and techno-



Sofidel Dissolve Tech Hand Towel

logically advanced products such as Dissolve Tech. Dissolve Tech is a hand towel that is specially formulated to have the strength of a paper towel, but breaks down like toilet paper. This means customers no longer have to worry about clogged toilets from people flushing towels down the drain. For more information about Papernet, visit booth 2506 or [www.papernet.com/americas](http://www.papernet.com/americas). ■

## NETWORK IS DESIGNED FOR ACHIEVING MILESTONES

Robert Mitchum will be retiring from his role as NETWORK's CEO at the end of 2016. During his tenure, NETWORK

achieved a number of significant milestones, all of which have positioned the organization to continue to be an industry leader going forward. A few of the high-



Robert Mitchum

lights include:

- ◆ Industry/Market position
  - Recognized as a top customer to all of the major manufacturers in our industry
  - Recognized as a significant national distribution solution, with Corporate Account sales of \$1B annually
- ◆ Extended global coverage, to now include service capabilities in 46 countries
- ◆ Enhanced global purchasing programs and solutions
- ◆ Expanded service offerings, delivering more value to customers
- ◆ Improved business processes and continuous improvement initiatives, making it even easier to do business with NETWORK

On November 1, 2016, Mitchum will pass the leadership reins of this well-positioned organization over to his successor, Alan Tomblin. Please join us in congratulating Bob on his retirement.

For more information about NETWORK, visit [www.networkdistribution.com](http://www.networkdistribution.com). ■

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[PAPERNET.COM/AMERICAS](http://PAPERNET.COM/AMERICAS)



## Deb USA – Deb InstantFOAM Complete – The Complete Solution for Hand Sanitizing

Deb Group has launched Deb InstantFOAM® Complete – the world's first broad spectrum foam hand sanitizer that kills up to 99.9999 percent of many types of germs.

Deb InstantFOAM® Complete is part of the new Deb Stoko® Range and has been created for critical hand hygiene situations where closed or semi-closed quarters may increase the likelihood of outbreaks, such as cruise ships, healthcare and the food industry. Using patented Deb Foam Technology™, the unique perfume-free & dye-free alcohol-based liquid is dispensed as soft-structured foam and designed to be used without water to provide a complete solution for hand sanitizing, combining safety and preference with highly effective broad spectrum efficacy.

Deb InstantFOAM® Complete works

by directly dissolving the bacteria cell membrane and denaturizing the constitutive proteins and enzymes, killing germs extremely quickly without any risk of damaging the skin's natural antibacterial resistance. In doing so, the sanitizer is highly effective against a broad spectrum of potential threats; while its moisturizing agents leave the skin feeling smooth after use, helping to avoid skin dryness, often associated with the use of some sanitizers in high frequency usage settings.

Unlike with liquids, foam does not run off the hands and provides the user with complete control of the product without dripping or splashing, ensuring the full dose is applied effectively with every application. Compared with gels, foam does not contain gelling agents that leave the hands feeling sticky, particularly after

multiple applications. Because Deb InstantFOAM® Complete has been formulated to be used without water; the product can be used in any work environment, on-the-go or public area.

The significance of its fast-acting, scientifically-proven formula is that it is 1,000 times more effective than one that kills 99.9 percent. In the context of hand hygiene, where as many as 10 million transient bacteria cells can be found on the end of just one finger, the extra "9s" could prove critical in the prevention of transmitting potentially deadly infections – of which it only requires a count of between 10 and 100 cells to cause illness.

"We are delighted to announce the launch of Deb InstantFOAM® Complete, quite simply because it can make the difference in ensuring the highest levels of hand hygiene in the circumstances that require it most," said Isabelle Faivre, Vice President Marketing, Deb North America. "Our hands are the main route for the trans-

mission of potentially deadly bacteria, and it is an issue that is often overlooked. By incorporating hand hygiene best practices into any given facilities, supported by the sanitization effectiveness that Deb InstantFOAM® Complete brings, organizations can provide an unprecedented level of protection from harmful pathogens for their staff, patients or customers."

Deb InstantFOAM® Complete is available in a range of pump bottles (47ml, and 400ml), 1L cartridges and manual or touch-free dispensers (1L) for easy access in hand hygiene sensitive environments. The products are certified USDA BioPreferred, UL Ecologo and NSF E3.

To find out more about Deb InstantFOAM® Complete, visit [www.debgroup.com](http://www.debgroup.com) ■

## Starco Chemical to Exhibit Full Line of Liquid, Powdered and Solid Specialty Chemical Products

With a totally new dynamic and modern ISSA SHOW display, Starco Chemical, a division of Diamond Chemical Co. Inc., of East Rutherford, NJ, will be exhibiting its full line of liquid, powdered and solid specialty chemical products at the ISSA/INTERCLEAN Chicago booth 445.

Management attending the show will be Harold Diamond, President; Martin Zaret, Vice President; Harvey Wasserman, Vice President Sales; Tom Strnad, Southeast Sales Manager; Tony Lau, Mid-Atlantic/East Coast Regional Sales Manager; Dave Piekarski, Midwest Regional Sales Manager and Ron Manfredo, East Coast/New England Sales Manager.

Others set to attend and represent Starco will be SHM Sales Associates, Plainview, NY; The Henson Sales Group, Wayne PA; Progressive Marketing, Penfield, NY; Sharpe and Perkins, West Palm Beach, FL; Walsh Sales Co, Memphis, TN; REPS and Associates, Alexandria, VA; and Krehbiel and Associates Inc., Strongsville, OH.

Starco will be exhibiting a broadened EPA Safer Choice Green Key® product line. Eighteen Safer Choice products are now available for all housekeeping and floor care chores.

Additionally, Starco has introduced new bulk fill, foaming, and antibacterial hand soaps, as well as cartridge systems. Also on display from Starco will be a complete line of kitchen and laundry chemical products. New this year, are 3 warewash solid products and solid laundry products.

Starco's parent company, Diamond Chemical, says it can provide full service laundry and warewash programs for distributors. Experts will be available at the show to answer questions about profitable full service programs.

Starco will also be promoting its complete powdered and liquid product lines. With a large powder manufacturing facility, Starco produces powdered laundry, dishwashing and general purpose powders. These products may be used manually or with automatic injection equipment.

Starco invites attendees to look for STARCO at booth 445 and to stop and see the folks at Starco Chemical. ■



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# Cascades Tissue Group Announces Professional Division's Rebrand

Cascades, a leader in the recovery and manufacturing of green packaging and tissue products, today introduced its new brand identity within its Tissue Group division, Cascades Pro™, the culmination of a major brand transformation for the former Away-From-Home division.

The rebranding comes as a result of dynamic growth, as Cascades increases its presence throughout North America. Included in the rebranding effort is a new tagline – “All clean. All good.,” a new logo, updated brand pillars, restructured sub brands and a new user-friendly website. The new brand identity reflects the passion and spirit that sets the company apart from its competitors.

“The rebranding corresponds with our development and vision for the future of

our professional business,” stated Benoit Alain, Executive Vice-President, Cascades Pro™. “We go out of our way to help our distributors and end users succeed with a cleaner offering, friendly customer service and sustainable and credible solutions that differentiate us from our competitors.”

The company is devoted to helping people feel good, with proven hygiene solutions. Through the rebranding, Cascades Pro reaffirms its commitment to quality, cost effective products and world-class customer service. The brand plans to leverage innovative products with its over 50 years of pioneering sustainable development leadership to support customers and diminish impact on the environment.

The launch of the company’s new website, part of the overall rebranding effort,

brings a clean and updated online experience for customers. The new responsive site greatly simplifies the navigation experience, making it easy for visitors to seamlessly navigate between Cascades Pro’s wide array of products.

A major component of the rebranding



campaign are the seven new brand pillars that serve as the foundation of the Cascades Pro division.

### Brand Pillars

- We cover all bases - Deliver proven, cost-effective hygiene solutions – from bathroom to boardroom to lunchroom to classroom and beyond – with a wide range of product lines that get the job done.
- We’re all ears - Provide world-class service, with a friendly can-do attitude that keeps customers well stocked and well equipped.
- We explore all avenues - Create outside the box innovations like no-touch dispensing, antibacterial paper and hygiene programs that reduce sickness risks.
- We’re all in the family - Embody a company rooted in human relationships and values. A family business that grew into one of the world’s largest paper & tissue manufacturers.
- We’re all in it together - Build client, employee, reseller, building manager, end user and community bonds. They’re all partners in our success, and each one is a relationship waiting to be built and nurtured.
- We’re green all over - Succeeded in integrating sustainable development into our DNA. Long before it became fashionable, we were putting sustainability into practice.
- We’re all over North America – Ensure that we cover all of North America starting with our 2,200 employees and 20 production units.

Under the renamed Cascades Pro division, products have been streamlined and now reside under just five brands, making product selection more efficient with a focus on the brands most valuable to the customer.

### Sub Brands

- Cascades Pro Tandem™ – Dispensing systems that work hand in hand with our paper for maximal performance, sustainability and savings.
- Cascades Pro Signature™ – Premier quality paper products created to pamper customers. The indulgently soft products, with superior performance and absorption, will add a touch of luxury to any public space.
- Cascades Pro Perform™ – Environmental paper products that effectively balance cost, sustainability and performance. Made with 100% recycled fibers these products are soft, attractive and reliable.
- Cascades Pro Select™ – 100% recycled paper products designed for optimum value. Affordable solutions for everyday needs and usage that fit any budget.
- Cascades Pro Tuff-Job™ – Solution driven wipers with maximum durability, strength and performance. These wipers deliver unsurpassed quality and guaranteed performance with the toughest of jobs in mind.

The company is confident that the rebranding will improve its business practices and generate positive impacts for prosperity and its partners. ■



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## Study Identifies Restaurant Flaws That Leave A Bad Taste In Diners' Mouths

*Bad odor and dirty surfaces cited as top factors for a lack of repeat business*

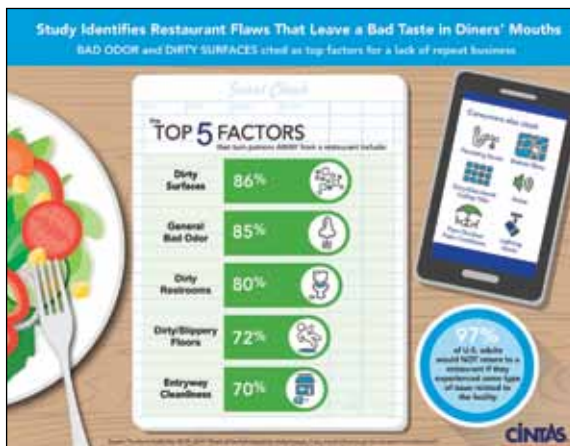
Loyalty programs aren't the only way to build repeat restaurant business. A new survey commissioned by Cintas Corporation and conducted by Harris Poll identifies common issues that would keep Americans from returning to restaurants. Conducted online among 2,034 U.S. adults ages 18 and older, the study found that 97 percent of U.S. adults would be influenced to not return to a restaurant if they experienced some type of issue related to the facility.

"Even with a master chef in the kitchen, a dirty restroom or unattractive entryway can leave a bad taste in a diner's mouth," said John Engel, Senior Marketing Manager, Cintas. "Repeat business is vital to the success of any restaurant. Restaurant managers must ensure that their employees are READY™ to address facility flaws to keep diners returning."

The top five factors that would turn diners away from a restaurant include:

- \* Dirty surfaces (e.g., tables, chairs, booths, dust on decor, dust bunnies on floors) - 86 percent
- \* General bad odor - 85 percent
- \* Dirty restrooms (e.g., floors, stalls, mir-

- rors, odor) - 80 percent
- \* Dirty/slippy floors (e.g., wetness, dirt/dust) - 72 percent
- \* Entryway cleanliness (e.g., cigarette butts, overflowing trash cans, unkempt appearance) - 70 percent



Consumers also cited plumbing issues (e.g., toilets and/or sinks not working) (68 percent), broken or cracked glass (e.g., counters, windows) (53 percent), noise (e.g., loud music, loud employees, phones ringing) (47 percent), dirty/discholoring ceiling tiles (47 percent), poor outdoor patio conditions (37 percent), lighting issues (e.g., light fixtures out, not working properly, poor lighting) (36 percent) and

other issues (21%) as factors that would influence them in choosing to not return to a restaurant.

The study also found that gender plays a role in which factors influence a customer to avoid a restaurant. Women are less likely to return to a facility with a dirty entryway (75 percent) than males (64 percent). More women (72 percent) also said

a plumbing issue would prevent them from returning to a restaurant, compared to 63 percent of men.

Older Americans, ages 65 and older, said that dirty/slippy floors would influence their decision to return to a restaurant (88 percent vs. 61 percent ages, 18-34).

For more information about Cintas' solutions for restaurants, please visit [www.cintas.com/managedsolutions](http://www.cintas.com/managedsolutions). ■

## Getting New Business the Old Fashioned Way

Someone I know in the contract cleaning industry wanted to expand his business. He gave up on cold calling, as it just was not working and he did not enjoy it, and was looking for a new tack. Based on his research, he decided the best approach was to increase his online savvy. He spent a small fortune on a new website; immersed himself in social media; began blogging on his own site and others; paid instructors for guidance on how to use LinkedIn as a marketing tool, at a rate of \$300 per hour; and read every book available on how to market effectively in the 21st century.

And the result? Zilch, nada, nothing.

However, this is not the end of the story. He was able to grow his business. Now he has as much business as he can handle. It just didn't happen the way he expected. So what turned things around? Instead of relying on 21st-century marketing techniques, he used one of the oldest tools in the business handbook and that is face-to-face networking.

Networking is defined as interacting with other people to exchange information and develop contacts, especially to further one's career. Some cleaning contractors think there is a secret to successful networking, but in reality, there is no secret; you just have to do it.

I'll admit we all may feel some apprehension going up to strangers at a business event and starting a conversation. But what often happens is once you give it a try, you actually start enjoying it. And when you can enjoy it, that's when the results really start to add up.

While there is no secret to successful networking, there is a formula that I teach my contract cleaning clients that has proven very effective. It includes the following:

**Network with a purpose.** Make sure you know why you are attending the networking event. Is this a gathering for people in an industry you want to get more involved with?

**Get strategic.** Find out as much as you can about the gathering beforehand. Who is the guest speaker? Who is hosting the event? Who will be at the event? Are they decision makers? Building owners? Property managers?

**Dress for the event.** Attorneys typically dress suite-and-tie at business events, so when attending one of their events, do so as well. Architects and designers, on the other hand, often dress very casually. If attending one of their events, follow suit.

**Careful with business cards.** Before offering someone your business card, take the time to get to know them first. If they are a potential client, someone who could help your business or you, or someone you would like to see again, then exchange business cards.

**Listen.** Nervous or ineffective networkers think their job at a networking event is to talk, talk, talk. While you should talk about yourself and your business, start by asking questions of your new acquaintance. Learn about the person you are speaking with, what they do, what their position is, and so on, and build some rapport. Genuine interactions lead to more meaningful business connections.

**Have a conversation starter.** If wearing a little something unusual but professional, such as a remarkable tie or brooch, helps break the ice and draws people to you, wear it. This can be a very effective conversation starter.

And before we leave, we should mention a new form of networking that is also showing great promise. While Facebook and Twitter have been a bit disappointing in the B2B world, LinkedIn is proving to have some real potential. Its networking, but electronic and if successful, it gets the same result: meeting someone with the possibility of helping them and doing business with that person and their company.

But before jumping into the ring with LinkedIn, do your homework. There are marketing experts that specialize on ways to market yourself and build relationships using LinkedIn. Read some of their articles; get some of their books. This will help you build a knowledgebase and foundation, so you can make this new medium work.

Segura & Associates was founded by Ron Segura, who now serves as president of the company. Ron has over 45 years of experience in all segments of the professional cleaning and building operation with ten of those years spent as Manager of Janitorial /Document Services for Walt Disney Pictures and Television. Segura & Associates works with clients, helping them operate their facilities in a healthier, more sustainable, and efficient manner. He can be reached via his website at <http://www.seguraassociates.com>. ■



Ron Segura

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Our newly expanded *Standard for Paint* includes concrete sealers, floor and ceiling coatings, and fire-resistant coatings among its many categories of paint, coatings, stains, and finishes.

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And **for maintenance**, we certify thousands of general purpose and carpet cleaners, including enzymatic and microbial products.

**Floors, ceilings and everything in-between--** whether you make it or use it, you can bet Green Seal certifies it.

Visit us at  
ISSA/InterClean  
**Booth #1069**  
greenseal.org



## SCA Brings Efficiency

*continued from Page 4*

ingly? And what if cleaning staff knew exactly which dispensers – down to the floor, bathroom and stall – needed replenishing? Data-driven intelligence is taking buildings into a new era, moving cleaning crews from following static schedules to cleaning when and where it's actually needed.

Welcome to the world of intelligent restrooms.

### How Tork EasyCube Works

Tork EasyCube is a smart restroom solution, which uses sensors embedded in hand towel, bath tissue and soap dispensers to wirelessly transmit refill needs to a web application. By capturing this data and displaying it on an easy-to-access online dashboard, Tork EasyCube helps facility managers handle everyday responsibilities and better allocate their staff's efforts to more critical cleaning tasks.

### What Tork EasyCube Can Do For You and Your Building

*Eliminate Issues Before They Arise* – Tork EasyCube keeps facility managers better informed of restroom traffic, alerting them of exactly when and where issues arise.

*Better Staff Utilization* – The data collected by Tork EasyCube ensures that managers can make better staffing decisions based on a needs-based approach to scheduling. Even when unexpected cleaning needs arise, managers can quickly deploy tasks to the cleaning staff. Once received and addressed by the cleaners, tasks are marked as “complete” so managers can always have the confidence in knowing all cleaning needs are taken care of.

*Efficient Supply Ordering* – When managers can accurately track how much

inventory is being used, purchasing decisions are based on actual usage rates, not guesses. Gone are the days of ordering more product than is needed or can be stored and no more running out of supplies before the next shipment arrives.

*Opportunity to Impress* – Fully-stocked and consistently clean restrooms make a great impression on tenants and building guests. When tenants and visitors have seamless experiences in a building it can generate positive word of mouth for that venue, improving its overall reputation as well as increasing tenant recommendations.

*Letting Technology Do the Heavy Lifting* – Facility maintenance staff is often tasked with the upkeep of entire buildings so having accurate data on restroom stock and supply needs significantly reduces time wasted checking each bathroom and stall.



### Visit us at ISSA

Tork EasyCube provides many benefits to cleaning staff and facility management. By harnessing the power of smart technology and identifying areas where real-time data can improve processes, it is possible to ensure every guest has a clean, fully-stocked and comfortable restroom experience, every time. In fact, the South Hall restrooms of McCormick Place convention center are equipped with Tork EasyCube during the ISSA show, so you can see it for yourself!

Ready to improve cleaning efficiency all while providing a better visitor experience? Vote for Tork EasyCube in the 2016 ISSA Innovation Award Program at [www.ISSA.com/vote!](http://www.ISSA.com/vote!)

Stop by the SCA booth (#1449) or visit [www.torkusa.com/easycube](http://www.torkusa.com/easycube) to learn more. ■

Enterprise in Central NY region for three years. While at Enterprise, Margaret administered many responsibilities including, sales, inventory management, customer service and overseeing day to day operations of the branch. Margaret graduated magna cum laude from Western New England University in Springfield, Massachusetts where she obtained both a Bachelors of Science in Business Administration and Master of Business Administration. ■

## New Disinfectant from Spartan Chemical Offers Cleaning Operations Efficiency

### BNC-15™ Features 3-minute Contact Time

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced today the availability of BNC-15™, an EPA-registered, one step, cleaner disinfectant.

Time is of the essence when it comes to cleaning in healthcare or other high risk facilities; proper disinfection on high-touch surfaces is mission critical to ensuring infection control, and in healthcare, reducing the risk of healthcare associated infections (HAIs).

With disinfection, following the dwell or contact time on the product label is the only way to guarantee all listed microorganisms have been eliminated from the surface. The majority of disinfectants available in the market today, require a 10-minute dwell time.

BNC-15 offers 3-minute disinfection for most common bacteria and viruses and a 60-second disinfection for the HIV-1 and Influenza Type A/Hong Kong virus. In addition, BNC-15 provides Norovirus efficacy in 5 minutes and provides non-food contact sanitization in just 15 seconds.

BNC-15 delivers non-acid disinfection and cleaning performance in an economical concentrate and is a proven “one-step” disinfectant, cleaner, sanitizer, fungicide, mildewstat, virucide, deodorizer, which is effective in water up to 250 ppm hardness in the presence of 5% serum contamination.

“At Spartan, we understand that cleaning operations are under constant pressure to do more with less,” said John Swigart, President, Spartan Chemical Company. “BNC-15 is designed to quickly and effectively provide disinfection so that cleaning operations can provide clean and healthy facilities in the most efficient manner.”

BNC-15™ is available through Spartan's select distributor network. For more information or to find a distributor near you, visit [www.spartanchemical.com](http://www.spartanchemical.com). ■



**Spartan BNC-15**

## Spartan Chemical Promotes Comfort and Malagisi to Regional Manager

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, today announced the promotion of Steven Comfort and Margaret Malagisi to the role of regional manager, effective April 1, 2016.

Mr. Comfort joins Spartan as the Regional Manager for the Indianapolis region. Steven most recently worked at Cintas, in Raleigh, North Carolina serving in various roles from



**Steven Comfort**

New Account Installation Specialist and Service Sales Representative to most recently working as an Outside Sales Representative in the First Aid and Safety

division. Prior to that he was a Financial Representative at Northwestern Mutual in Charlotte, North Carolina. Mr. Comfort also managed Carolina Springs Auto Spa in Charlotte for six years. Steven attended The University of North Carolina, Charlotte, graduating with a Bachelor of Science, Business Administration Management with a minor in Operations and Supply Chain Management.

Ms. Malagisi who joins Spartan as the Regional Manager for the Metro Philadelphia region, most recently worked for Source4Solutions in Cherry Hill, New Jersey as a Client Services Manager focusing on internal client operations. Prior to that she worked for



**Margaret Malagisi**

### Monk Disinfectant Wipes

- Kills 99.9% of bacteria
- One step cleaner, disinfectant and deodorizer
- EPA registered to kill 45 pathogens

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- Quickly and easily spreads across hands when compared to gels, leaving no sticky residue.



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Make Hands Matter in the Workplace

## Cure Your Headaches at the ISSA Resource Center

What makes your brain hurt? Managing employees? Staying on top of new government regulations?

No matter what ails you, you'll find the remedy at the ISSA Brain Bar (inside the ISSA Resource Center, Booth 5269). Visit and find out how to:

- Prove your return on investment to decision-makers.
- Ensure that new employees get the right training while longtime employees stay current.
- Navigate regulations that pertain to employees and safety.
- Keep up with the latest in infection control and green-cleaning techniques.
- Find tools to boost your marketing and online presence.



ISSA Resource Center, Booth 5269

You'll also get a closer look at the latest ISSA member resources, including these four new educational DVDs that will help you streamline your processes and procedures with timely and relevant informa-

tion. All of them are available in both English and Spanish.

- **Carpet Care** (Spanish: *Cuidado de Alfombras*). This instructional DVD covers the four cornerstones of carpet maintenance—preventive, daily, interim, and restorative—as well as the required procedures, tools, and equipment needed for each of these processes.
- **General Office Cleaning** (Spanish: *Limpieza General de Oficinas*). Learn how to pick the right tools, equipment, and cleaning solutions for the job at hand.
- **Preventative Maintenance** (Spanish: *Mantenimiento Preventivo*). This DVD addresses methods needed to properly maintain frequently used equipment such as auto scrubbers, battery-powered equipment and the four systems within

carpet extractors, in addition to other highly used equipment.

- **Safety For Custodians** (Spanish: *Seguridad para los Conserjes*). This instructional DVD will help you ensure the safety of your employees and facility occupants, and get your organization compliant with OSHA regulations.

Don't forget to ask how CIMS (the Cleaning Industry Management Standard) and CITS (the Cleaning Industry Training Standard) can improve your operations and save you money. And if you're a facility service provider—either a contract cleaner or in-house—you'll find plenty of resources from the Cleaning Management Institute (CMI).

Plus, you can score a free pair of wireless earbuds just for visiting! So stop by the ISSA Brain Bar—and soothe your aching head. ■

## Spartan Chemical Expands Building Service Contractor Program

*continued from Page 1*

Chemical. "We are responding to the fast-paced growth in this vertical and adding additional resources."

Jerred Attanasio will be promoted to the role of manager of building service contractors. Attanasio holds a Bachelor of Science degree from The Ohio State University in Columbus, OH. With 16 years of experience in the janitorial/sanitation industry, Jerred has had extensive industry experience, most recently serving as the regional manager for Spartan's North Carolina region.

Bill Stewart will be promoted to the role of west coast building service contractors manager. Stewart has been with Spartan since 1994, first serving as regional manager of the Arizona region. In November 2006, Stewart was appointed to the position of west coast divisional sales manager. Most recently, Bill has returned to the role of regional manager, Arizona region. ■

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# What makes your brain hurt?

**Go ahead, pick our brain.**

Head for the ISSA Brain Bar at the ISSA Resource Center, Booth 5269. Hear all about solutions to these headaches and more.

**Keeping up** with the latest in infection control and green cleaning techniques

**Training** new employees and keeping others current

**Navigating** employee regulations and safety

**Finding tools** to boost your marketing and online presence

**Proving** your ROI to decision makers

**FREE Bluetooth earbuds** when you stop by.



**UNTAMED POTENTIAL**

**ISSA**  
 Advancing Clean.  
 Driving Innovation.





## Spartan Chemical Promotes Colt McLaughlin to Regional Manager

Spartan Chemical Company, a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced the promotion of Colt McLaughlin to the role of Regional Manager for the Southern California region, effective March 1, 2016.

Prior to his appointment with Spartan, Colt worked as a Sales Consultant at Arthrex in Portland, Oregon where he was in charge of inter-office processing and



Colt McLaughlin

inventory management. Colt attended California State University, Stanislaus in Turlock, California where he received his Bachelor's degree in Criminal Justice. ■

## Spartan Chemical Promotes Moore to Regional Manager

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, today announced the promotion of Josh Moore to the role of regional manager, for the Arkansas region, effective July 18, 2016

Josh Moore returns to Spartan from his most recent position at Team Industrial Services, a Building Service Contractor in Kansas City, Kansas. While at Team Industrial, Josh was responsible for account management, overseeing the overall function of manufacturing contracts and busi-



Josh Moore

ness development for new opportunities. Prior to that, he held the role as regional manager for Spartan in the Kansas region, as well as Mississippi, serving Spartan distributors for seven years.

Mr. Moore attended Westminster College in Fulton, Missouri, graduating with a Bachelor of Science in Biology and a minor in Chemistry. ■

## Chemical Manufacturing Industry Leader Carroll Company, Expands Partnership with Waypoint

*New strategic partnership with Waypoint expands customer reach for Carroll*

Carroll Company, the nation's leading manufacturer of private branded institutional cleaning and maintenance chemicals, has named Waypoint as their national sales & marketing agency across the United States and Canada. As Carroll Company celebrates 95 years of service to its customers; Waypoint will be instrumental in further elevating the customer experience by assisting in the delivery of new products and services, focused on meeting the strategic needs of the marketplace.

The timing of this strategic partnership with Waypoint comes during a period of growth and excitement for Carroll. In the past month, the company has named Frank Antonacci as President and Chief Executive Officer. Antonacci is a dynamic senior leader with more than 25 years of successfully driving customer growth, increasing revenue and improving the customer experience within Fortune 15 and startup organizations. Frank's charter is to maximize the partnership with Waypoint to create and execute a successful game changing strategy to ensure a long-term competitive advantage, improved operational agility and customer growth.

The Carroll/Waypoint partnership was driven by Waypoint's history and strategic alignment within the industry, proven by successful go-to-market launches, proprietary delivery systems and customer driven processes. Their performance has earned them national recognition, as well as the respect of the Carroll organization. The partnership leverages Waypoint's unparalleled strategic business intelligence, channel expertise and proficient scalable execution. Waypoint's commitment to the Jan-San industry through the expansion of services, as well as their relentless focus on execution and market driven planning, makes them the ideal national partner for Carroll.

"The partnership between Carroll and Waypoint further strengthens our posi-

tion in the cleaning chemical solutions business. The breadth and reach of the Waypoint organization will give Carroll

the ability to enhance our customer experience," said Chris Norgren – EVP, Chief Revenue Officer at Carroll Company.

Larry Silence, Non-Foods Division President at Waypoint stated, "We are excited to

join forces and grow with a strong player in the Jan-San industry and we are looking forward to the opportunity to extend our strategic relationship with Carroll." ■

# True Blue Clean.

You learn a lot about cleaning in 100 years. See our latest innovations at the Clarke booth.

Yes, we're celebrating another birthday. And yes, it's one of the "big ones." But we want this party to be different—we want to share our gifts with *you*. Because Clarke has more new products, technologies and solutions to show you than ever before.

**Stop at the Nilfisk booth #1222 and help us celebrate 100 years of True Blue Clean.**  
[clarkeus.com/trueblue](http://clarkeus.com/trueblue)





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### Trade Show Floor Hours

Wednesday	9:00 am – 5:00 pm
Thursday	9:00 am – 5:00 pm
Friday	9:00 am – 1:00 pm



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# New Product & Exhibitor Highlights

**Cascades Tissue Booth 3632**

Our most innovative product, hands down.



The new Tandem® Electronic Hybrid: versatility by design.

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**Tandem**

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**SCA Booth 1449**

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Tork's Image Design™ provides a first class impression. Touch-free hand hygiene and paper dispensers deliver a complete look that complements any environment, design, and helps your customers saving money. Visit our website [www.torkimage.com](http://www.torkimage.com) for more information.

Visit SCA booth #1449 at the 2016 IBSA Show to learn more.

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

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**Kruger Products Booth 2413**



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When given the choice, 75% of people choose paper towels over air dryers to dry their hands in public restroom facilities.\* Give your customers the hand drying experience they prefer by choosing paper towels instead of air dryers.  
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<b>Wednesday</b>	<b>9:00 am – 5:00 pm</b>
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<b>Friday</b>	<b>9:00 am – 1:00 pm</b>

# DISCOVER 2017



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