

# Walden's CONVENTION DAILY



A Walden-Mott Publication

Las Vegas

Wednesday, September 13, 2017

Booth 2475

## New Titan Bold Dispenser Innovations have Everyone Talking!

*Heads are turning as Kruger Products unveils a new line of dispensers at ISSA*

Kruger Products Away From Home Division is creating some buzz at this year's ISSA/INTERCLEAN NORTH AMERICAN TRADE SHOW with their newest line of proprietary dispensers: Titan® Bold.



Kruger's Titan® Bold Dispenser

signed Mini-Max® JBT dispenser.

The Electronic Hybrid Roll Towel dispenser includes a new highly-efficient, reliable motor which provides long lasting battery life and the back-up mechanical override lever ensures the dispenser can function even when batteries run out. The Smooth-Cut Roll Towel dispenser has a North American first "suspension-like" roller which provides an easy pull and smooth, clean-cut towel dispensing every time.

The all new Auto-Cut JBT dispenser

*continued on page 2*



Coming to The Ultimate Washroom® Collection in 2018, the new Titan® Bold dispenser line-up features a sleek, edgeless design, a brilliant black sheen and exciting new technology which includes an Auto-Cut Jumbo Bathroom Tissue Dispenser, the first of its kind in North America. The new dispenser line is ADA compliant and includes two new Roll Towel dispensers, a new Auto-Cut JBT dispenser and a rede-

## Spartan Chemical Receives Two Supplier Recognition Awards from Strategic Market Alliance Group

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 group's Navigator award for both Field Sales Excellence and Largest Percentage Growth.

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, as well as Largest Percentage Growth with SMA Member Distributors.



Spartan with SMA's Navigator Award

"The Spartan Chemical sales team has a shared unity of purpose in serving our mutual customers, the end-users, who put our products and services to use each and every day. Results from our annual survey of

*continued on Page 6*

## Thursday is ThurSTAY

### Plenty to Do on the Final Day

ISSA/INTERCLEAN® North America Trade Show and ISSA Convention is buzzing with activity. If you think you've seen and learned a lot so far, wait until Thursday—the best is yet to come.

### The Trump Effect: State of the Economy



Brian Beaulieu



Jim Messina



Karl Rove



Frank Luntz

No matter what side of the aisle you align with, the presidential race of 2016 and the election of Donald Trump have had a ripple effect on the domestic and international economies. Enjoy a spirited, thought-provoking discussion with acclaimed experts Brian Beaulieu, Jim Messina, and Karl Rove; moderated by Frank Luntz. This panel is sure to be lively and insightful, and maybe even a little controversial. Thursday, September 14, 9:00 a.m.–10:00 a.m.

### State of My Corner of the Industry

Whether you are a distributor, building service contractor, in-house facility professional, or residential cleaner, you'll find a one-hour panel discussion just for you. Join your peers as you explore trends, hot topics, market opportunities, and threats affecting your corner of the industry. Our knowledgeable panelists will share what

makes them successful, the hardships facing the industry, and most importantly, strategies to ensure that you don't get left behind. Thursday, September 14, between 10:30 a.m. and 2 p.m.

### Now on Display



You're staying to catch a panel or a keynote, but don't count out the show floor. Our 700+ exhibitors will be here, ready to talk about how they can help your business. This is your chance to conduct some business or start a new business relationship. Thursday, September 14, from 10:00 a.m. to 2:30 p.m. (indoor); Thursday, September 14, from 8:00 a.m. to 2:30 p.m. (Outdoor).

### And the Winner Is...



Your peers have been voting on the industry's most revolutionary new products and services online for weeks and throughout ISSA/INTERCLEAN 2017 at the ISSA Innovation Showcase (Booth 709). Your opinion matters, and you still have time to vote. As a thank-you for sharing your opinion, you'll be entered into a drawing to win an Amazon gift card! On-site voting ends at 12 noon Thursday.

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### Exhibit Schedule

**Wednesday, September 13**  
Outdoor Exhibits: 8:00 a.m. – 5:30 p.m.  
Exhibit Hall: 10:00 a.m. – 5:30 p.m.  
**Thursday, September 14**  
Outdoor Exhibits: 8:00 a.m. – 2:30 p.m.  
Exhibit Hall: 10:00 a.m. – 2:30 p.m.



# Trebor Tissue!

Booth  
# 1327

## New Titan Bold Dispenser Innovations have Everyone Talking!

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functions like an Auto-Cut Roll Towel dispenser by dispensing individual 9" sheets – effectively reducing excessive tissue waste (in turn improving a customer's Cost-In-Use) and virtually eliminating toilet clogging – both major concerns for businesses of all segments. This technology has not been seen before in North America and Kruger is excited to be the first to bring it to this market. Kruger's popular Mini-Max® JBT dispenser has also been refaced to match the new look of Titan® Bold line.

"Kruger needed to invigorate its dispenser portfolio and, looking to new, fresh dispensing technologies, designed this new line to look very different from past Kruger dispensers and others in the market." says Sandra Garcia, Marketing Manager, Away From Home Division, Kruger Products L.P. "The feedback from show attendees has been positive – they like the new look but, most importantly, they like



**Coming Soon! Kruger Products, Represented by Samantha D'Angelo and Sandra Garcia, is Proud to Showcase its Titan® Bold Dispensing Line Coming in Early 2018. Visit booth 4531 to learn more.**

the functionality of these new models. The Auto-Cut JBT has astounded those who were surprised to see roll towel technology housed in a JBT dispenser. It's a new way of dispensing JBT and people are excited to try it."

Visit Kruger Products' booth, #4531, situated on the ISSA/INTERCLEAN NORTH AMERICA Trade Show floor for more information and to get a firsthand look at their new and exciting dispenser line-up.

## New Purell ES8 Touch-Free Dispensing System Addresses the Two Most Common Service Issues: Worn Out Batteries and Empty Dispensers

*Breakthrough Energy-On-The-Refill Technology and AT-A-GLANCE™ Refill Design work together to provide hand soap and hand sanitizer dispensers that are always ready.*

GOJO announced today at the International Sanitary Services Association (ISSA) Trade Show in Las Vegas, NV, the introduction of the PURELL ES8 Dispensing System, a set of touch-free soap and hand sanitizer dispensers that address the two most common service issues – worn out batteries and empty dispensers.



PURELL ES8 dispensers eliminate the hassle of battery changeouts through breakthrough energy-on-the-refill technology. Each new refill comes with its own energy source – a coin cell battery that's integrated into the refill. When you replace the empty refill, you get fresh product and fresh energy in one simple step.

Identifying when it is time to replace a refill in the PURELL ES8 system is easy. The systems' AT-A-GLANCE™ refill design lets housekeeping personnel monitor product levels with just one look. It's quick and easy to see which dispensers need attention, eliminating potential complaints about empty dispensers. All PURELL ES8 dispensers can be integrated with optional GOJO SMARTLINK™ plug-in modules to track hand hygiene compliance, receive alerts when dispensers need service, or add other upgrades as technology evolves.

Built for sustainable performance, the PURELL ES8 systems represents a 68 percent reduction in battery waste and a 15 percent reduction in greenhouse gas emissions when compared to leading touch-free systems on the market.

The PURELL ES8 Dispensing System is part of the PURELL SOLUTION™, a



### PURELL ES8 Dispensing System

complete set of products to more holistically fight the spread of illness-causing germs in a facility. It includes PURELL® Hand Sanitizer, PURELL® Brand HEALTHY SOAP® products, PURELL® Hand Sanitizing Wipes and PURELL® Surface Disinfectant. These products are scientifically formulated for no-trade-off protection, so facility managers never have to choose between providing products that are effective and products people feel great about using.

"PURELL products are universally recognized and trusted as a way to help reduce the spread of germs that cause illness," said GOJO Chief Strategy Officer Carey Jaros. "Using the PURELL SOLUTION™ in your hospital, restaurant, school, or office sends a clear signal that you care about cleanliness, and the health and well-being of your employees and guests. If you care enough to provide PURELL products, you are probably going the extra mile in places that are harder to see."

For more information on the PURELL SOLUTION™ go to [www.PURELLSOLUTION.com](http://www.PURELLSOLUTION.com).

## CLEAN & SAFE FLOORS

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VISIT BOOTH #1561

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## NETWORK Celebrates 50 Years

It started with a simple idea, and ended up changing EVERYTHING.

Half a century ago, a handful of distribution companies figured out that a collaborative partnership would allow them to combine their services to include large regional customers. Just like that the core concept of NETWORK was born.

Over the years NETWORK has grown to become a global supply chain partner - serving corporate account customers from

more than 700 distribution centers, operating in more than 50 countries.

NETWORK strikes the ideal balance between the centralized control customers demand and the local flexibility they need to keep business running. NETWORK is Distribution by Design®.

To commemorate fifty years of success - Network Services Company, its Member distributors, and supplier partners look forward to a year of celebration in 2018.





DISPENSING REIMAGINED  
STYLE REINVENTED



## THE TITAN® BOLD DISPENSING LINE. COMING SOON FROM KRUGER PRODUCTS.

The Ultimate Washroom® Collection spreads its wings to welcome a striking new line up in Roll Towel and JBT dispensers: Titan® Bold. With ultra-modern, edgeless design and a gleaming black sheen, Titan® Bold innovates as it captivates. The Electronic Hybrid Roll Towel dispenser features an ADA-compliant back-up mechanical lever and runs on extensive battery life, and the Smooth-Cut Roll Towel dispenser ensures effortless, clean-cut dispensing every time.

Experience the new line up at Kruger Products Booth #4531

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AWAY FROM  
HOME

PERFORMANCE  
IN EVERY FIBER™

## Launching at ISSA 2017: Tork Coreless High Capacity Bath Tissue System in Elevation Design

By Grant Rowe, Product Manager, Essity AfH Professional Hygiene

Tork is launching the new Tork Coreless High Capacity Bath Tissue Dispensing System in Elevation Design at ISSA/INTERCLEAN 2017. A sleek, subtle exterior dispenses Tork Advanced Coreless High Capacity Bath Tissue, which features no core for less waste produced and more sheets per roll.

Whether facility managers oversee full service restaurants, sprawling campuses or large office buildings, they can rely on the new Tork Coreless High Capacity Bath Tissue Dispensing System in Elevation Design to combine robust functionality with elegant design for a lasting impression on guests.



Tork Coreless High Capacity

lower chance of paper run-out for fewer maintenance intervals – ideal for medium to high-traffic washrooms, which focus on guest satisfaction. Fewer product refills means more time for the tasks that keep businesses running smoothly.

- **Let Technology Do the Heavy Lifting** – The new Tork Coreless High Capacity Tissue Dispenser in Elevation Design is compatible with Tork EasyCube™ Intelligent Restroom System, a cleaning management software that utilizes connected dispensers to provide real-time, actionable data to improve cleaning efficiency and customer satisfaction. Using this information, facility managers and cleaning staff can prevent restroom complaints before they arise. In addition, data insights from Tork EasyCube improve staff efficiency by giving an accurate picture of supply level data – down to each washroom and individual stall – eliminating unnecessary trips and checks.

### Visit us at ISSA

Ready to improve your restroom's ambience and your cleaning staff's efficiency – all while providing a better visitor experience? Stop by the Tork booth (#2359) to see Tork Coreless High Capacity Tissue Dispenser in Elevation Design for yourself!

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

### Tork Coreless High Capacity Tissue Dispensers in Elevation Design:

- **Enhance Restroom Environments** – Featuring a compact, sleek and subtle exterior in white and black color options that suit any modern restroom, the dispenser delivers two rolls of soft, quality bath tissue that last longer than traditional rolls. The dispenser's transfer door also ensures full roll usage before a new roll can be accessed.
- **Promote Sustainability** – EPA-compliant and FSC-certified, the accompanying Tork Advanced Coreless High Capacity Bath Tissue does not contain traditional cores, corrugated packaging and inner wrappers. Without the core and packaging, these bath tissue rolls allow facility managers and cleaning staff to effectively and responsibly manage waste.
- **Gain More** – Two coreless tissue rolls equal up to five conventional tissue rolls! That's additional bath tissue and a



## NETWORK Celebrates Alan Tomblin

Network Services Company and its Membership celebrate the organization's President and CEO, Alan Tomblin as he is awarded The Jack D. Ramaley Industry Distinguished Service Award from ISSA. The award is conferred by the ISSA board to those individuals who have demonstrated outstanding service to the cleaning and maintenance industry through their innovation, professionalism, leadership, elevation of industry standards, promotion of the Association's growth and development, unselfish dedication without personal gain, and



Alan Tomblin

emulation of the ISSA Code of Ethics.

Mr. Tomblin joined NETWORK in November, 2016 after a successful career with Procter & Gamble. He also served admirably on the ISSA Board of Directors for nearly a decade.

Greg Basso, Chairman of the Board of Directors for NETWORK commented, "Alan is a well-known industry icon. We are very proud to have such an enthusiastic and ardent supporter of the industry lead our organization."

## NETWORK Celebrates Global Growth

Network Services Company proudly announces the signing of a distribution agreement with Germany-based grocery chain, Lidl. The agreement expands a long-standing relationship Lidl maintains with NETWORK's European distribution partner, INPACS.

Lidl, one of the world's largest retailers, opened its first 20 stores in the United States during the summer of 2017.

"Lidl has worked successfully with NETWORK's European partner, INPACS, for years," noted Alan Tomblin, CEO of NETWORK. "The grocer's need for a supply management program that could scale quickly was a key consideration in finding the right partner in the United States. I believe NETWORK is the best in the business when it comes to supporting customers in growth mode," he continued. "Our unique structure strikes the ideal balance between control and flexibility to accommodate an organization's evolving needs."

Holger Jung, Global Corporate Account Director at INPACS, spearheaded the efforts to connect Lidl with NETWORK. He commented, "Many companies we work with require international distribu-

tion. And we have many customers looking to expand beyond Europe. NETWORK's global capabilities in Canada, Mexico, Central and South America, and the U.S.



Alan Tomblin, CEO Network, Don Lewis, President of Essity and Keith Marcoe, Chief Commercial Operations Officer Network are pictured above Celebrating 50 Years at the Network Reception Breakfast

allows us to present our customers a truly strong global solution."

NETWORK's Chief Sales & Marketing Officer, Kevin Rudd, added, "Years ago NETWORK recognized the shift toward a global economy and strategically partnered with INPACS to accommodate international customers. Together our organizations provide service in over 50 countries. Signing our first global account is a much anticipated watershed moment. We look forward to continued mutual success with INPACS in cultivating a worldwide customer base."

## Tennant Company launches new T350 Stand-On Floor Scrubber for superior cleaning

*Innovative new machine reduces cleaning costs while delivering high performance cleaning results.*

Tennant Company, a leading cleaning solutions provider, today announces the launch of its newest floor scrubber, the T350 Stand-On Floor Scrubber. Leveraging Tennant innovative technologies, the new T350 reduces overall cleaning costs while providing a healthier, safer and more high quality cleaning performance.

The T350 is built with Tennant technologies designed to deliver a better clean in less time than traditional walk-behind scrubbers or other stand-on machines in the market. The Tennant durable design and easy-to-access mechanicals mean cleaning professionals are now able to clean more than 30,000 square feet per hour without sacrificing performance on the floor.

"We're excited about the launch of this new solution for our customers. The stand-on design with Tennant technology will improve the day-to-day performance for cleaning as well as create enhanced environments for operators and consumers, alike," said Dave Huml, Tennant Company Senior Vice President of Global Marketing, EMEA and APAC.

The stand-on design ensures greater operator comfort and control with the ability to clean more efficiently in a unique array of spaces and settings. Plus, the intuitive on-board systems make it easy for operators to be up and running more quickly and more often than with other types of scrubbers.



Tennant T350 Stand-On Floor Scrubber

As always, Tennant puts the health and safety of the operator, consumers and the environment first with the use of its exclusive ec-H2O NanoClean® technology designed to reduce water consumption up to 70% and thus leaving fewer cleaning detergents into the waste stream. The result is a truly healthier environment for consumers with reduced slips and falls, and a better operator experience with an ergonomically designed machine featuring easy-to-use steering and controls.

Visit [www.tennantco.com](http://www.tennantco.com) to learn more about the unique features, benefits and specifications of the new T350 Stand-On Floor Scrubber.

Visit  
Tork booth  
#2359  
to learn more.

# Less is less



## Less of the unnecessary, more paper

Tork Coreless bath tissue, together with our new Tork Elevation® twin roll dispensers, not only means less run outs and less waste, but also ensures satisfied guests. Get more than twice the capacity and spend less time refilling. And it's 100% bath tissue – nothing more, nothing less.

Prepare to be surprised by getting less at [www.torkusa.com](http://www.torkusa.com)



## Spartan Chemical Announces a Brand New Learning Management System CleanCheck Makes Training and Safety SIMPLE!

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 availability of the next generation training tool for cleaning operations.

Trained workers are safer, more productive, and more efficient. Spartan's CleanCheck is the ultimate tool for instilling pride and professionalism, building confidence, minimizing complaints, and cost-effectively managing the talents of custodial staff.

Endorsed by ISSA CITS, as an advance certification program, the bilingual, web-based training system makes fast work of administering instructor-led and self-directed training.

The state of the art learning management system (LMS) now offers unparalleled functionality for managing learners, compliance tracking and reporting, in-class, instructor-led group training, certification, and more!

"CleanCheck is not only a valuable tool for Spartan Chemical end-user customers, but also an important component of Spartan's distributor value proposition," said John Swigart, President, Spartan Chemi-

cal Company. "As non-traditional competitors continue to crowd the market for facility maintenance supplies, CleanCheck provides differentiation for our distributor partners. There is simply nothing like this in our space."

CleanCheck modules cover basic and advanced topics for cleaning classrooms, health care facilities, lodging and hospi-



Spartan Chemical CleanCheck

tality facilities, offices, restrooms, hard floors, carpets, and kitchen sanitation. In addition, comprehensive safety modules thoroughly demonstrate OSHA GHS HazCom and the Bloodborne Pathogen Standard.

Each online training course includes the

## Thursday is ThurSTAY

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ISSA Innovation Visitors' Choice Award and ISSA Innovation of the Year Award winners—among others—will be revealed during the ISSA Innovation Award Ceremony and Reception in booth 709 just before the closing keynote. Thursday, September 14, 2:00 p.m.

### Coming Clean: A Closing Keynote

For Howie Mandel, TV personality and talk-show host, cleaning is more than a passion—it's an obsession! Mandel, a self-confessed germaphobe and hypochondriac, has battled his fears all his life, going so



Howie Mandel

far as to sport a bald head because, in his words, "This feels so streamlined and so clean." Mandel may fear germs, but he certainly doesn't fear the spotlight!

Top off your week with a Q&A between Mandel and ISSA Executive Director John Barrett, as well as a stand-up show! Mandel's wit and charm are infectious (pun intended!) as he takes a humorous look at his own obsession with cleaning, and shares experiences from his varied and successful career. Plus, several lucky winners will go home with a Golden Ticket featuring unique Dallas, TX, experiences—which they can enjoy in Dallas during the ISSA/INTERCLEAN Trade Show and ISSA Convention in 2018!

### See You in Dallas

Thank you for participating in ISSA/INTERCLEAN 2017. We hope you'll return to your business with fresh ideas and new business contacts. See you in Dallas in 2018.

following resources:

- Video tutorials
- Instructor manual
- On-the-job training cards
- Web-based testing
- Customizable certificate of completion

CleanCheck online material is available free of charge to all registered Spartan product users and is available in both English and Spanish. For more information or to find a distributor near you, visit [www.spartanchemical.com](http://www.spartanchemical.com).

## Spartan Presented with SMA's Navigator Award

*continued from Page 1*

members bear this out, and we are pleased to recognize Spartan with our Navigator Award for Field Sales Excellence," said Dick McGann, President, Strategic Market Alliance. "Naturally, Spartan's commitment to our membership also resulted in the largest percentage growth year over year," continued McGann, "we were excited to present them with a second award, recognizing these efforts."

"It's such an honor to receive two awards. The entire Spartan organization has been developed around the distributor. Everything we do from innovation, sales structure, to manufacturing is intended for one objective – to help our distributor partners grow their business," said John Swigart, President, Spartan Chemical.

"It's not altruistic; it's imperative to our success," Swigart also added. "To put it quite simply, - if they don't grow... we don't grow. This year, we have invested heavily in products, innovation, technology, and human capital. It is such an awesome confirmation of our strategic direction to be recognized through these awards by SMA."

The award was presented to Spartan Chemical by Dick McGann, President, Strategic Market Alliance during Alliance™ Member-Supplier Conference 2017 in Nashville, Tennessee. Spartan Chemical was represented by John Swigart, President, and Greg Ford, Vice President of Sales.

## Schalitz Appointed to Board of Directors at Consumer Specialty Products Association

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 appointment of William Schalitz, Vice President of Research and Development, to the role of Treasurer on the Board of Directors for the Consumer Specialty Products Association (CSPA).

CSPA is the premier trade association representing the interests of companies engaged in the manufacture, formulation, distribution and sale of products that help household and institutional customers create cleaner and healthier environments. The board of directors represents a diverse group of businesses comprising CSPA's membership.



William Schalitz

"It is an honor to accept this appointment with CSPA and continue to my service on the Board with the association," said Bill Schalitz, Vice President Research and Development, Spartan

Chemical Company. "I am looking forward to working with other industry leaders on important public policy issues that impact the specialty chemical products industry as a whole."

Mr. Schalitz's will assume these duties immediately and will then commence a three-year term starting in January of 2018.

With the advances in cleaning technology, a mop drenched in cleaning solution, no matter how good it is, is no longer the cleaning solution. Only removal by extraction and proper disposal ensures that a surface is clean. In fact, Kaivac's vacuum-powered systems have been proven to remove 30 times more organic soil than traditional mops in a lot less time.

Visit [StopTheMop.com](http://StopTheMop.com) or call 800-287-1136 to learn more.

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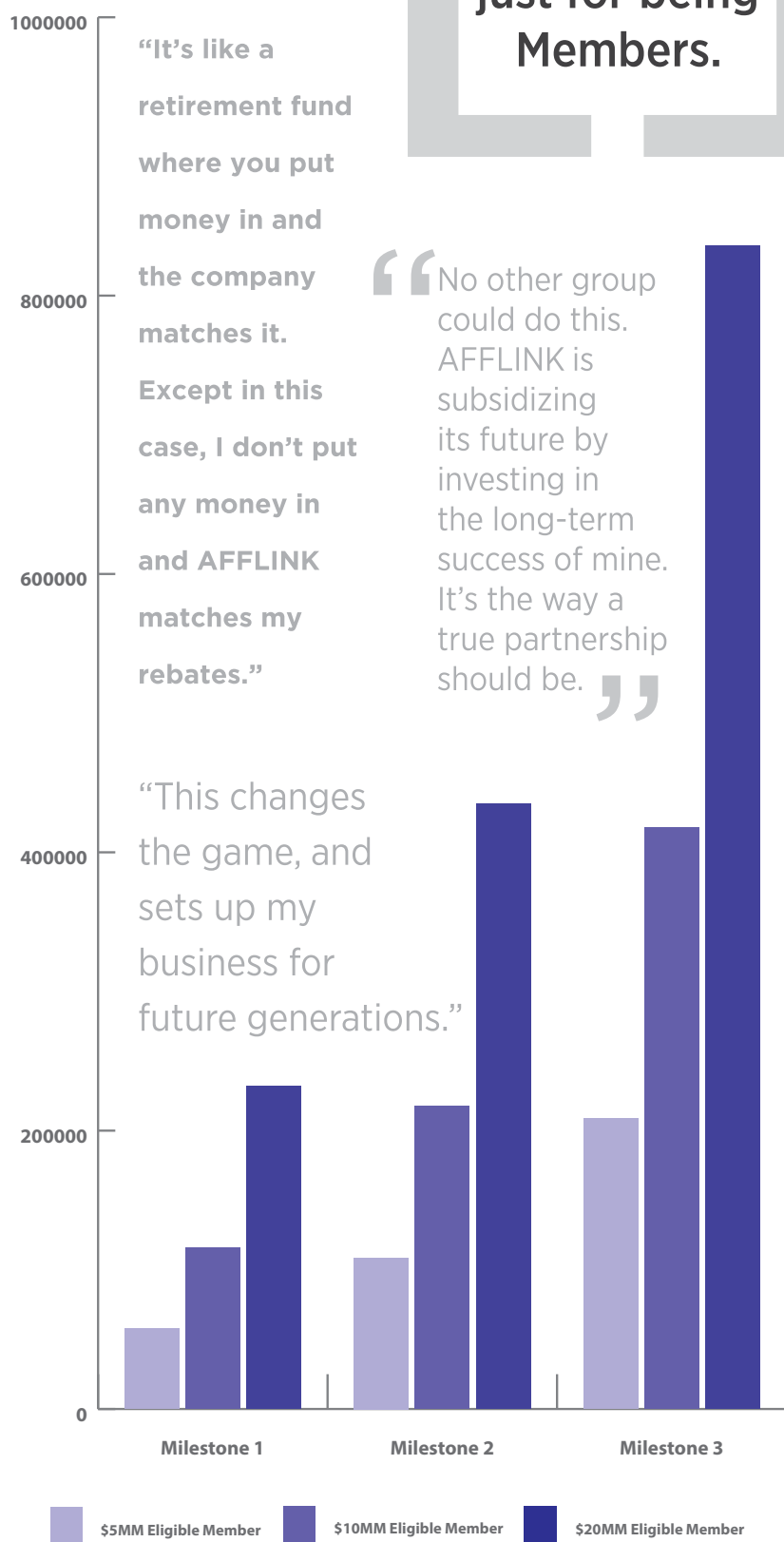
See for yourself at ISSA booth **3749**

Learn more today at [www.spartanchemical.com](http://www.spartanchemical.com)





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## Membership that Matters

### AFFLINK Launches Stakeholder Equity Program

If you’ve ever had the chance to visit the AFFLINK headquarters in Tuscaloosa, Alabama, you probably noticed their vision statement proudly displayed on a large acrylic sign as soon as you step off the elevator. In that statement, you’ll see it highlights just exactly where the organization wants to be – “...essential to the long-term success of its stakeholders.” And with the new Stakeholder Equity program launched in 2017, the leading sales and marketing organization in the industry has done just that.

Rewarding their Members for loyalty and growth, Stakeholder Equity is a rebate-matching program completely funded by AFFLINK. The concept is simple: Members grow with the Suppliers that are part of the group, and a percentage of those rebates earned annually will be matched by AFFLINK and paid to the Member once they achieve certain pre-determined “milestones.”

“There is no up-front investment, no confusing levels of membership, and no obligation to the Member,” says AFFLINK President Dennis Riffer. “Stakeholder Equity

is simply a program that our Advisory Board came up with to take this organization beyond what other groups are doing in the industry to drive long-term value and Member equity that improves the longevity of the Membership as a whole.”

Categorized into three vesting periods, AFFLINK Members will accrue funds based on their rebates that vest after five, eight and 12 years at a rate of 10%, 12% and 15%, respectively, provided they achieve established growth criteria in eligible Supplier purchases.

“It’s their money,” Riffer continues. “Over and above what rebates they may receive from our Suppliers, we are setting aside additional revenue that, once the Member meets a milestone, they can either choose to cash out or roll it over to accrue at an even higher percentage rate.”

To put it into perspective, a Member who spends \$10MM annually with AFFLINK preferred suppliers and receives a 2% rebate payout would be looking at a nest-egg of nearly \$500,000 after 12 years to reinvest, retire with, or hand down to the next generation business owner!

## J&M Technologies Unveils the Next Generation of Its E-Commerce

Want to give your customers an exceptional online ordering experience? The new e-commerce Internet Order Entry program from J&M Technologies surpasses all expectations in graphics, content, and ease-of-use. The redesigned platform features an updated graphic layout and many sales-encouraging features such as faster search tools, detailed product information, manufacturer literature, embedded videos, and additional purchase suggestions for each selected item.

Overall, the new format is graphically more appealing with larger images, easier access to navigation, and a more prominent search bar. The new navigation bar is simplified with drop-down product category specifics, allowing for easier access to products. The product category pages enable visitors to search by various attributes, such as manufacturer, color, size, etc.

Individual product pages provide all the information a visitor needs to make a purchase decision. Each page has easily identifiable tabs for accessing product description, specifications, videos, manufacturer literature (such as brochures, sell sheets, operator manuals, parts lists, etc.), and suggestions for accompanying products.

“The key to having a successful online catalog and ordering system is to make it easy for users to find products, evaluate them, and order them,” states John Manzoian, president of J&M Technologies. “This new e-commerce platform meets the current trend for simple graphic layout and extensive product information. We’ve also populated the product pages with additional sales tools such as manufacturer literature, brochures, and videos. Purchas-



### J&M Technologies’ Internet Order Entry

ing an item is simple and the program automatically suggests additional products to accompany the item choice.”

The J&M Technologies’ Internet Order Entry product provides distributors the ability to further customize their websites with the company’s logo, banners, colors, and other options. The shopping cart catalog is created from the J&M Technologies’ database of descriptions, videos, manufacturer literature and images of over 350,000 janitorial, paper, packaging, food service, and safety products assembled from over 1,500 manufacturers.

J&M Technologies introduced the first JanSan e-commerce program 18 years ago and continues to be the leader in online ordering systems for independent distributors. The company continues to work with JanSan distributors to provide the most effective electronic sales tools in the industry. Its products include Internet Order Entry (and its mobile application), Print Catalog Creator, interactive Electronic Rep Assist, and Facility Product Guide. For more information visit [www.jmcatalog.com](http://www.jmcatalog.com).



# FLOOR CARE made simple™

See for yourself at ISSA booth **3749**

Learn more today at [www.spartanchemical.com](http://www.spartanchemical.com)



## Morcon Shows Valay Line and Morsoft with Expanded Product Lines



Joe Raccuia

Our mission, as a leading converter of towel, tissue and napkin products for the Away From Home market, is to operate from a position of service that extends to the future needs of our customers. Therefore, with a “continuous improvement” focus, our team members evaluate ways to develop our service levels each and every day. Improving processes, adding new capacity and developing new products, are a few ways that our plants (in Great Falls, South Carolina and Cambridge, New York), have spent the last few years reinforcing the More Service. More Value.™ way of doing business.

Last year we debuted our Valay line of proprietary towel and tissue systems at the ISSA show in Chicago, demonstrating

our readiness to grow the breadth of our line in order to make ordering and stocking simpler and more affordable for our customers. Our Valay line includes 100% recycled products, both white and kraft, as well as premium TAD products to more effectively meet the evolving needs and specific preferences of end users.

We return to ISSA this year reintroducing Morsoft and looking forward to talking with our customers and partners face-to-face. Morsoft has long been a line that offers quality and affordability that makes a difference in bottom lines. Morcon values all our customers and as such, we honor and respect their distinct needs and preferences.

As our largest product line, Morsoft may have a new look and an expanded product line; but at its core, it's a brand trusted for consistent quality, reliable service and great value. The line includes towel, tissue and napkin products that will fit any market segment with budget-friendly alternatives. The combination of the affordability and versatility of the Morsoft line and the quality of system benefits of the Valay line, Morcon has managed to offer more without sacrificing the value you've come to expect.

Visit us at booth # 415. Vegas may be a place for gambling, but we promise you, Morcon is a safe bet.

## SMA and Members Make Inroads for their Brands with Inbound Marketing



A question often asked in business circles is whether social media platforms like Twitter, LinkedIn, and Facebook can provide above-market ROI versus conventional marketing and promotional communication tools like print ads, tradeshow banners, and the like. Strategic Market Alliance has studied this issue and we believe social media participation by distributors can and does provide compelling return on investment. “Inbound Marketing,” as the use of social media platforms is called, enables even the smallest company or even individual to become a high-impact advertiser ... for little to no expense! With very little training or experience required, a company's Facebook, LinkedIn, or Twitter page easily becomes a megawatt broadcast platform for the company to reach customers, both specifically and broadly. Social media is second only to Super Bowl advertising in terms of creating brand awareness ... and a heck of a lot less expensive!

In fact, raising the group's social media brand profile and presence has been job one for SMA's marketing department in 2017. Adam Fox, SMA's Marketing Specialist, has implemented the group's strategy of daily content publication across the three main business platforms mentioned

above. Adam's content trove is derived from SMA supplier-created information, repurposed for specific application

to the customer personas most common to the organization's members and end-user customers. Content created to explain and promote the activities of SMA's member organizations, as well as stories about the group itself comprise other major elements of Adam's social media strategy. “SMA's strength has always been based on the superb quality of its member distributors and its qualified suppliers,” says Fox. “That premise holds true in the world of social media, or digital marketing, as well. Information about our members and our suppliers is very relevant to the consumer, and takes the SMA brand to new levels of recognition and awareness when in a blog, Twitter, LinkedIn, or Facebook post. After just a few months of concerted effort, we're seeing large upticks in SMA brand recognition and loyalty indicators.”

Individual SMA members are doing great things within their organizations to fuel brand recognition with inbound marketing. At All Florida Paper in Miami, for instance, a committee of four millennial employees convenes for a brief time each week to plan the next round of social media postings. Since starting this effort in late 2016, the company has seen its Facebook / LinkedIn / Twitter follower-ship numbers skyrocket, and response to sales promotions has increased response rates by six percent. South Jersey Paper has innovatively tied social media promotion to its events marketing effort and dramatically increased customer decision-maker attendance at the company's annual warehouse tradeshow. The Philip Rosenau Company started 2017 with a focus on digital marketing by introducing a blog to help elevate the solutions that their company can offer the end-user customer. Working closely with supplier partners, internal talent, and industry experts, the Rosenau Company has compiled a trove of content that helps illustrate that point.

“The early promise shown by inbound marketing is very encouraging,” said Chris Rowe, SMA's Director of Marketing Services. “We are focused on rapidly advancing the quality of the end-user's experience on our member's websites with rich content, improved ease-of-use, and better telling of the distributor's individual service proposition. Inbound marketing takes important information directly to the customer, paving the way for them to experience these improvements first hand.”

As SMA moves into their second decade, the wholesale distribution industry is rapidly changing with new competitors moving into the market faster than ever before.

“The customer is in control,” said Dick McGann, SMA's President and CEO. “The landscape has changed and SMA continues to position our members to tackle the millennial buyer and help augment distributor sales efforts for sustained and enhanced relevance.”

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# Safeguard Against MRSA with Innovative, Germ-Eliminating Electrostatic Spraying System

*Sponsored by Clorox Professional Products Company*

Infection prevention isn't just important in healthcare settings – it is also crucial in gyms and athletic facilities. From the weight room to the locker room, athletic facilities provide a unique opportunity for the spread of bacteria, germs and infections, such as staph and methicillin-resistant Staphylococcus aureus (MRSA), which are difficult to treat and can have a serious impact on the health of those who contract them. But with proper prevention protocols and cutting-edge technology, such as the Clorox® Total 360® System, an innovative new surface treatment system, athletic facilities can greatly reduce the risk of facility-wide outbreaks.

## MRSA in Athletic Facilities

MRSA is a particular cause of concern in athletic facility settings, where skin-to-skin contact and shared equipment or supplies may increase the risk of infections.<sup>1</sup> According to the U.S. Centers for Disease Control and Prevention (CDC), athletic facilities, such as locker rooms, should always be kept clean and disinfected whether or not MRSA infections have occurred among athletes, and shared equipment that comes into direct skin contact should be cleaned after each use and allowed to dry.<sup>2</sup>

With numerous people using the same facility and equipment on a daily basis, there are countless opportunities for new bacteria and illness-causing germs to be



brought in and spread, making keeping the facility and all of the equipment properly cleaned a costly and time-consuming task.

Athletes and visitors to athletic facilities can take preventative measures to inhibit the spread of MRSA, such as hand washing before and after playing sports and weight training, showering immediately after exercise, washing uniforms and clothing after each use, and covering any skin cuts and wounds.<sup>3</sup> However, infection-causing germs can survive on surfaces for extended periods of time. MRSA



**The Clorox® Total 360® System**

specifically can survive on surfaces from seven days to seven months<sup>4</sup>, meaning not only is daily preventive disinfection a must, but athletic facilities also need to be confident that their products and protocols are up to the task.

## Protecting Facilities with the Clorox® Total 360® System

The new Clorox® Total 360® System provides the coverage athletic facilities need using scientifically-tested disinfect-

ing and sanitizing solutions they can trust. It combines revolutionary and patented electrostatic technology with trusted Clorox® products to quickly and easily provide superior coverage in even the hardest-to-reach places – including germ hotspots such as the sides, underside and back-side of surfaces such as weights and equipment, where standard cleaning processes may miss. The system works by using an electrode to attractively charge and atomize the disinfecting and sanitizing solutions, creating a powerful liquid flow of solution that is attracted to surfaces with a force stronger than gravity, allowing the solution to reach and uniformly coat surfaces outside the line of sight.

The Clorox® Total 360® System is able to cover up to 18,000 square feet per hour with one of the two Clorox® products – Clorox Commercial Solutions® Clorox® Total 360® Disinfectant Cleaner<sup>4</sup> and Clorox Commercial Solutions® Clorox® Anywhere® Hard Surface Sanitizing Spray. The electrostatic sprayer and scientifically-tested disinfecting and sanitizing solutions perform together to provide superior surface coverage up to four times faster and using up to 65 percent less product, compared with conventional trigger sprays per square foot, saving athletic facilities time, money, and labor by enabling them to do much more, much faster and with much less.

By adopting the Clorox® Total 360® System, athletic facilities can go the extra mile to keep their facilities healthier and protect those who utilize the space against harmful germs and infection-causing bacteria, all the while instilling themselves with confidence that they are effectively minimizing the risk of facility-wide outbreaks and keeping their facility as healthy and clean as possible.

For more information, visit the Clorox Professional Products Company booth (#3867) or [www.CloroxTotal360.com](http://www.CloroxTotal360.com), and don't forget to vote for the Clorox® Total 360® System for the ISSA Innovation Award by visiting the ISSA Showcase booth (# 709).

1) "General Information About MRSA in the Community." Centers for Disease Control and Prevention, Mar. 25, 2016. (Accessed Aug. 3, 2017).  
 2) "Cleaning & Disinfecting Athletic Facilities for MRSA." Centers for Disease Control and Prevention, Mar. 3, 2016. (Accessed Aug. 3, 2017).  
 3) "Prevention Information and Advice." Centers for Disease Control and Prevention, May 10, 2016. (Accessed Aug. 3, 2017).  
 4) "How long do nosocomial pathogens persist on inanimate surfaces? A systematic review." BioMed Central, Aug. 16, 2006. (Accessed Aug. 7, 2017).



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\* When the Clorox® Total 360™ electrostatic sprayer is used with Clorox Commercial Solutions® Clorox® Total 360™ Disinfectant Cleaner. Clorox Commercial Solutions® Clorox® Anywhere® Hard Surface Sanitizing Spray is not a disinfectant.

† Compared to a trigger sprayer. Claims are up to their stated value.

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## Romanian Distributor Honored with Kaivac's 2016 International Distributor of the Year Award

Kaivac, developers of the No-Touch Cleaning® and OmniFlex™ Crossover Cleaning Systems, is honoring one of its newest European dealers, TENROM, for having the best one-year sales record of any foreign distributor marketing Kaivac products in 2016.

TENROM, located in Cluj, Romania, is a leading cleaning equipment distributor in this part of the world.

It became part of the Kaivac family when Kaivac expanded operations into Europe, setting up Kaivac EMEA, a company and distribution center in Austria

According to Marc Ferguson, International Business Development Manager for Kaivac EMEA, TENROM began marketing Kaivac systems in early 2016, with the first products delivered in April of that year.

"It took them just eight months of active selling to set the one-year sales record," says Marc Ferguson. "Not only was this a record breaking event, but they also did so in a young [Jan/San] market with developing infrastructure compared to markets in Western Europe and North America."

Ferguson adds that cleaning contractors in Eastern Europe, have been eager to embrace innovative [cleaning] products.

"Contractors here, just like in Europe



**Kaivac International Distributor of the year Award - TENROM**

and North America, are competing on price. They need products that can help them maintain quality outcomes and improve profit margins."

According to Attila Gorbai, General Manager at TENROM, one reason they were so successful marketing Kaivac systems is that "Eastern European cleaning contractors find U.S. cleaning equipment more innovative than other equipment on the market."

When considering the investment in Kaivac equipment, Gorbai, says "it's easy to show how practical these machines are and how they can improve worker productivity."

## Spartan Announces a New, Convenient Way to Treat Bed Bug and Lice Infestations

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 the availability of Bed Bug and Lice Killer, an EPA registered, aerosol product that controls pests for up to four weeks.

Bed bug outbreaks continue to be a problem for industrial and institutional facilities. In fact, they are on the rise according to a survey conducted by the National Pest Management Association (NPMA) and the University of Kentucky. Polling 7,000 pest management professionals, NPMA

found that 58 percent of nursing homes had been treated for bed bugs vs. 46 percent in the 2013 survey; 45 percent vs. 36 percent of offices; and 43 percent vs. 41 percent of schools and daycare centers.

Bed bug infestations can be costly for a facility when considering the impact on revenues associated with repeat business or vacancies.

According to Lee Resources, 91% of unhappy customers will not willingly do business with you again if encountering a bed bug incident.

"Bed bug infestations not only impact the hospitality industry; we are seeing growing populations in many other industrial and institutional facilities," said John Swigart, president, Spartan Chemical Company, "Spartan's new Bed Bug and Lice Killer makes it simple to treat these infestations and quickly turn the room over for the next customer or patient."

"In addition, six to twelve million lice infestations occur each year in the United States, according to the CDC," Swigart continued. "With the majority of schools being cleaned by contractors, it is important that they can administer pest control for this persistent issue."

Bed Bug and Lice Killer is an EPA registered aerosol product that controls pests for up to four weeks. Designed for use on furniture, mattresses and other non-washable items, Bed Bug and Lice Killer is effective against bed bugs, lice and louse eggs.

Bed Bug and Lice Killer 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).



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## Kutol Redefines Soap Dispensers From The "Top Down"

Kutol Products Company redefines traditional soap dispensers with a "top down" approach to its Designer Series Wall Mount and EZ Foam® Counter Mount dispensers. The innovative design of these soap dispensing systems deliver savings in labor and money.

### Top Filling System – Counter Mount

The top filling EZ Foam Counter Mount dispenser eliminates the need to crawl under the sink to replace an in-counter soap cartridge. And facilities will never again waste soap by throwing away a partially filled cartridge.

Kutol's patented, self-sealing, top filling system enables filling or "topping-off" in-counter soap dispensers from above the counter. Simply open the top of the soap dispenser, dock the refill bag into the dispenser, and let gravity refill the dispenser.

The system automatically stops flowing when the dispenser is full and "self-seals" to prevent any contamination. Simply move to the next dispenser and repeat the steps.

### Top Dispensing System – Wall Mount

Kutol's distinctive Designer Series Wall Mount top dispensing system places the dispensing valve at the top of the dispenser to eliminate unwanted leaks and spills that can lead to damaged counters, messy counter residue, or slippery floors.

The Designer Series Wall Mount design

is sleek and contemporary. Choose from either Manual or No Touch automatic dispensers which provide the flexibility to dispense foam, liquid or gel hand soaps and hand sanitizers.



Top Filling System – Counter Mount



Top Dispensing System – Wall Mount

Made from durable ABS plastic with no metal parts, the Manual dispenser is ideal for showers and other wet conditions. Learn more at [www.kutol.com](http://www.kutol.com).

## Battery-Powered OmniFlex™ Systems Receive UL and CSA Certification

*Proof the Systems Comply With all North American UL and CSA Safety Standards*

Kaivac, developers of the No-Touch Cleaning® and OmniFlex™ Crossover Cleaning systems, announces that its lithium-ion battery-powered OmniFlex™ cleaning systems have been certified and found to meet all applicable United Laboratories (UL) and Canadian Standards Association (CSA) safety requirements.

The testing was conducted by Intertek, an independent, Nationally Recognized Testing Laboratory.

As a result, the OmniFlex systems now have the honor of bearing the ETL-C mark on all machines as well as on all related information and marketing materials.

Intertek is officially authorized by OSHA to test products for compliance to product safety standards. The ETL-C mark is accepted by all Authorities Having Jurisdiction (AHJs) and code officials throughout North America.

According to Tom Morrison, vice president of marketing for Kaivac, effective immediately all battery powered OmniFlex systems shipped in North America will be labeled with the ETL-C mark.

"In addition, current owners of OmniFlex cleaning systems may bring an existing system into UL/CSA compliance," according to Morrison. "They can do this by purchasing the ETL-C labeled OmniFlex



Kaivac OmniFlex Cleaning System

Battery Retro Kit directly from Kaivac or through a Kaivac distributor."

Morrison adds that the new certification will not impact the pricing of these machines. When used for floor care, the OmniFlex systems are as much as two-thirds less than traditional floor machines.

## Ryan Leadingham Promoted to West Coast Divisional Sales 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 Ryan Leadingham to the role of divisional sales manager of the west coast division, effective August 8, 2017.

Mr. Leadingham brings extensive industry knowledge to the role of divisional sales manager, having contributed over 12 years' experience in the janitorial/sanitation industry. Ryan most recently



Ryan Leadingham

served on Spartan's national account team as corporate account manager and prior to that he was manager of the building service contractors program. Ryan also spent over seven years as a regional manager in the San Francisco region.

Leadingham holds a bachelor's degree in organizational communication from California State University, Sacramento, California.

### Exhibit Schedule

**Wednesday, September 13**  
 Outdoor Exhibits: 8:00 a.m. – 5:30 p.m.  
 Exhibit Hall: 10:00 a.m. – 5:30 p.m.  
**Thursday, September 14**  
 Outdoor Exhibits: 8:00 a.m. – 2:30 p.m.  
 Exhibit Hall: 10:00 a.m. – 2:30 p.m.



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## Tomorrows Cleaning If You are Going to Mop... Mop Right

A vast, 5.6 million square foot North American laboratory has about 150 custodial workers. Each custodian is responsible for about 30,000 square feet of office space which is cleaned five days per week. Along with the typical cleaning duties – such as restroom cleaning, trash removal, vacuuming, etc. – most of the floors are hard surface, meaning they must be dust mopped and damp mopped on a regular basis, usually daily.

This laboratory was looking for ways to reduce workplace injuries among the custodial workers. When injuries occur, not only are their concerns about the health of the cleaning worker, but it often means that other custodial workers must “double up,” handling the cleaning duties of the absent employee. At times, several employees are absent, often due to injuries, so this “doubling up” of cleaning duties often results in some items not being cleaned properly or at all, leading to customer complaints.

Work related injuries are a major concern among all workers around the world, including cleaning workers. According to some estimates, what are called repetitive motion injuries (RMIs), a big issue among cleaning professionals, results in about 18 lost workdays per injury.

To help address this situation, the laboratory decided to film the custodial workers performing their duties. According to administrators, videotaping the workers would provide data such as:

- Permit for a frame-by-frame analysis of each worker doing his or her responsibilities
- Determine what specific movements may result in injury
- Allow administrators to conduct a postural analysis of the workers as they performed their duties

The videos revealed a number of issues that likely caused or could cause injuries to the custodial workers. For instance, when cleaning restrooms, it was found that cleaning workers often worked in very cramped areas and “adjusted their body positions so they could perform required procedures [in these cramped areas]. The result: increased back flexion and twisting.”

However, some of the biggest problems, which could and did lead to injuries, were observed when the cleaning workers were mopping floors. For example:

- Many custodians used mops with inappropriate handle lengths; this resulted in “awkward wrist, shoulder, upper back, and neck positions”
- One above-average height custodian was observed “using a standard-length mop handle stooping at the neck and shoulders while mopping”
- Another “held his wrists in non-neutral (meaning unusual or abnormal) positions to manipulate the mop”
- Depending on the type of mop, a wet mop can weigh four to eight pounds; often the workers were observed reaching away from their bodies and arching their backs to better manipulate the heavy mop; this increased strain on the back

In total, 190 minutes of custodial work were recorded. What the observers also

noticed was that many workers had developed what was called “tool adaption,” especially as it pertained to mopping floors. Tool adaption means the cleaning worker adjusted their body, often in unhealthy ways, in order to mop floors. In some cases, this actually helped prevent injuries, but overall it led to awkward positions and movements that eventually can cause a



work-related injury.

### Using Mops Correctly

Mopping floors is one of the most common cleaning tasks a custodial worker performs, and one of the most time consuming. In the above discussion, if each cleaning worker cleans 30,000 square feet per night, just for the sake of our discussion, let's assume the worker mops 5,000 sq. ft. each night.

Typically, 1,000 sq. ft. of floor space is mopped per hour, which means each cleaning worker is mopping floors for about five hours per night, 25 hours per week, 110 hours per month, and 1,320 hours per year.\* It's very easy to see how an injury is not only possible - but likely - if incorrectly mopping floors 1,320 hours per year.

So we have two options here: learn how to mop floors correctly or find a faster, less stressful – or better non-stressful – way to clean floors. As to mopping properly, always do the following:

- Keep your back straight
- Mop close to the body so you don't arch your back
- Alternate hands as you go
- Make sure the handle reaches your lower chin and also check the diameter of the handle; too thin or too thick can cause problems in hand joints
- Look for a mop bucket that stands tall to avoid bending when wringing out the mop
- Change the mop head frequently; as it becomes soiled it can become heavier causing more strain
- Use a bucket that empties directly into a floor drain; avoid lifting a solution filled bucket

### Mopping Alternatives

When it comes to finding less stressful or non-stressful ways to clean floors, once again we have two options. While they are costly and can be difficult to use or maneuver in some areas of a facility, our first option is using an automatic scrubber. These are a very efficient, relatively fast, and a physically stress-free way to clean floors. The “basics” of what a scrubber does is to dispense cleaning solution directly to the floor; agitate the floor using brushes; and then vacuum the floor dry using a vacuum system and squeegee mechanism on the

## Spartan Chemical Promotes Awalt and Wethington 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 Derek Awalt and Tarren Wethington to the role of regional manager, effective February 16, 2017.

Mr. Awalt, joins Spartan as the regional manager for the Cincinnati, Ohio region. Derek most recently served as a business development manager for Vernovis in Cincinnati, Ohio. While at Vernovis, Mr. Awalt gained more than three years' experience in sales and technology consulting. Prior to that, Derek was a solutions consultant for Xerox, where he worked in sales for over 7 years.

Mr. Awalt holds a Bachelor of Business Administration from St. Joseph's College of Maine, in Standish, Maine.



Derek Awalt Tarren Wethington

Mr. Wethington, who has responsibility for the Phoenix region, joins Spartan from Brady Industries, in Farmington, New Mexico. Tarren held several roles at Brady over his six years of employment, first as a sales representative and eventually taking on the role of branch manager. Prior to his time at Brady, Mr. Wethington served as a general manager at Big 5 Sporting Goods, in Farmington, New Mexico, for ten years.

## Avmor Floor Care Products Certified to Help Prevent Slip-and-Fall Accidents

Five professional floor care products manufactured by Avmor now have something special to tout. They have just been certified under the UL 410 Standard, which verifies that the products help prevent slip-and-fall accidents.

The UL 410 Standard for Slip Resistance of Floor Surface Materials, from global independent safety science and standards company UL (Underwriters Laboratories), is designed to help purchasers select products that have been third-party tested and verified to promote walker safety.

The five certified floor care products are the following:

- **EP80**, a UL Ecologo-certified, concentrated floor sealer/finish
- **EP82**, a UL Ecologo-certified ultra-high speed (UHS) floor finish that provides high-gloss retention
- **PREMIERE**, a high-gloss floor finish designed for low to heavily trafficked areas



Avmor Floor Care Products

- **DISTANCE**, a UHS floor finish designed for large floor areas such as malls and airports
- **LUX UHS**, for managers and contractors looking for a “wet look” shine on high traffic floor such as the retail environment

More than 40,000 workers are injured annually due to falls in Canada and in the US, nearly 20,000 die each year. These five floor care products from Avmor are specially formulated to help reduce these staggering numbers and keep building users safe and healthy.

back.

If used nightly, such as in our laboratory, it's always wise to have a preventive maintenance program to help forestall downtime and costly maintenance with auto scrubbers.

The other option is using what is referred to as an “autovac.” Far less expensive than an automatic scrubber, these machines are also very efficient, relatively fast, and a physically stress-free way to clean floors. Similar to a scrubber, an autovac dispenses cleaning solution directly to a floor; agitates the floor using a pad at the back of the machine; then vacuums the floor dry using a vacuum system and squeegee mechanism on the back. A preventive maintenance program is not necessary with these machines.

It's crucial that cleaning workers clean floors correctly, and in the least physically stressful manner. Not only is an injury possible when mopping a floor incorrectly, these soon can become reoccurring injuries. Tissue, joints, and tendons become

weakened with each injury, which long-term may cause chronic problems.

Marc Ferguson is the International Business Development Manager for Kaivac, developers of the No-Touch Cleaning® system and the OmniFlex™ Crossover Cleaning system. He can be reached via his company website, [www.kaivac-emea.com](http://www.kaivac-emea.com), email [office@kaivac-emea.com](mailto:office@kaivac-emea.com), or call +43 6216 4524 15.

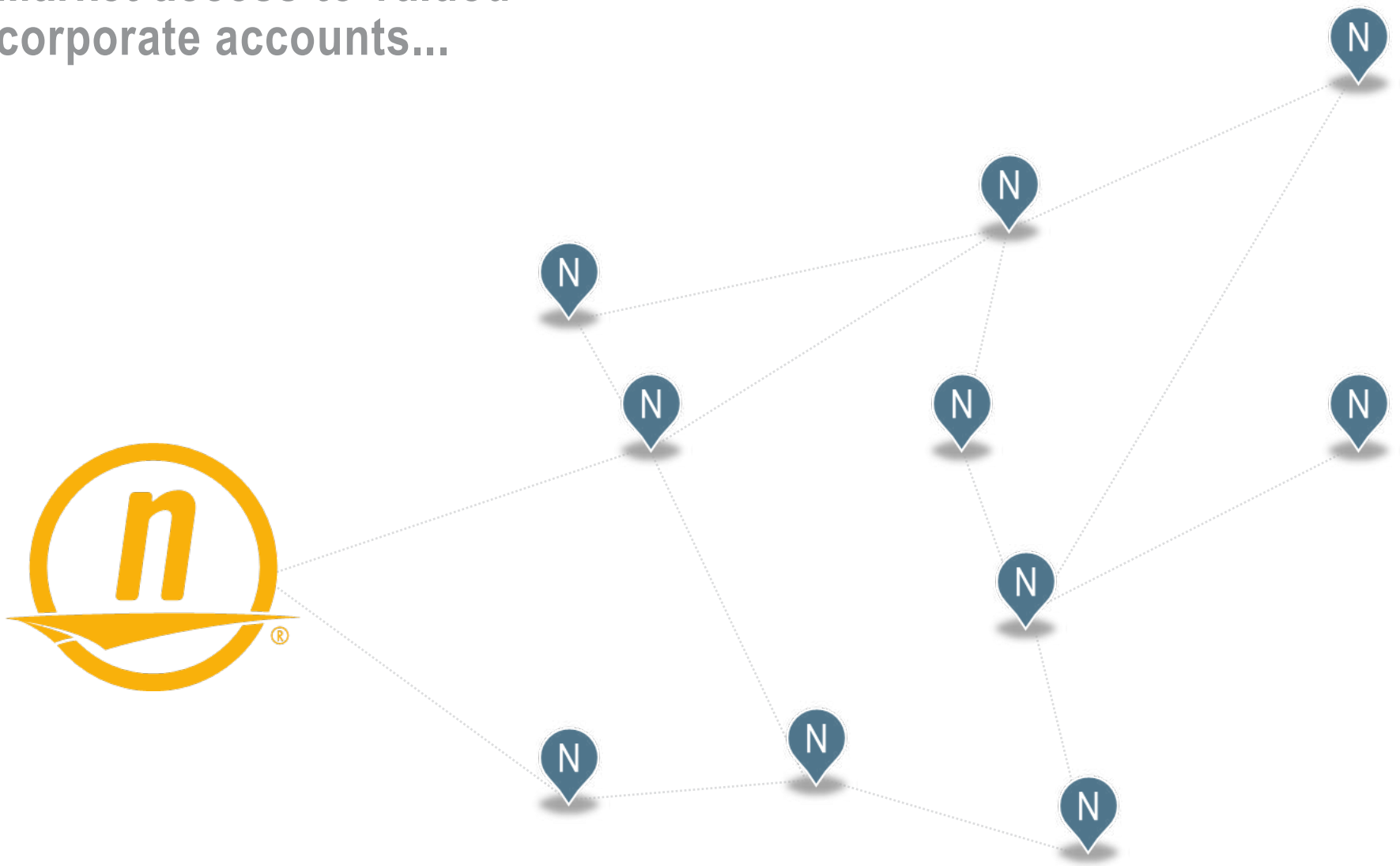


Marc Ferguson

\*Based on 22 work days per month  
Source: “Grassroots ergonomics: An effort to modify custodial training;” *Professional Safety*; by David M. Zalk and John C. Tolley, both of the Lawrence Livermore National Laboratory (US) and Yong Kim, Stanford University (US)

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# The Green Cleaning Movement Moves South

The professional cleaning industry in North America and much of Western Europe now recognizes the benefits of providing green cleaning programs to its customers. More importantly, we now understand the positive health benefits of these programs to building users and cleaning staff. However, that certainly is not true in many other parts of the world.

I am now working with ISSA, giving presentations in the main cities in central and South America. While I am discussing a variety of issues, a key focus is green cleaning. What I am finding is that many cleaning contractors, especially those operated by younger people, are excited about green cleaning and view it as a business opportunity. They are anxious to encourage their customers to adopt green cleaning products and strategies, but are not always sure how to go about it and what involves.

I thought I would share some of these questions I'm asked in other parts of the world with CMM readers. I would not be surprised many cleaning contractors here in North America are struggling with some of these very same issues.

For instance:

**How do I introduce green cleaning to my customers?**

There are several studies that can be found online about the benefits of green cleaning. These include how student performance and attendance has improved

when green cleaning programs are in place; how worker productivity has been enhanced; how absenteeism in the workplace has declined and more.

I am a powerful advocate of giving customer presentations. A presentation on the value of green cleaning can be one of the most important presentations you can provide them.

**What types of customers most want green cleaning programs?**

Your clients that are doing business nationally and internationally are the first to approach. What is happening around the world today is that companies want to do businesses with companies that have a shared culture and this includes green cleaning. In fact, it is often one of the items at the top of the list.

Further, some large corporations will ask their vendors what green and sustainability initiatives they have in place. Your customers doing business nationally and internationally view adopting green cleaning and sustainability initiatives as very simply good business.

**How do I get the staff to make the change from the traditional way of cleaning?**

In some cases, it can be easier to get your clients on board with a green cleaning program than your staff. Cleaning workers become very accustomed to the products they have traditionally used and are reluctant to change. The first step to take is to

show them that many green cleaning products are as effective and perform as well as the traditional alternatives they have used in the past. From here, emphasize that when used correctly, they are also safer and healthier for the cleaning worker, as well as protective of the environment.

**How do I know what changes I need to make?**

ISSA's CIMS-GB (for Green Buildings) program is offered throughout the U.S., Canada, Europe, and in several key cities in Latin America. The program reviews all the key components of a green cleaning program and how to get one up and going for your business and your clients.

**How do I sell and market my Green Cleaning program to prospects?**

Earlier I mentioned that I am a firm advocate for giving a presentation before prospects, and increasingly, this is becoming essential to win their business. When calling on larger, more lucrative prospects, it will be expected of cleaning contractors. Prepare a professional PowerPoint (or similar) presentation. While your prospects are interested in what you have to say, having a very professional looking PowerPoint is icing on the cake.

Rehearse your presentation. Twenty minutes is enough time and allows for about ten minutes of questions and answers. Also, try and tailor it to what type of organization you are meeting with. A school, for instance, will have cleaning

concerns that may not be shared by an office building filled with attorneys.

Finally, a question I frequently am asked is if contractors should provide both traditional and green cleaning programs. At this point, I suggest transferring to green cleaning. Because the performance of most environmentally preferable cleaning products is as effective as their traditional alternatives and cost effective as well, there is simply no need to offer both.



**Ron Segura**

Ron Segura is founder and president of Segura & Associates, an international janitorial consulting company based in the U.S. He has over 45 years of experience in all segments of the

cleaning industry with ten of those years spent overseeing the cleaning of over 4.5 million square feet for The Walt Disney Company. Ron can be contacted through his company website at <http://www.seguraassociates.com>

## Exhibit Schedule

### Wednesday, September 13

Outdoor Exhibits: 8:00 a.m. – 5:30 p.m.

Exhibit Hall: 10:00 a.m. – 5:30 p.m.

### Thursday, September 14

Outdoor Exhibits: 8:00 a.m. – 2:30 p.m.

Exhibit Hall: 10:00 a.m. – 2:30 p.m.

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## What Makes a World-Class Distributor?

The readers of this publication surely know that the world of distribution has been evolving and changing quite dramatically over the past 30 or so years. Historically, price was the main driver for purchasing decisions. This has been true in many industries, including the janitorial or professional cleaning industry, which is where our company is a key player.

Starting in the 1990s, purchasers were looking for much more. Competitive pricing just helped a distributor get in the door. However, customers wanted to see much more, such as dependable and consistent service, product quality, distributor training programs, etc. Because of this buyer trend, the phrase “add-on” services came to fruition.

But, the big change happened in 2008 due to the economy. While customers still wanted these add-on services, costs be-

came a more critical issue. Before a company deals with the thorny issue of letting people go, it will look for ways to reduce operating expenses and distributor supplies are typically carefully reexamined.

Today, most firms feel more secure and are experiencing steady growth so not only are they looking at the add-on services a distributor can bring to the table, but they are also looking for something more. And, this something more is what a world-class distributor offers.

While many attributes go into the making of a world-class distributor, there appear to be three characteristics that are at the core. These are:

1. The ability and willingness to align products and the entire procurement process to meet each client's specific needs.

2. What we can call “continual improvement.” This refers to continually

looking at and testing new technologies, processes, and products to meet their customers' needs better. The lack of continual improvement is a key reason why some distributors over the past 30 years are no longer here; their business models simply did not evolve to meet the needs of a new generation of customers.

3. Growing from vendor to partner, even if it means the phasing out of a product line.

We will discuss each one of these characteristics in more detail below.

### Product Rationalization

Having the ability to align products and procurement processes to meet the customers' needs falls under the umbrella of what is often termed “product rationalization.” This term can apply to manufacturers, distributors, as well as end-customers. An example of product rationalization, or the lack thereof, is when a customer keeps adding products to procurement without

using same or similar products that have already been purchased.

Possibly an example will help explain the problems this can cause. A large contract cleaning company with multiple offices serving a variety of states realized there was little rhyme or rhythm to its procurement—the result of no centralized ordering system. There was a multitude of unnecessary SKUs in the system and individual divisions often ordered products, not knowing that another unit had stopped purchasing that same product due to cost, poor performance, green or sustainability issues, etc. This is an example of one hand not knowing what the other hand is doing.

A world-class distributor is aware of the pitfalls associated with product rationalization and how large companies especially can fall into this trap. In this case, a world-class distributor would do the following:

- Help the client create a centralized purchasing system.
- Perform product audits to determine which products are proving most efficient and profitable.
- Suggest alternatives that may have additional benefits.
- Make sure the entire procurement process meets the objectives of the customer; for instance, in this case, are green or sustainability strategies a key concern or is the focus on finding products that enhance worker productivity?

### Continual Improvement

In the late 1990s, a designer of e-commerce websites met with a New Jersey distributor. The meeting was to encourage the distributor to jump on the e-commerce bandwagon early—as it was at that time—and make e-commerce sales a future and potentially significant revenue source.

The distributor told the designer that it was just in the past couple of years that his staff learned how to turn fax machines into ordering devices for their customers. In other words, he saw no value in developing what admittedly would be a costly e-commerce website. And, considering this was early in the development of the internet, we can understand his reasoning.

However, this is also an example of a distributor that, at least at this point, is stuck in an older distribution model. Most likely if his son or daughter is now running the company, he or she would not hesitate to consider this and other technologies.

But, the bigger picture is that world-class distributors are always looking at technologies that can help them operate their businesses more efficiently and, even more important, help their customers manage theirs more effectively as well. Technologies that, for instance, can analyze current customer procurement practices and suggest alternatives would contribute to making a distributor a world-class distributor.

### Partnering

A large corporate campus realized it was spending an enormous amount on trash can liners. With 2,000 employees, we can assume there were likely around 2,000 trash cans on the campus. Also, this organization had become very sustainably focused. Because most trash liners

*continued on page 29*



# Get A Move On

Now's the time to work on moving your business forward—and this is the place to do it. Follow the trail of footsteps leading to the ISSA Resource Center at Booth 4900 and discover how to compete more profitably, find ways to boost your efficiency, and get updates on the latest trends and industry standards.

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## What Makes a World-Class Distributor?

continued from Page 24

in use today are not made from recycled materials and take years to decompose, purchasing and disposing of thousands of trash liners every year was a practice the corporation no longer wanted to continue.

Putting the needs and concerns of the customer first, its world-class distributor helped develop a program to minimize and soon eliminate the use of trash can plastic liners throughout the campus. The distributor even worked with the cleaning contractor to make sure this did not add any additional time for the custodial crew, which might offset any savings realized by not purchasing the liners.

While the distributor lost the revenue generated by selling trash liners to this client, it reaped the reward of moving from a vendor to a partner with this company, and

as we know, partners likely tend to stay around a lot longer than the suppliers.

Michael Wilson is vice president of Marketing for AFFLINK, a global leader in supply chain optimization and developers of ELEVATE, providing clients with innovative process and procurement solutions for driving efficiencies in today's leading businesses. He can be reached thru his company website at [www.AFFLINK.com](http://www.AFFLINK.com)



Michael Wilson

## Triple S Welcomes New Staff Member Dan Wagner

Triple S, the leading Member based distribution network in the facility supply and cleaning industry, is pleased to announce and welcome the addition of Dan Wagner as the organization's new Director of Strategic Accounts.



In his new role, Dan will be responsible for growing Triple S's national presence and sales; working with group purchasing organizations, key national organizations and large building service contractors. Dan will also be responsible for building and managing a new platform of value-added services to facilitate growth in the strategic accounts arena. This platform is expected to be centered on training programs, business and management consultative selling, and utilization/implementation of the "value of clean" message.

"Triple S is very excited to add Dan to our growing team," notes Eric Flinton, Triple S President. "He brings a wealth of knowledge and experience that will enable our Member-Distributors to increase their presence and offer greater value and service in the changing marketplace."

Prior to joining Triple S, Wagner served



Dan Wagner

as the Director of Facility Service Programs with ISSA – The Worldwide Cleaning Industry Association. In this role, Dan became well known in the industry for developing and managing the Cleaning Industry Management Standard (CIMS)/CIMS-Green Building and the Cleaning Industry Training Standard (CITS) programs; overseeing the association's education and training offerings; and working directly with various facility service providers and end user organizations, including IFMA, BOMA, the US Green Building Council and APPA.

"Leaving an association like ISSA is not easy and I really gave a lot of thought as to the type of organization where I wanted to continue my career," says Wagner. "Having worked closely with Triple S and their Members in the past, I know it is a perfect fit. I am thrilled to join such a respected and dynamic organization and to have the opportunity to grow the brand and help our Members succeed."

## Spartan Chemical Honored with 2017 Print Excellence 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, announced that they have received a print excellence award from the Printing Industries of Ohio and Northern Kentucky.

Each year, hundreds of print media marketing pieces are submitted to the Printing Industries of Ohio and Northern Kentucky for consideration to receive a print excellence award. This year, Spartan Chemical and their printing partner, Metzgers Printing and Mailing, were honored with a silver award in the category of "Booklets –

Larger than 6"x9".

"Spartan is proud to be recognized for the hard work and efforts that went into the design and development of our corporate portfolio," said Cali Sartor, Director of Marketing, Spartan Chemical. "Collaborating with Metzgers, we were able to leverage the latest in printing technology to create a literature piece that represents Spartan's company, culture and brand, in the highest respect."

The award was presented on February 9, 2017 in Cleveland, Ohio and was accepted by Todd Beringer, Vice President, Sales and Marketing, Metzgers Printing and Mailing, Toledo, Ohio.

## New PURELL Brand HEALTHY SOAP With CLEAN RELEASE™ Technology – A Breakthrough Advance In Non-Antibacterial Soap

*New Formulations Remove More Than 99% Of Dirt and Germs Without an Antibacterial; Are Free of Harsh Preservatives; 90% Biobased; and Rinse Faster to Save Water*

GOJO announced today at the International Sanitary Services Association (ISSA) Trade Show in Las Vegas, NV, the introduction of PURELL® brand HEALTHY SOAP® with CLEAN RELEASE™ Technology. The new breakthrough CLEAN RELEASE™ Technology boosts soap performance with its novel surfactant system that reaches deeper into skin's cracks and crevices to gently remove more dirt and germs than regular soap. Formulated for dry and sensitive skin, the new soaps are also free of the most common causes of severe skin irritation.

"Harsh preservatives and antibacterial ingredients are the leading cause of severe skin irritation," said Dr. Matthew Zirwas, board-certified dermatologist specializing in occupational and contact dermatitis. "I see patients every week with severely damaged skin caused by these irritants. It is a true breakthrough for a soap to be free of these ingredients and still be a high performing product for critical settings, such as healthcare, foodservice, education and office buildings."

CLEAN RELEASE™ Technology soaps are free of harsh preservatives, antibacterial ingredients, parabens and phthalates. The new soaps are the greenest GOJO soap formulations, with 90 percent biobased content far exceeding the 64 percent standard for biobased handwashes. They rinse faster and cleaner, saving an estimated 6 gallons per refill compared to regular soap.<sup>1</sup>

"Our GOJO scientists have set a new standard for mildness, wash experience and product performance," said GOJO Chief Science Officer Srinu Venkatesh. "With our years of experience and our collaboration with Dr. Zirwas, we developed a breakthrough formulation that is remarkably mild, contains no harsh preservatives



PURELL Healthy Soap with Clean Release Technology

or antibacterial ingredients, removes over 99 percent of dirt and germs and carries the trusted PURELL® brand name. These soaps also remove dirt, bio and foodservice soils more than 30 percent better than regular soap. GOJO is a market leader in hygiene solutions for skin and surfaces through a relentless pursuit for world-class formulations, engineering and design to solve real human problems."

HEALTHY SOAP with CLEAN RELEASE Technology is part of the PURELL SOLUTION™, a complete set of products to more holistically fight the spread of illness-causing germs in a facility. It includes PURELL® Hand Sanitizer, PURELL® Brand HEALTHY SOAP® products, PURELL® Hand Sanitizing Wipes, PURELL® Surface Disinfectant and PURELL ES8 Dispensing Systems. These products are scientifically formulated for no-trade-off protection, so facility managers never have to choose between providing products that are effective and products people feel great about using.

For more information on the PURELL SOLUTION™ go to [www.PURELLSOLUTION.com](http://www.PURELLSOLUTION.com).

## Spartan Announces a New Sanitation Product for the Food Processing Industry

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 High Acid Cleaner FP Phosphate Free, a phosphate free, low-foam acid cleaner.

Formulated for dairy and food processing industry, High Acid Cleaner FP Phosphate Free removes mineral deposits like beerstone and milkstone from stainless steel, and other acid resistant surfaces. Low foaming, with complete rinsability, High Acid Cleaner FP Phosphate Free complies with state phosphate regulations and is an excellent product for CIP cleaning and neutralizing applications.

"Each year our food processing prod-

uct segment continues to grow," said John Swigart, President, Spartan Chemical Company. "We are continuously monitoring this market and developing new products to meet customer needs."

High Acid Cleaner FP Phosphate Free 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).



High Acid Cleaner FP

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## New Product & Exhibitor Highlights

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Reaches into skin's cracks and crevices to remove more dirt and germs than regular soap.<sup>1,2,3</sup> Remarkably mild, free of harsh preservatives and antibacterial ingredients. Good for you and the environment.



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To see the complete PURELL SOLUTION™, including specialized products for Healthcare, Foodservice, Education and Professional settings, visit **GOJO booth 1543**.



1. AugustineScientific, Newbury OH, ExVivo Soil Removal Analysis, August 5, 2017.  
 2. BioScience Laboratories, Inc., Bozeman, MT, Study# 1707304-101, Evaluation of In-Vivo Germ Removal, August 22, 2017.  
 3. All references to regular soap are based on our top-selling non-antibacterial soap.