

OFFICIAL SHOW DAILY FOR THE ISSA SHOW 2021

Meet the Convergence of Hygiene, Sustainability and Business Goals Head On

By Don Lewis, President, Professional Hygiene, Essity

For nearly two years, we've been living with a global pandemic, an event that has transformed the world, and more specifically, the professional hygiene industry. Throughout it all, professional cleaning services teams have shown us what it means to be



Don Lewis

"essential" workers, tirelessly keeping public spaces clean, healthy and safe. Hygiene has gone from 'taken for



granted' to 'critical' in people's minds. While that's raised the visibility of our industry, it's also created heightened expectations and new pressures. A recent study by Essity on hygiene perceptions and behaviors revealed that 69 percent of people said they feel more unsafe going to facilities with unhygienic public restrooms today than before the pandemic.¹ Further, 80 percent of people said they expect public restrooms to provide a safe hygiene environment to a higher extent now than before COVID-19.² This shift in feeling unsafe paired with increased expectations requires a higher standard of hygiene in public places.

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Spartan Chemical Receives Network Distribution's Leadership 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 awarded Network Distribution's Leadership Award for outstanding performance.

The Leadership Award represents uncompromised vision, ongoing industry thought leadership, commitment to the industry, and alignment with Network on all levels.

"Our suppliers truly stepped up to help us serve our customers through challenging times," states Alan Tomblin, Chief Executive Officer at Network. "With their vision, commitment, and innovation, Spartan

stood out to our members for their leadership in communication, partnership, and overall dedication to our in-



Spartan Receives Network Leadership Award

dustry and the people and businesses that work in and rely on it."

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Explore ISSA Show NA in Las Vegas

Welcome to ISSA Show North America 2021 in fabulous Las Vegas! We've been waiting for this moment for almost two years. We are thrilled to have you here with us for what promises to be a fantastic week. This year's show features so much to see in all facets of the cleaning industry, including over 500 exhibitors to meet on the trade show floor, 99+ education sessions to attend, and many opportunities to network and connect with your industry peers. Here are some highlights:

Plan Your Time at the Show

Take advantage of the free ISSA Show Mobile App, sponsored by R3 Reliable Redistribution Resource, to build your agenda and navigate the show. Download the app on your Apple or Android mobile device at issa.com/app, then create your My

Show Planner tool to add exhibitors, education sessions, and special events to your agenda. The app includes the full schedule of events, an interactive show floor plan, a list of food locations at the convention center, video content, and much more.

Show Floor Features

The show floor has so much to offer during this busy week! See the latest in cleaning products, and solutions amongst over 500 exhibiting companies! You can see specialized pavilions featuring new exhibitors, international exhibitors, and more! These areas include:

•**NEW! Air Quality Control Pavilion presented by GBAC** (Aisles 3000/3100), designed for companies with products to help cleanse and eliminate harmful particles in the air.

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Exhibit Hall Hours

TUESDAY, NOVEMBER 16

10:00 a.m. – 5:00 p.m.

WEDNESDAY, NOVEMBER 17

10:00 a.m. – 5:00 p.m.

THURSDAY, NOVEMBER 18

10:00 a.m. – 2:00 p.m.

François David Looks Forward to the Future of Cascades

In addition to his marketing and innovation responsibilities for Cascades PRO, Francois David has expanded his role to also incorporate sales – uniting three of the core business functions for Cascades PRO. In this new role, David's expertise will allow him to turn existing innovative ideas into sustainable solutions, staying true to the core values of Cascades.

Setting sights on a sustainable, customer-centric approach for the future

David considers himself an intrapreneur, not an entrepreneur – organized companies like Cascades inspire him to dig deep into complex industries and bring forth fresh perspectives that add strength to foundation. Cascades looks to the future with a sustainable, customer-centric approach,

Cascades PRO®

and David plans to build upon this vision.

Recent trends focused on the acceleration of e-commerce serve as an area of opportunity for Cascades to expand in the paper industry with their sustainable processes for products. David has his eye on helping Cascades become more fully integrated overall with e-commerce-ready solutions for conscious packaging of products to better answer to the evolving distributor clientele needs. These ideas speak directly to the need for timely and quality service.

Power in collaboration

David comes to Cascades with more than twenty years of extensive marketing and sales experience across a multitude of industries. He began his career

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Trebor Tissue!

Booth #W-862

Explore ISSA Show NA in Las Vegas

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- **International Pavilion** (Aisles 5600/5700) and **Italian Pavilion** (Aisles 4200/4300/4400/4500)
- **New Exhibitor and Start-up Village** (Aisles 4000-4700, 5800)
- **Residential Cleaning Pavilion** (Aisles 4400/4500), with companies that specialize in cleaning areas around the home.
- **Specialty Cleaning & Restoration Pavilion** (Aisle 4400/4500/4600/4700), which will feature exhibitors from health care, hospitality, residential, and restoration cleaning segments.



Show Floor Education

Education and innovation are more important than ever! Come see what the newest and most innovative prod-

ucts and demos. You can find three theaters on the show floor:

- **Solve for X** (Booth W-677). This curated learning area on the show floor will feature facilitated conversations between the speaker and the audience, with plenty of interactivity and documented takeaways from each session's collaboration.
- **Specialty Cleaning Area and Theater** (Booth 4481). This is your location for specialty cleaning, including restoration and floor care, health care and hospitality, and residential cleaning. Stop by for discussions and demonstrations on the theater stage all week long.



• **ISSA Innovation Showcase and Theater** (Booth W-2631). Browse

all the products entered in the 12th annual ISSA Innovation Award Program in the ISSA Innovation Showcase. You can also view innovation presentation and industry talks throughout each day in the Innovation Theater! Make sure to attend Innovation Awards Announcement & Show Floor Happy Hour on Thursday at 1:00 p.m., where you view the winner of the 2021 Innovation of the Year award and have a celebratory toast in the Innovation Showcase.

Your trade show badge also provides access to featured speakers and panels on hot topics in the industry:

- **Smart, Sustainable Technology Enabling the New Corporate Health Responsibility, sponsored by R-Zero**, Monday at 9:00 a.m. in Room W201-202
- **Hot Topics in Cleaning and Disinfection, sponsored by Contec, Inc.**, Monday at 10:30 a.m. in Room W201-202
- **ISSA Show Kick-off Session**, Tuesday at 8:30 a.m. in Room W322-327
- **Conquer Live**, Tuesday at 1:00 p.m. in Room W322-327



Rest and Relax

Finally, with so much to see and do, you'll need some time to catch your breath. Fortunately, you don't have to leave the trade show floor to take a break, as these bar and lounge areas serve to help you rest for the next exciting thing on your agenda:

- **ISSA Sports Bar** (Booth W-2250)
- **Food Service & Lounge** (Booth W-3059)

We wish you all the best for a productive and inspiring week at ISSA Show North America 2021. Thank you for being here!

Pandemic Practices: What's Next for Hygiene?

The COVID-19 pandemic has dramatically changed our lives over the past 18 months. Social distancing, hand hygiene and wearing masks continue to be top-of-mind, but the future remains unclear. For example, what is the current state of the Delta Variant, and how does that affect the future of hygiene?

To give you these answers, Cascades' very own Research & Development Manager, Frederic Perreault was joined by Dr. Charles Gerba, Professor of Microbiology and Immunology at the University of Arizona for our ISSA Show North America webinar, "A Year in Review - Importance of Hygiene in the Covid-19 Era and Beyond," where they discussed these pressing issues and much more.

Lessons learned

In the past year, we've gotten a firsthand look at how easily a virus can spread and evolve. While this has been a major challenge, Dr. Gerba offered a silver lining during the panel. The public's renewed focus on personal hygiene practices has made an impressive impact, as Dr. Gerba has seen a decrease in other infectious diseases.

Regarding the Delta Variant, he emphasized that each day brings new data - for example, the most common transmission of SARS-CoV-2 is via the respiratory route, but there are others. Surfaces are also extremely important in the potential transmission of this virus.

Cascades PRO

Set your sights on surfaces

According to Dr. Gerba, we are truly a "touch generation". Without even realizing it, we mobilize germs in our everyday lives with just the touch of our hands - germs we "pick up" from our countertops are easily transferred to our cell phones, keyboards, and steering wheels. These surfaces can hold various viruses, and while many mainly come from our own hands, there are other things to blame.

Dr. Gerba introduced us to the concept of re-aerosolization, or the production of airborne particles containing infectious viruses or bacteria. This phenomenon should particularly be considered in enclosed, busy spaces. If someone sneezes or coughs and leaves a virus on a surface, this can be re-aerosolized from an action as simple as the wave of one's hand in that general area.

Let this information fuel you to clean and disinfect surfaces more often. For best results, Dr. Gerba recommends a surface be cleaned first with soap and water, then disinfected.

How can I upgrade my cleaning routine?

Practice makes perfect, so get to work! When disinfecting a surface after cleaning it, rely on wipes or paper towels. Dr. Gerba noted that cloths and sponges typically combine with the disinfectant, accumulating addi-

tional bacteria. Follow this same rule after hand washing - dry your hands with paper towels rather than cloths or air dryers. Paper towels produce more friction and absorb more liquid, making a powerful duo in the fight against bacteria.

What is the future of hygiene?

One word: innovative. Dr. Gerba let us in on some of the potential ways that advances in technology and innovative solutions can offer protection from viruses and bacteria. For example, he mentioned that specific metals, like copper, are antiviral and

François David Looks Forward to the Future of Cascades

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and adaptable to evolution in any industry. His knowledge and expertise position him well to spot key trends, offer a fresh perspective and ultimately make informed, strategic decisions to further elevate Cascades as a thought leader and customer centric company.

Above all, David is looking forward to continuing collaboration with the Cascades team. "My biggest passion is building effective teams," David said. "When I see that my team is striving, successful, growing and being recognized, that is really my true passion in life." To learn more about David and his vision for Cascades PRO, visit www.cascadespro.com and visit us at booth W2134 during the show.

antimicrobial if formulated correctly. To lessen the bacterial risk in busy, high-touch areas, Dr. Gerba predicts an increase in innovative solutions that reduce exposure to germs, like touchless technologies, to help benefit our society. Along with technological advances, Dr. Gerba predicts that future generations of people will require a higher level of hygiene practices in all aspects of their lives, including from their colleagues, peers and the establishments they frequent.

We may not always have all the answers on how to fight off viruses and lessen the spread of bacteria, but scientists like Dr. Gerba work tirelessly to uncover new information to help us live longer, healthier lives.

Cascades PRO

All clean. All good.

WE CAN'T WAIT TO SEE YOU.

Come by our **Cascades PRO** booth **W2134** to discover innovative hygienic solutions that deliver peace of mind.



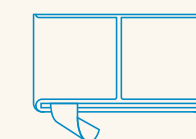
Coffee is on us!

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Your Tandem Latte break starts soon

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100% designed for superior hygiene Cascades PRO Tandem family of dispensers.

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WE GOT YOU COVERED!

Meet the Convergence of Hygiene, Sustainability and Business Goals Head On

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As a global leader in professional hygiene, we have a unique vantage point on how the pandemic has changed professional hygiene services, and its impact on the future of the industry.

Professional cleaning service teams: rising to meet the demands of a world emerging from COVID-19

It's undeniable that there are some aspects of our business that will never go back to the way they were before. The post-pandemic environment will look very different – and facilities need to be ready. Safety, hygiene and sustainability are interconnected now more important than ever.

In a new study from Essity, more than half of those surveyed who worked in an office before COVID-19 are now concerned about the cleanliness and hygiene of the workplace as they contemplate their return.³

Today, people not only have higher expectations of hygiene, but sustainability is also top of mind for employers, employees, visitors and guests. In fact, in another recent global survey commissioned by Essity, 90 percent of respondents said the importance of sustainability will increase for businesses in the future.⁴

To address these sentiments and deliver against key business metrics, Tork, an Essity brand, offers a range of products and solutions that contribute to sustainable hygiene by reducing waste, supporting lower carbon footprints and leveraging data to ensure more efficient facility management.



The impact of sustainable hygiene management

Our fundamental belief is that those in the professional cleaning business shouldn't have to choose between sustainability, hygiene and business performance as they work to meet the needs and concerns of their clients and end-users. All three aspects can be addressed and achieved through a strategic, integrated approach.

We call this sustainable hygiene management.

An example of how we are integrating these needs and meeting the expectations of the marketplace is the Tork PeakServe® Recessed Cabinet Adapter, named the Innovation Award Winner in the Dispenser Category at ISSA North America 2020. Tork PeakServe helps to save labor and eliminate waste due to the innovative 50 percent compressed refill and new dispensing technology that allows cleaning staff to top off dispensers at any time.⁵ These industry-changing features help to make sustainable hygiene a reality – and respond to the evolving demands of our customers and end users. With innovations like Tork PeakServe, facility managers now have more ways to meet the converging expectations for safety, hygiene and sustainability.

Tork Vision Cleaning's data-driven solution creates tangible business impact

The impact of facility hygiene on overall business performance is a key area of focus.

Today, heightened hygiene expectations, coupled with irregular and unpredictable traffic flows, means long-established and predetermined approaches toward cleaning are no longer enough to meet demands. To make a real impact, businesses need to be innovative, lean on new technologies and choose the right partners.

That's why we developed the first-to-market, world leading, facility management software for data-driven cleaning, Tork EasyCube®, in 2015. Since then, we have continued to build on our service innovations to help facilities deliver and reassure customers through better hygiene. We are proud to bring an expanded offering – Tork Vision Cleaning – to the market early next year.

This broader solution will enable cleaning teams to act on real-time data, rather than predetermined schedules. Given the increased importance of hygiene in people's minds, data-driven tools like this will allow cleaning staff to address hygiene issues quickly and effectively – reassuring people in any facility that their hygiene and well-being needs are being met, while helping improve business results.

Education is critical to better hygiene outcomes

Choosing the right products for a



facility is only part of the equation – a holistic approach to sustainable hygiene management also includes trainings and educational resources. Education and training will play a major role in helping cleaning professionals meet the expectations of the individuals who work and visit their facilities. In some ways, education can be every bit as important as the solutions themselves.

Our teams are constantly working to identify the challenges our end-customers face and develop best-in-class education and training options to meet those challenges head-on. For the healthcare industry, a hygiene-critical sector and a space where we know clean hands and surfaces save lives, we developed two free interactive training tools to address these vital hygiene needs.

Tork Clean Hands Training and Tork Interactive Clean Hospital Training were developed in partnership with leading behavioral scientists and experts in hand and surface hygiene. The trainings invite professionals to use their laptop, mobile phone or tablet to enter a virtual environment where they train on the World Health Organization's '5 moments of hand hygiene' with the goal of boosting compliance and reducing healthcare associated infections (HAIs).

Reducing HAIs not only leads to better patient health outcomes, it also helps eliminate costs associated with HAIs, leading to a healthier bottom line – proving again how hygiene can improve business results.

Sustainable hygiene management is just good business

There's no denying that enhanced hygiene standards are here to stay, and that new challenges will evolve as we continue to deal with the COVID-19 pandemic – and whatever lies beyond. As people return to public spaces, professional cleaning service teams need to be equipped with the right products, tools and resources that help ensure new and evolving consumer demands are always being met.

We are excited to show you how sustainable hygiene management will strengthen business outcomes through increased customer satisfaction, employee well-being, operational efficiency and sustainability performance.

^{1,2} 2021 Survey conducted by United Minds in cooperation with CINT in March 2021. The survey covered seven markets: UK, US, China, Germany, France, Spain and Sweden. In total, 7063 answered the survey.

³ The survey was conducted online within the United States by The Harris Poll on behalf of Essity from May 5 - 7, 2021 among 2,064 adults ages 18 and older (700 of whom worked in an office prior to COVID-19).

⁴ Ipsos, Essity Sustainability 2020
⁵ Compared to Tork Universal Folded Towels

It starts with safe care environments

Reinforce surface and hand hygiene in your facility with innovative trainings from Tork



ISSA SHOW
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NOVEMBER 15 - 18 | LAS VEGAS, NV

Join us at
Tork booth
#3029

Tork helps you elevate your business with sustainable hygiene management

Reduce the risk of cross-contamination and healthcare associated infections (HAIs) with the help of the Tork Interactive Clean Hospital Training and Tork Clean Hands Training. Designed with key industry experts, these free tools help healthcare professional improve hygiene compliance in their facility.

Learn more at Tork booth #3029 or torkusa.com/ISSA



Think ahead.

Tork, an Essity brand

Network Distribution Supply Chain Partnership with Whole Foods Market

Network Distribution®, a global distribution organization, is honored to announce a continued partnership as supplier to Whole Foods Market. Trade partners since 2016, Network provides food packaging, store supplies, and front end bags to the grocery retailer, with the goal of creating an outstanding shopping experience for Whole Foods customers.

Following the launch of a business relationship five years ago, Network became the single provider of store supplies, reducing Whole Foods' distribution partners from six to one. By consolidating with one distributor, Network provided centralized administrative and ecommerce solutions for cohesion across all Whole Foods retail locations.

Originally committed to service eight regions across the United States, success of the centralized program led to Network's award of business for all 11 regions, covering the entire country. This proven ability to meet the needs of a discerning gro-



cery partner places Network among national distributors highly qualified to support national grocery distribution requirements.

In serving a grocery partner who not only sells food but who creates a culture and experience for their shoppers, Network provides quality, sustainable, customized solutions to support the Whole Foods' purpose of setting a standard of excellence for food retailers. Network Vice President of Business Development, Dave Smith commented, "Whole Foods joins a group of large grocery partners in Network's portfolio who require highly customized local service excellence coupled with the supply chain, logistical planning, and strategic support requirements at the corporate level." Whole Foods Market operates 500+

stores in the U.S., across 43 states, with an additional 40 new locations in the pipeline. Network is proud to support Whole Foods Market in their mission to nourish people and the planet, while they continue to grow sales across all channels including delivery, pickup, and in-store.

The five year contract renewal is effective 10/1/2021.

Network Distribution, with worldwide revenue of \$21 billion, is a leading B2B distributor.

The company is designed to deliver supply management solutions to customers in a core set of business segments. From janitorial supplies to foodservice disposables and industrial packaging, Network provides innovative product solutions supported by the power of local expertise. With over 900 distribution centers in more than 52 countries,

Network improves lives and creates value by enabling local, regional, and global businesses to be their best. For more information visit networkdistribution.com.



Network Services Company Honors Distributor Performance

Network Distribution® (Network) recognized Member Distributors for outstanding performance and support during the organization's Annual Supplier Trade Show, held virtually.

"The supply chain weathered some demanding times in the last year. Our hats off to these companies for their steadfast dedication and partnership with Network to deliver essential products and solutions to our customers," Alan Tomblin, Chief Executive Officer at Network.

• **Imperial Dade** received Network's highest honor, **Member of the Year**. This award honors the outstanding performance and support of all Network programs and initiatives which contribute the organization's tremendous strength in the industry. Imperial Dade, a leading distributor of foodservice packaging, facilities maintenance supplies and equipment in the United States, Puerto Rico and the Caribbean, is headquartered in Jersey City, NJ. www.imperialdade.com

• **The Sales Member of the Year** was awarded to **Western Paper** for providing outstanding support and service to Network corporate accounts. Western Paper, an industry leader in the distribution of cleaning supplies and equipment, foodservice packaging,



ing, laundry and warewash solutions, is headquartered in Denver, CO. www.western-paper.com

• **American Paper and Twine** was honored as Purchasing Member of the Year, Network's top purchasing award. The award represents this distributor's overall support of Network's suppliers, supplier purchasing programs and outstanding growth. AP&T, founded in 1926 in Nashville, TN services customers through 7 distribution centers in the southeastern United States. www.shopapt.com

Additional Awards presented:

• **NetSource Support Award - Acme Paper and Supply** www.acmepaper.com

• **IT Excellence - Allied Eagle** www.alliedeagle.com

• **Operations Excellence - Mailender** www.mailender.com

Network Distribution, with world-wide revenue of \$21 billion, is a leading B2B distributor. The company is designed to deliver supply management solutions to customers in a core set of business segments. From janitorial supplies to foodservice

Spartan Chemical Expands Corporate Accounts Team

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 expansion of the corporate accounts team, effective July 1, 2021.

As a result of Spartan Chemical's growth in the building service contractor market as well as industry growth, Spartan Chemical has promoted B. Robert Snell to its building service contractor program, led by Jerred Attanasio.

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

"The building service contractor

segment continues to be a primary focus for us," said John Swigart, president, Spartan Chemical. "We are responding to the fast-paced growth in this vertical and adding additional resources."

"Bucky", as he is known in the industry, was promoted to the role of east coast building service contractor manager and brings extensive industry knowledge to his new role, having served as a Spartan Chemical regional manager in several regions including Cincinnati, South Carolina, and Atlanta over the last eight years.

Mr. Snell holds a Bachelor of Science in Business Administration with a concentration in supply chain management from Old Dominion University in Norfolk, VA.



B. Robert Snell

disposables and industrial packaging, Network improves lives and creates value by enabling local, regional, and global businesses to be their best. For more information visit networkdistribution.com.

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TRAINING made simple®



The CleanCheck® Learning Management System makes it simple to maintain a staff skilled in keeping facilities clean, safe and compliant. Step-by-step, CleanCheck training modules demonstrate proper cleaning procedures and safety measures, covering all the basics, plus advanced topics, pandemic cleaning and disinfection, as well as a Certified Disinfection Specialist accreditation.

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See what's next at ISSA booth **2245**



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Foodservice Disposables

Apparel & Safety



networkdistribution.com



DPA Buying Group Celebrates 20 Years of Success

The DPA Buying Group recently celebrated its 20th birthday! Distributor Partners of America (DPA) was formed in September 2000 by 67 independent high-volume distributors in the janitorial and sanitary supply industries. Since the group's inception, DPA members wanted to establish a high-caliber and selective organization to increase their sales and profits with the group's preferred manufacturers.

Today, the group has grown to over 1,200 independent distributors and 230+ national suppliers within the Janitorial/Sanitary, Safety Equipment & Clothing, Packaging, Restoration, and Industrial markets.



"Twenty years is a significant milestone and all credit is due to the passion and loyalty of our partner distributors and suppliers. We've seen a lot of changes over the last two decades, but our mission has remained the same - to increase the sales and profits of DPA members. We are also



especially proud of the lifelong friendships that have been developed along the way." - Zachary T. Haines, DPA CEO

DPA offers independent distributors quarterly marketing allowances on purchases made with the group's preferred vendors, which are exclusive to the buying group's members. In addition to the marketing allowances, DPA negotiates better pricing, lower minimum order requirements, extra promotions and better prepaid freight policies.

DPA suppliers leverage the group's programs to capture new distribution opportunities and also to strengthen relationships with their existing customers. The group only partners with a limited number of vendors in each product category, so every relationship is mutually rewarding.

For more information about The DPA Buying Group, please visit www.DPABuyingGroup.com or call (800) 652-7826.

Spartan Chemical Receives Network Distribution's Leadership Award

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"We are extremely honored and thankful to Network and our distributor partners for this recognition," said John Swigart, President, Spartan Chemical Company. "The Leadership award is a representation of the companywide emphasis on leading our industry in a commitment to independent distribution. I am truly proud of our leadership team and each and every employee at Spartan."

The award was presented to Spartan Chemical during Network's annual supplier trade show, which was held virtually. The award was accepted by John Swigart, president and Cali Sartor, vice president, marketing, Spar-

tan Chemical Company.

At Spartan Chemical Company, we make clean simple®. We are a recognized leader in cleaning and sanitation solutions for the industrial and institutional market. As a proud US employer, Spartan formulates and manufactures high quality products from our state-of-the-art facility in Maumee, OH and sells both domestically and internationally through a select network of distribution.

Spartan's products and services are used in building service contractor, education, food service and processing, health care, industrial, lodging/hospitality, and vehicle care markets.

Spartan Chemical Promotes DiGeorgio 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, announced the promotion of John DiGeorgio to the role of regional manager, effective July 1, 2021.

Mr. DiGeorgio joins Spartan as the regional manager for the Atlanta re-

gion. John most recently served as an account manager for Es-sity, a leading global hygiene and health company, where he covered the Jacksonville and Atlanta region.

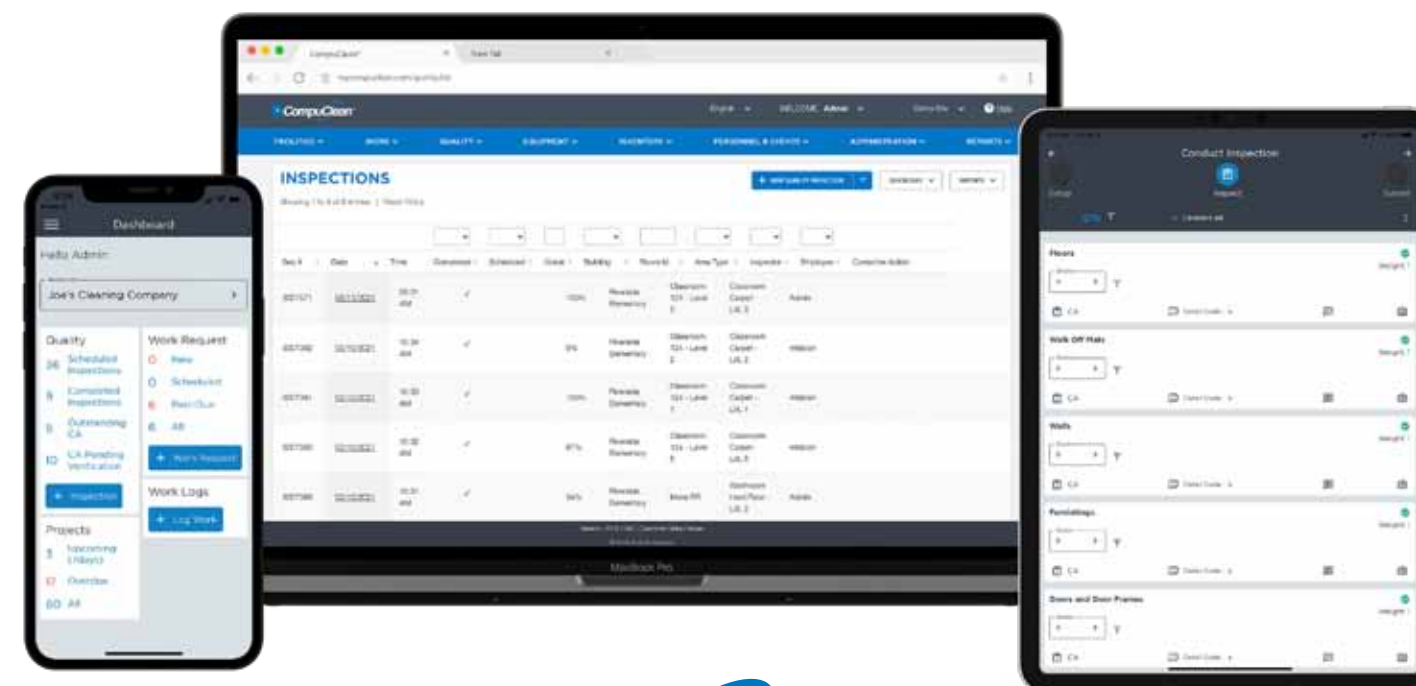
Prior to that, Mr. DiGeorgio was an outside sales representative at Veritiv (previously Unisource) where he gained over 19 years of experience in the janitorial and sanitary industry.

John attended the University of North Florida, in Jacksonville, Florida where he received his Bachelor's degree in Marketing and Business Administration.



John DiGeorgio

CUSTODIAL MANAGEMENT made simple®



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We've been making clean simple for more than 65 years.

See what's next at ISSA booth **2245**



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SPARTAN CHEMICAL Clothesline Fresh® Sanitizer 26 Meets Epa Criteria for Use Against SARS-COV-2

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 Clothesline Fresh® Laundry Sanitizer 26, an antimicrobial laundry additive designed for use in commercial, institutional, and industrial laundry operations.



Clothesline Fresh® Laundry Sanitizer 26

Fresh Laundry Sanitizer 26 works as a laundry pre-soak sanitizer against bacteria, reducing bacterial count by 99.9%. Clothesline Fresh Laundry Sanitizer 26 also helps reduce cross-contamination in treated laundry and eliminates bad odor found on wet and soiled laundry.

“We saw a surge in demand for hard surface disinfectants and sanitizers over the past year and we expect this trend to remain for the near future,” said John Swigart, President, Spartan

Chemical Company. “It only follows that soft surface sanitizing products like Clotheslines Fresh Laundry Sanitizer 26, would become increasingly important for professional laundries looking to build confidence with their

clientele. Clothesline Fresh Laundry Sanitizer 26 is listed on the EPA’s List N disinfectants approved for use against SARS-CoV-2”

Clothesline Fresh Laundry Sanitizer 26 is available through Spartan’s select distributor network. For more information or to find a distributor near you, visit www.spartanchemical.com.

Spartan Chemical Company Announces New Appointment to Operations Team

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 Luis Santiago to the role of Environmental Health and Safety Manager, effective July 26, 2021.

Mr. Santiago comes to Spartan from the City of Toledo Fire Department in Toledo, Ohio where he served for the last 34 years. For the last seven of those years Luis held the role of fire chief, where he was tasked with managing a \$73 million budget that included over 600 uniformed and civilian members that provided emergency response services along with risk reduction management. In this role, Luis also served as the primary advisor to the mayor and safety director.



Luis Santiago

At Spartan Chemical Company, we make clean simple®. We are a recognized leader in cleaning and sanitation solutions for the industrial and institutional market. As a proud US employer, Spartan formulates and manufactures high quality products from our state-of-the-art facility in Maumee, OH and sells both domestically and internationally through a select network of distribution. Spartan’s products and services are used in building service contractor, education, food service and processing, health care, industrial, lodging/hospitality, and vehicle care markets.

HAND HYGIENE made simple®



The innovative foamyIQ® hand hygiene system makes it simple to ensure that handwashes and hand sanitizers are always at the ready for infection prevention. With foamyIQ, there are no costly dispensers to install, maintain or repair. And no refilling is necessary. When the foamyIQ dispensing cartridge is empty, simply remove it from the bracket, recycle it, then snap on a new one.

We’ve been making clean simple for more than 65 years.

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PROVIDER
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Lessons Learned from a Time and Motion Study of Electrostatic Devices

The Benefits of Electrostatic Technology for Disinfecting

When the pandemic began, facilities turned to new technology to meet cleaning and disinfecting needs such as electrostatic sprayers, resulting in a vast expansion of the number of facilities that have invested in learning and implementing this technology. The benefits of electrostatic technology are clear: by applying a charge through disinfectant droplets, electrostatics achieve greater surface coverage than spray and wipe methods and can be applied more quickly and cover more surfaces. These benefits can make effective surface disinfection more achievable, especially for facilities pressed for time.

Real-world Testing: The Time it Takes to Disinfect Using Electrostatics

Real-world evaluations of electrostatic sprayers are just as important as manufacturer testing because they confirm that a product can deliver what it claims in practice. To put our devices to the test, we recruited eight custodians to participate in a research study to determine the time it takes to disinfect five different spaces using electrostatics devices: The Clorox® Total 360® System and Clorox® TurboPro™ Electrostatic Sprayer.

Before beginning the testing, we provided hands-on training on how to best use the devices to ensure proper

and efficient use. The protocol consisted of each participant applying the disinfectant to high-touch surfaces using each device in a classroom, a shared office space, a cafeteria, a weight room and a restroom. After training and practice, results showed regardless of the room and its square footage, that high-touch surfaces could be disinfected in about two minutes. Based on this, an average school with 25 classrooms could be disinfected with electrostatics in less than one hour.

Tips and Tricks for Using Electrostatics

Cord management is key. Frequently, when disinfecting it is best to start at the corner farthest away from the door and work your way out. If you are using a corded device, improve disinfecting times and avoid cord struggles by following these tricks:

- **Plug in the device as close to the center of the room as possible.** This reduces the need to unplug the device and move to another outlet when the cord does not reach.

- **Keep the cord close to the wall and move in straight lines.** Walking in straight lines down rows of desks or objects will reduce cords getting wrapped around objects.



- **Move methodically and learn your space.** Every room will have an optimum path to follow to disinfect all the high touch surfaces.

Conserve disinfectant. One of the greatest benefits of electrostatics devices is their ability to effectively cover and wrap disinfectant around surfaces. Use a product with a short



Clorox® TurboPro™ Electrostatic Sprayer

contact time for the pathogens you are concerned about (two minutes or less) to benefit most from the time savings of electrostatics. Using a product with a short contact time will also enable you to use less disinfectant. Follow these additional tricks to

improve speed and save disinfectant usage:

- **Count out three to four seconds of spray per object.** In most cases, three to four seconds of spray in an S-shaped motion is sufficient to cover an object, like a desk or table in a classroom.

- **Turn off spraying in between objects.** When walking between objects, be sure to press the trigger to turn off the spraying. This will ensure that disinfectant is conserved.

Finally, if you are struggling with how to optimize your process, ask for advice or further training. Manufacturers have lots of practice helping people learn how to best use their devices, and a skilled trainer can help you find solutions. For example, you can visit our resource center at CloroxPro.com for best-in-class training and educational materials.

Disinfecting to Help Safeguard the Environment

Since the COVID-19 pandemic, customers, students, and office workers have come to expect spaces to be disinfected regularly. Electrostatics devices present an optimized method to improve the disinfection of public spaces through enhanced surface coverage. Using the tips learned from our end-users in real spaces, disinfecting with electrostatic technology is a fast, effective and efficient way to help keep our public spaces cleaner and safer.

THE EVOLUTION OF CLEAN



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Learn more at CloroxPro.com

How Interactive Trainings can Elevate Sustainable Hygiene Management in Healthcare

In healthcare, clean hands and surfaces help save lives by preventing infection. Healthcare associated infections (HAI), which can spread through surfaces and hand contact,¹ are a major threat to patient safety worldwide – with approximately 99,000 deaths per year in the US alone.²

they would like to improve their hand hygiene compliance;³ and •40% say they would like to receive better hand hygiene training.⁴ Given the challenges faced by EVS, infection prevention and control, and other healthcare professionals at this



Tork Interactive Clean Hospital Training is an innovative desktop tool designed to make the training process for cleaning healthcare facilities engaging and efficient. This training is:

- Based on the Association for the Health Care Environment's Practice Guidance for Health Care Environmental Cleaning, helping ensure cleaning staff complete tasks to industry standards
- Accompanied by a comprehensive "Train-the-Trainer" tool developed to help EVS leaders train their teams efficiently and most importantly, effectively
- Available in more than 25 languages, catering to EVS professionals globally

Tork Clean Hands Training, available on desktop and in virtual reality (VR), invites users into a virtual world where they interact and train in a realistic, safe environment that aims to boost hand hygiene compliance. This training:

- Is based on the World Health Organization (WHO)'s '5 moments of hand hygiene'
- Brings hand hygiene compliance to life through gamification – a cutting-edge experience relevant to our digital age
- Capitalizes on research that suggests VR trainings are more engaging and inspiring
- Is available across multiple platforms and languages



CONTRIBUTING TO IMPROVED PATIENT OUTCOMES

Together, the Tork Interactive Clean Hospital Training and award-winning Tork Clean Hands Training help healthcare facilities improve surface cleaning and hand hygiene compliance, resulting in better patient outcomes.

In addition to innovative trainings, Tork has developed a range of products and services that help customers elevate their operational performance, while also meeting their sustainability goals and supporting hygiene compliance.

To experience these innovative trainings and other Tork solutions, visit us at **Tork booth #3029** or learn more at Torkusa.com/ISSA.



¹Center for Disease Control and Prevention, National Center for Emerging and Zoonotic Infectious Diseases (NCEZID), Division of Healthcare Quality Promotion (DHQP), "Reduce Risk from Surfaces", 13 October 2020
²Patient CareLink, Healthcare-Acquired Infections (HAIs), 2020
³2018 Survey conducted by United Minds in cooperation with CINT from November 23 - December 7, 2018. The survey covered five markets: UK, US, Germany, Poland and Sweden. In total, 1017 answered the survey.
⁴2018 Survey conducted by United Minds in cooperation with CINT from November 23 - December 7, 2018. The survey covered five markets: UK, US, Germany, Poland and Sweden. In total, 1017 answered the survey.



Environmental services (EVS), infection prevention and control, and other healthcare professionals are always seeking new ways to improve surface cleaning and hand hygiene practices to help reduce the risk of infection, meet visitors and employees' heightened hygiene expectations, and contribute to improved patient outcomes. However, traditional forms of surface and hand hygiene trainings are often viewed as time consuming, difficult to schedule and execute, and uninspiring, which can lead to low attendance and retention. In fact:

critical time, Tork®, an Essity brand and the global leader in workplace hygiene, developed two free interactive training tools – Tork Interactive Clean Hospital Training and Tork Clean Hands Training. These tools address crucial training needs in an efficient, digital way that elevates healthcare facilities' operations through sustainable hygiene management. Designed alongside leading behavioral scientists and hygiene experts, the Tork trainings help EVS managers and infection prevention and control specialists reach more healthcare staff members than traditional training methods.

ACS Cleaning Products is Driven by Innovation

With the recent introduction of three new innovative products ACS is leading the way in the advancement of the cleaning industry.

ACS has designed and built the most incredible stripping pad ever made. The Turbostrip™ Segmented Rotary Pad has 24 cutting edges to bite into the old floor wax and remove it from the floor.

shining pad that performs both operations in one motion. The more often you use it the more gloss you will see. DUALA is offered as both a low-speed and high-speed version utilizing the same 2001 laminated pad construction as the original 2001 Gorilla laminated UHS pad and the laminated HEAT by Gorilla pad for concrete bonding. The DUALA Low Speed Pad



ACS Industries Antimicrobial Pads

This new patent-pending floor pad invention, Turbostrip™ Segmented Rotary Pad, is an amazing tool for taking wax off the floor. As one of our customers wrote us, "The pad ate through 10 years of wax buildup like a hot knife through butter." We typically hear a reduction of time spent to strip a floor between 30% to as much as 50% depending on the floor and job experience.

DUALA Clean and Shine Pads are our second innovation. The DUALA performs as both a cleaning pad for black marks and surface dirt and a

is a traditional pad that cleans and shines the floor in one step. Last, but not least, ACS introduced the TrapMaster Disposable Dust Trapping Pad. The TrapMaster is a two-sided air-layed non-woven pad that is 5x thicker than any sheet type and has 10x the tensile, tear and elongation strength featuring an open weave construction that traps more dust, dirt and hair deep into the web structure. Visit ISSA booth #4050 to learn more
www.acs-cp.com
cleaning@acsind.com

Spartan Chemical Company Announces New Appointment to Operations Team

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 Ryan Newcomer to Packaging Buyer effective July 26, 2021.



Ryan Newcomer

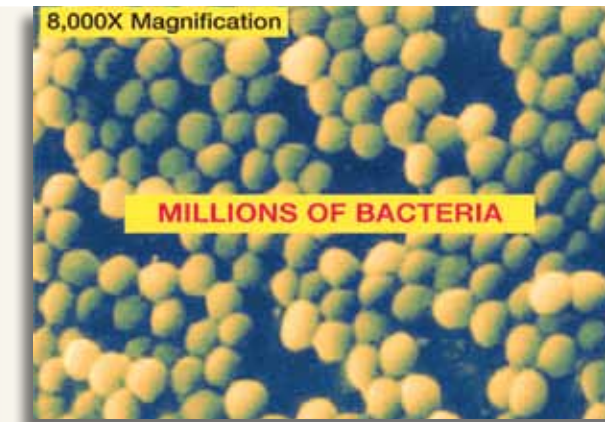
Mr. Newcomer brings to bear a broad range of experience having spent the last five years working at Bonded Chemicals, Inc. (Chem-Group, Inc.) in Columbus, Ohio, where he was hired as a sales representative

and two years later would be promoted to purchasing manager with a focus on chemical buying. Prior to that, Ryan worked in Marysville, Ohio for The Scotts Miracle-Gro Company where he was a research biologist working in research and development for five years. Mr. Newcomer received his Bachelor of Science degree in Agriculture-Horticulture with a minor in Agriculture Systems/Landscape Construction from The Ohio State University, in Columbus, Ohio.

Moving Forward, beyond the Pandemic

COVID-19 has changed how *Cleaning for Health* is viewed

First & Only Antimicrobial pads! Innovating For Health



This Magnified Image of An Untreated Pad Shows Uninhibited Bacteria Growth.

- The broad-spectrum performance of antimicrobial substances makes them perfect for use in hygiene critical environments.
- Customers are looking to clean, sanitize and disinfect more efficiently to create a healthy indoor environment.
- Floors are high contact surfaces too. Contaminants from coughing, sneezing and even speaking eventually end up on the floor.
- ACS is The 1st and only Full Pad Line that is treated with an Antimicrobial Agent baked into the pads.



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Facilities Management Advisor Lessons Learned About Cleaning Due to the Pandemic

We have learned a number of very valuable lessons from the pandemic that cannot be overlooked. This is true in many industry sectors but is especially true for facility managers, housekeeping departments, and contract cleaners hired to clean all types of commercial facilities.

Some suggest the critical lesson learned from the pandemic is just how essential disinfectants are in maintaining healthy facilities. Others, however, claim precisely the opposite.

The lesson learned, according to these critics, is that we overused disinfectants during the pandemic. In fact, according to Doug Gatlin, head of Green Seal, a leading green-certification organization, disinfectant use was up by more than 600 percent at the start of the pandemic.

This significant overuse can negatively impact the health of the cleaning worker, building users, and the environment. A term was even coined for this over-use: indiscriminate disinfecting.

Additionally, a recent study, published in the *Journal of Allergy and Clinical Immunology*, reached the same conclusion: the study reported that the increased use of disinfectant wipes and disinfecting liquids was significantly related to poorer asthma control. These findings are consistent with previous studies conducted primarily in occupational [work] settings that show increased exposure to disinfectants is related to increased asthma symptoms.¹

So, if it wasn't the use of disinfectants that was the big "takeaway" from the pandemic, what is it? Some industry experts now conclude that it is the necessity for effective custodial training. For instance, Stephen Ashkin, long known as the "father of Green cleaning," has recently written:

Cleaning does not happen by magic. COVID has taught [us] that custodial workers need training on the basics of cleaning, infection control, and prevention, so workers know how to clean for health and protect themselves at the same time.

Many facility managers may not be aware of this, but professional custodial training has been an ongoing challenge in the cleaning industry for years. The reasons are many. Once cleaning workers are taught new cleaning methods and procedures, they often return to their old habits very soon after the instruction has ended.

Plus, at this time, the challenges of finding ways to train custodial workers effectively have been exasperated. Cleaning contractors are finding it very difficult to get workers, and when they do, these workers are often off to another job in just a few weeks or months. So, cleaning contractors are often reluctant to train new workers until they believe the worker may stick around for a while.

Some professional cleaning industry manufacturers have stepped up to the plate, attempting to address this situation. For instance, at least one manufacturer of "spray and vac" machines, better known as no-touch

cleaning systems, has developed electronic "tutors." Mounted on machines or downloaded as an app for a smartphone, these electronic tutors help instruct a worker how to perform a task and then allow the worker to practice what they have just learned.

"This play and practice technique has proven very effective at training cleaning workers," says Mike Sawchuk, a Canadian cleaning consultant. "It also helps the [cleaning] worker feel more confident and self-reliant, which also facilitates effective cleaning."

More Cleaning Lessons Learned

Facility managers need to know additional takeaways from the pandemic, and those include the following:

Fair Pricing. As a former contract cleaner, I know all too well how much pricing affects who is hired to clean a facility. Years ago, invariably, the low bidder got the job. Some government entities required that the low bidder be selected. Facility managers must realize now that effective cleaning often means more frequent cleaning, the use of more helpful cleaning tools, and, as mentioned, better trained cleaning workers. This can lead to higher costs, but facility managers should expect to pay a fair price if building users (and custodial workers) are to remain healthy in your facility.

Partners in Health. Not only are cleaning workers an expense, but they are also your partners when it comes to keeping facilities clean and healthy,

more now than ever. View them as your frontline workers. "Working together," according to Steve Ashkin (cited earlier), "COVID-19 has turned the expression cleaning for health into a reality."

Keep Learning. While stagnant for years, the professional cleaning industry has been rapidly evolving over the past decade. Facility managers must stay up to speed with new developments and technologies. Usually, these new technologies are designed to improve cleaning effectiveness and help improve worker productivity, which can ultimately be a cost savings.

This last point is crucial. We must view cleaning that protects human health as part of a journey, one that is never-ending. And due to COVID, we must always be on the lookout for new ways to help prevent disease transmission.



Robert Kravitz

Robert Kravitz is a frequent writer for the professional cleaning industry.

¹ Eldeirawi K, Huntington-Moskos L, Nyenhuis SM, Polivka B. Increased disinfectant use among adults with asthma in the era of COVID-19. *The Journal of the American Academy of Allergy, Asthma, & Immunology*. Published online, December 29, 2020.

has the potential to negatively impact our natural world. Most of these unfriendly cleaning products are made from fossil fuels.

Not only does this mean they are being manufactured using a dying, unsustainable source, but cleaning solutions made with fossil fuels and traditional ingredients can also impact health and the environment in three critical ways:

Green Cleaning and Certification

To address these health issues in a post-pandemic world requires that facility managers and cleaning contractors embrace the use of healthier cleaning products, methods, and procedures; and to ensure they are both green and effective, they must be independently verified.

Just so we are all on the same page, here are some definitions we need to know:

- Green cleaning and green cleaning methods and procedures can be defined as cleaning that protects health without harming the environment. More broadly, it means using cleaning tools, chemicals, equipment, and other products that have a reduced negative impact on the environment, the user of the products, and building occupants while providing uncompromising performance.

A key word in the above description is credible. In the past decade, the marketplace has become crowded with certifications that have little scientific basis, no independent verification, or that can even be self-awarded. This has caused considerable confusion for consumers.

In a post-COVID world, when protecting human health and our environment is now a global concern, there is no room for guessing or trial-and-error purchasing. If green is here to stay, as pointed out earlier, it's crucial that we make sure the products we are using for cleaning are proven green.

Doug Gatlin is a recognized expert in the design, development and deployment of voluntary market transformation programs and has held senior leadership positions with the U.S. Green Building Council's LEED Program and the U.S. Environmental Protection Agency's ENERGY STAR Program. He is now CEO of Green Seal.

*Scott Paterson and Arith Ramkumar; *The Wall Street Journal*, May 22, 2021.



Doug Gatlin



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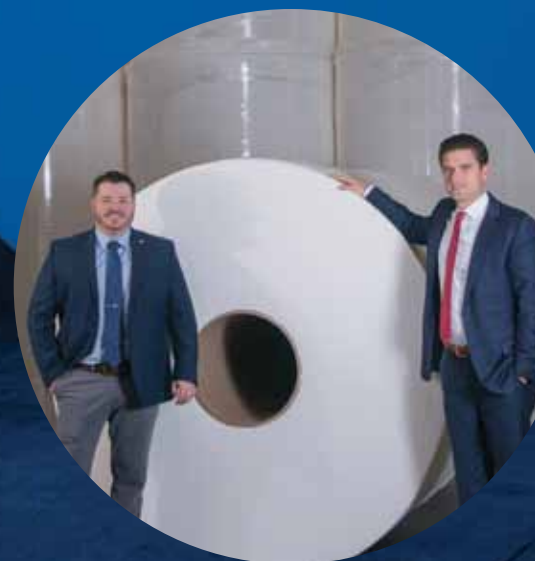
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