

OFFICIAL SHOW DAILY FOR THE ISSA SHOW 2022

Evolving the Tork Brand Experience



By Don Lewis, President, Professional Hygiene, Essity

Our Tork team is committed to helping professional cleaning businesses thrive in today's marketplace. This commitment entails offering tools, services and solutions that address the shifting behaviors and evolving demands of your customers.

Creating holistic omni-channel experiences

One area we have been concentrating on is developing holistic, omnichannel experiences that help our customers learn about our products as they interact with our distributor partners through their preferred touchpoints.

Today, business-to-business buyers expect to be able to purchase products on their own terms. In large part, that is because they now bring their own consumer-buying experiences and expectations into their B2B-pur-



Don Lewis

chasing behaviors and practices. This often means conducting research and assessing product options when convenient to them, rather than scheduling initial calls and meetings with distributor sales representatives. In fact, this year, we conducted research

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Explore ISSA Show NA in Chicago

Welcome to ISSA Show North America 2022 back in Chicago! We are excited to have the industry all together for a great, content filled 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 expo floor, 70+ 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 by searching 'ISSA Show North America' in the app store, 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! Facility Solutions Pavilion** (Aisles 4400/4500), designed for companies with products for all facility solutions.
- **International Pavilion** (Aisles 400/500) and **Italian Pavilion** (Aisles 600/700/800/900)

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Exhibit Hall Hours

TUESDAY, OCTOBER 11

10:00 a.m. – 5:00 p.m.

WEDNESDAY, OCTOBER 12

10:00 a.m. – 5:00 p.m.

THURSDAY, OCTOBER 13

10:00 a.m. – 2:00 p.m.

Spartan Chemical Awarded Network 2022 Member Choice

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 the exclusive honor of being named Network Distribution's 2022 Member Choice for best all-around service provider as voted by the Network Members.

Spartan Chemical was presented with the Member Choice Award in recognition of best all-around service, as voted by Network distributors. This marks Spartan's sixth time receiving the award and underscores the company's long-standing commitment to mutual success.

"This award is the voice of the membership," said Alan Tomblin, Chief Executive Officer at Network.

"We conduct an annual survey with members to evaluate our key suppliers on performance. Spartan consistently provides the absolute best



SPARTAN Receiving the the NETWORK 2022 MEMBER CHOICE Award

all-around service and support to the membership. We are grateful to their leadership for guiding such

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Morcon Tissue Makes Strategic Investment in Innovative Proprietary Dispensing System

Morcon Tissue is thrilled to launch Maximus™ at this year's ISSA show in Chicago, IL. The new proprietary electronic roll towel dispenser features an industry leading dispensing mechanism combined with advanced MRS (Material Recognition System) technology.

MRS is a patented, proprietary, electronic system that utilizes infrared technology to read a barcode printed on the inside of core stock. Upon verification of the barcode, the system will either accept or reject the paper roll.

Joe Racuaia, President and



Joe Racuaia

More Service. More Value.



CEO of Morcon stated, "Our new Maximus™ electronic roll towel dispenser will provide Morcon and its customers with a competitive edge versus any other system in the marketplace."

How will it do that, you may ask? This system focuses on three key attributes:

MAX Reliability: Proven dispensing technology combined with a true lock-out system.

MAX Performance: Paper engineered to provide superior absorbency and strength resulting in the elimination of tabbing.

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Trebor Tissue! Booth #1039

Explore ISSA Show NA in Chicago

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• **New Exhibitor Pavilion**
(Aisles 300/400/500)

• **Residential Cleaning Pavilion**
(Aisles 3200/3300/3400), with companies that specialize in cleaning areas around the home.

• **Air Quality Control Pavilion**
presented by GBAC (Aisles 4600/4700), designed for companies with products to help cleanse and eliminate harmful particles in the air.

Show Floor Education

Education and innovation are more important than ever! Come see what the newest and most innovative products and demos. You can find three theaters on the show floor:

• **Solve for X** (Booth #1461). 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.

• **Facility Solutions Theater** (Booth #3242). This is your location with focus around the ever important Facility Solutions. Come join to hear from industry experts and the hot topics!

• **ISSA Innovation Showcase and Theater sponsored by Tork, an Essity brand** (Booth #4206).



Browse all the products entered in the 23th 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! Join us for Innovation Happy Hour sponsored by Tork, an Essity brand on Tuesday at 3:00 p.m. 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 2022 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:

• **Spotlight Speaker Bill Rancic**, Tuesday at 9:00 a.m. in the Grand Ballroom, S100

• **Spotlight Speaker Sarah Moshman**, Wednesday at 9:00 a.m. in the Grand Ballroom, S100

• **Cocktails and Conversations (formerly Roundtables)**, Monday at 4:15 p.m. in the Vista Ballroom

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 sponsored by Spartan Chemical Co., Inc.** (Booth #2032)

• **New CleanMeet Lounge** (Booth #3860)



We wish you all the best for a productive and inspiring week at ISSA Show North America 2022. Thank you for being here!

Spartan Chemical Awarded Network 2022 Member Choice

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meaningful impact." He concluded, "The bar has been raised!"

"We are extremely honored and thankful to Network and our distributor partners for this recognition," said John Swigart, President, Spartan Chemical Company. "The Member Choice award is a representation of the companywide culture and commitment to our customer, the distributor. I am truly proud of each and every employee at Spartan."

The award was presented to Spartan Chemical by Alan Tomblin, President and CEO, Network Distribution and James Timberlake, Chief Supplier Development Officer Network Distribution, during the Network Distribution Supplier Tradeshow in Hollywood, FL. Spartan Chemical was represented by John Swigart, President and Bryan Mangum, Vice President of Sales, Cali Sartor, Vice President, Marketing and Doug Peterson, Manager, Corporate Accounts.

Morcon's Strategic Investment in Proprietary Dispensing System

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MAX ROI: Selective distribution and lock-out features propel ROI to the Max.



Morcon's VP of Revenue Management is also excited to share the news with customers, revealing that, "Morcon remains committed to introducing innovative product and service solutions for our partners. We are proud to launch Maximus™ as it demonstrates our commitment to being a leading alternative to the majors."

"The use of MRS technology (a first by any US Tissue manufacturer) means select distribution partners will have protection for their investment in sales time and effort," Peter Brown, Director of Sales in the West, added.

Morcon Tissue has experienced a 15% sales growth each year since 2013. The investment in this new dispensing system is just another way that they are differentiating themselves from



the competition. Truly an alternative to the majors, Morcon Tissue is a leading converter of commercial paper products including napkin, towel, tissue, and dispensers for the Away-From-Home market in North America.

Family owned and operated, Morcon is a paper partner you can trust. **Visit Morcon at booth #620** at this year's ISSA show to learn more about their capabilities. You can also check out their website at www.morcon-tissue.com for additional information.

Cascades PRO

Tandem

The family that protects you all the time.



All our Tandem® dispensers are designed to be elegant, modern, sophisticated, clean and jam-free! They're made to last, no matter how many guests put them to the test.



C310 | C312 | C314

High-Capacity Bath Tissue Dispensers

- Clean look and touchless experience
- Handy flip mechanism and split loading
- Quick-check design

Paper refills



C380 | C382

Single and Double Jumbo Bath Tissue Dispensers

- Clean look and touchless experience
- Quick-check design
- Zero-waste system

Paper refill



C340 | C350

Roll Towel Dispensers

- Available in mechanical and electronic models
- High-performance dispenser
- Quick-check design

Paper refills



CMA* is a global leader in providing industrial composting facilities an acceptance standard for compostables by performing field disintegration testing through several prominent processing methods to ensure products sent to industrial compost facilities adequately break down within the production cycle.



Product certified for reduced environmental impact.



Certified for chlorine-free processing, energy and water efficiency, and 100% recovered/minimum 25% (bath tissue) or 50% (towels/napkins) post-consumer content. GreenSeal.org/GSI.



100% of the electricity used to manufacture this product is matched with certified wind energy.



International certification and labeling system dedicated to promoting responsible management of the world's forests.

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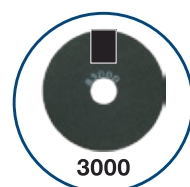
QUICK START ROUTINE MAINTENANCE PROGRAM

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PRODUCT

ES37 Cleaner/Maintainer/Polisher
Sheen Building Additives
Low Cost Dilution



PAD

3000 grit CMP pad
100% Infused Diamonds
Throughout Entire Pad



METHOD

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Use Your Existing Equipment

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Evolving the Tork Brand Experience



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which revealed that distributor websites are the principal source of information for buyers when researching sustainable hygiene solutions. Moreover, we found that 57% of buying decisions are now made before the end-customer even engages with a distributor sales representative.

To meet the moment, and help distributors deliver on their customers' B2B purchasing expectations, Tork has developed best-in-class content for distributor websites that help them maximize this omni-channel approach with a superior digital shelf experience. Our enhanced content is dynamic, engaging and relevant - it speaks directly to end-customer needs and incorporates visuals and imagery alongside hundreds of videos and product demonstrations. Our enhanced content transforms a regular product detail page into a brand experience, helping the end customer inform their purchasing decision and thus delivering a superior experience.

To date, we have created content for more than 1,400 Tork product SKUs, with product detail pages that effectively convey our products' distinctive selling points, including key claims and benefits, especially those that tie to sustainability. Of equal importance, we have invested in technology that enables our distributor partners to deploy our content online, quickly, and with minimal additional work required on their end. Thus far, across distributor sites, there have been over one billion views of Tork product pages, proving that content is king and helping expedite purchase decisions.

Innovating to drive sustainability

Another customer expectation we are prioritizing is sustainability. The

demand for sustainable solutions is increasingly driven by the expectations of our customers' clients and end users who are back in the office, staying at hotels, dining in restaurants, receiving care at medical facilities and visiting other public venues.

Essity recently conducted a global survey that found three out of four U.S. employees, who have returned to the office at least part-time, say they want a more environmentally friendly office, and this trend was evident across the globe.¹ Working from home and in personal spaces during the pandemic increased employees' attention to -- and appreciation for -- what it takes to create environmentally friendly workplaces. As employers and key decision makers are looking to meet the moment and improve office sustainability, it is now incumbent on facility managers to implement sustainable hygiene management in the spaces they maintain.

At Essity, we remain laser-focused on delivering products and services that provide the highest levels of hygiene, while also innovating and integrating sustainability features and benefits.

Our fundamental belief is that cleaning business professionals should not have to choose between hygiene, sustainability and business performance. As the global leader in professional hygiene, we believe that all three aspects can be addressed and achieved through a strategic, integrated approach: sustainable hygiene management.

So, what does this mean?

While every customer need is unique and ever-changing, we are committed to innovating the right solutions for your business. I've highlighted a few common challenges that many of you face today, and how the

sustainable hygiene management approach can solve them.

• Hand hygiene remains top priority for end users

As the pandemic reinforced, from the office to healthcare settings, when it comes to reducing the spread of colds, flu and viruses, hand washing is critical. In fact, according to our Essentials Initiative Survey, nearly 70% of people say they have changed the way they wash their hands due to COVID-19.² And on top of a complete facility hygiene offer that consists of award-winning systems, wiping and cleaning products, paper hand towels and toilet paper, Tork offers highly effective, sustainable hand hygiene solutions.

With carefully chosen ingredients, select Tork skincare products have lower impact on aquatic life, supporting sustainability goals. For that reason, we are proud to submit Tork Clarity Hand Washing Foam Soap for the Innovation of the Year Award at ISSA. Tork Clarity Hand Washing Foam Soap has four certifications including Green Seal, EcoLogo, NSF E1 Rated, and is a USDA Certified BioBased product. This product is one of many Tork hygiene solutions that demonstrates our commitment to deliver best-in-class solutions that address hygiene, efficiency and sustainability needs.

• From the office to the classroom, irregular and unpredictable traffic flows are commonplace

The phenomenon of unpredictable and irregular traffic flows that hybrid work and blended learning models bring challenges facility managers to effectively maintain a consistently high level of hygiene in their locations. Given onsite population variability, long-established and predetermined approaches toward cleaning are no longer enough to meet increasing demands. Our facility management solution, Tork Vision Cleaning, brings data-driven insights and analytics that can boost sustainability initiatives, allowing facility managers to anticipate and accurately plan for refilling needs. Tork Vision Cleaning improves efficiencies through people counters, connected dispensers and digital cleaning plans that capture real-time data on cleaning demands.

Tork customers report that using a data-driven cleaning system reduced dispenser checks by 91% on average, helping them save hundreds of hours a year that could be reallocated to other critical hygiene tasks.³ Additionally, Tork Vision Cleaning recently received GBAC STAR accreditation, the cleaning industry's only outbreak prevention, response and recovery accreditation. This means that Tork Vision Cleaning demonstrates cleaning, disinfection and

infectious disease prevention best practices that minimize risks associated with infectious agents like COVID-19.

• There's no one-size-fits-all approach to facility management

Choosing the right products for a facility is only part of the equation. A holistic approach to sustainable hygiene management also includes training and educational resources. Education and training 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.

Alongside our best-in-class solutions, we are dedicated to providing our customers with market-leading guidance and expertise. As such, we are thrilled to welcome our hygiene advisors to ISSA this year. Our hygiene advisors and in-house Tork subject matter experts will host a series of sessions, Tork Talks, to help address current industry challenges. Topics of discussion will include infection prevention, staffing shortages, innovative hand hygiene solutions, sustainability, data-driven cleaning, and e-commerce. We hope you can join us and meet our hygiene advisors who are on-site at ISSA, at booth 1325, for these small-group presentations as well as for one-on-one sessions to help create custom facility hygiene management solutions for your business.

Looking ahead, together

There's no denying that expectations for environmentally friendly spaces, solutions and products are here to stay and will only continue to grow. To meet the moment, facility managers and B2B purchasers need to be equipped with the right tools and resources to make the right decisions when it comes to selecting professional hygiene products. With our ability to scale holistic omni-channel experiences for our distributor partners, professional cleaning service teams can optimize their decision making to meet new and evolving consumer demands.

At Essity, we are innovating our sustainable hygiene management approach every day with you - our customers and partners - in mind. We are committed to delivering solutions that exceed your hygiene requirements, achieve your ever-increasing sustainability aspirations, and propel your business forward.

¹ Essity Eco-Office Survey, March 3-16, 2022 among 2,000 US office workers who have returned to the office at least some of the time

² Essity Essentials Initiative Survey, 2020-2021

³ Based on anonymous survey results conducted in March 2021 of 34 Tork EasyCube (Tork Vision Cleaning was formerly known as Tork EasyCube) customers in Europe and North America

Minimize your environmental impact

Maximize your business performance



Visit us at
Tork booth
1325!

Tork helps you elevate your business with sustainable hygiene management

U.S. employees have high expectations for green office spaces and expect more eco-friendly practices from their employers. We are dedicated to developing solutions that help our customers minimize waste and do more from less. For us, this means changing how we design and produce products and services across the entire value chain.

Learn more at Tork booth 1325 or torkusa.com/ISSA



Think ahead.

Tork, an Essity brand



Abigail Cox

"We are so proud to give back to the ISSA Charities Scholarship Program," said John Swigart, President, Spartan Chemical Company. "Education is a core value at Spartan and something we strongly promote within our organization. Congratulations to Miss Cox... all the best of luck in your future endeavors."

Since 1988, the ISSA Charities Scholarship Program has helped individuals fulfill their dreams of higher education. ISSA Scholars has provided nearly \$4 million in financial aid to over 1,000 college and university students. Open to all employees of ISSA member companies, and their immediate family members, ISSA Scholars aims to relieve the burden of tuition and introduce a new generation to the worldwide cleaning industry.

Spartan Chemical Announces a New Dfe-Certified Disinfectant

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 X-EFFECT® Restroom Cleaner with Citric Acid, a convenient and effective solution for removing bacteria and viruses in the restroom while leaving a fresh lavender fragrance.

In 2009 the EPA established the Design for the Environment (DfE) antimicrobial pesticide program recognizing disinfectant products that have the least hazardous toxicity, is unlikely to cause adverse effects to health, and does not require agency mandated personal protective equipment (PPE). Spartan Chemical has long been a participant in this pro-

gram and is pleased to introduce a new product which has been certified to carry this seal.

X-EFFECT® Restroom Cleaner with Citric Acid cleans and disinfects restroom surfaces, removing tough stains caused by urine and hard water. Bacteria and viruses found in public restrooms can cause odors and create an unsafe environment for building occupants. X-EFFECT® Restroom Cleaner with Citric Acid is a ready-to-use disinfectant cleaner that also deodorizes and kills odor-causing germs.

"Spartan is a proud supporter of the Healthy Green Schools & Colleges Standard. X-EFFECT® Restroom



Spartan's X-EFFECT® Restroom Cleaner with Citric Acid

dent, Spartan Chemical Company. "Ultimately, our goal at Spartan is to make clean simple with products and training programs that keep building occupants healthy."

Featuring the popular Xcelenté® fragrance, X-EFFECT® Restroom Cleaner with Citric Acid is a perfect complement to Airlift® Ultra Fragrant Urinals Screens and Commode Clips. Avoid clashing and competing scents in the restroom with the Xcelenté® common scents program featuring X-EFFECT® Restroom Cleaner with Citric Acid.

X-EFFECT® Restroom Cleaner with Citric Acid is available through Spartan's select distributor network. For more information or to find a distributor near you, visit www.spartanchemical.com.

Green Seal Launches New Initiatives to Help Companies Promote Their Sustainability Leadership

For more than three decades, Green Seal has developed rigorous standards for health, sustainability, and product performance that drive permanent shifts in the marketplace, empower consumers to make better purchasing decisions, and reward industry innovators. Today, the Green Seal is a universal symbol that a product, service, or space is independently verified to meet the highest standard of health and environmental leadership.

The Green Seal community makes a positive impact by providing safer, more sustainable products and services with uncompromising performance. In fact, each year, nearly 8 million children reduce their exposure to toxic chemicals and asthma triggers by attending schools cleaned with Green Seal-certified cleaning products. Green Seal certified products also save 3.2 million metric tons of CO2 emissions each year and 500 million pounds of organochloride pollution – to name a few achievements.

Now, Green Seal is launching a variety of additional programs and standards to help companies demonstrate their commitment to sustainability while expanding the reach and recognition of their market-leading products. These initiatives include:

Trash Bags & Can Liners, a new environmental leadership standard designed to reduce plastic waste and pollution. By verifying products that reduce virgin plastic production and provide uncompromising performance, Green Seal can play a critical role in recognizing producers who are environmental leaders in their industry and providing buyers with reliable



environmentally preferable options in this product category. **Visit booth #1346 for information sessions on this program Tuesday at 11:30am and 2:30pm.**

Healthy Green Schools & Colleges, a powerful new program designed to help K-12 and university facility professionals identify low- or no-cost measures that can make a major difference in health and indoor air quality. **Visit booth #1346 for information sessions on this program Wednesday at 11:30am and 2:30pm.**

PFAS Prohibition, new certification criteria that ban any PFAS in certified cleaning and personal care products, ensuring Green Seal-certified products are verified to be PFAS-free and to meet one of the highest benchmarks for safety and environmental protection in the marketplace. Green Seal is taking a product-category approach to developing restrictions for all approximately 12,000 per- and polyfluoroalkyl substances as part of a multi-year phased initiative to ensure that certified products in all categories have leadership restrictions on PFAS.

Sustainable Packaging, a new program to reward producers that reduce their packaging waste, increase the use of recycled content in their packaging, and verify the recyclability of their packaging materials. By designing a flexible framework based on industry best practices for recyclability and recycled content, Green Seal will help companies meet their goals and commitments and accelerate the transition to sustainable packaging for consumable products in both the household and commercial markets.

Visit booth #1346 to discuss ways Green Seal can help you reach your sustainability goals and join the informational sessions at 11:30 am and 2:30pm on Tuesday and Wednesday October 11 and 12 to learn more about these new initiatives.

Exhibit Hall Hours

TUESDAY, OCTOBER 11
10:00 a.m. – 5:00 p.m.

WEDNESDAY, OCTOBER 12
10:00 a.m. – 5:00 p.m.

THURSDAY, OCTOBER 13
10:00 a.m. – 2:00 p.m.

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.

Visit us at ISSA Show – booth 2026

or visit spartanchemical.com/how-to-buy to schedule your free site survey



PROMOTE THE HEALTH & SAFETY OF YOUR PRODUCTS

Visit **booth #1346** for our information sessions

New Trash Bags & Can Liners Standard

Tuesday: 11:30am & 2:30pm

Healthy Green Schools & Colleges Program

Wednesday: 11:30am & 2:30pm



DPA Honors Jan/San Suppliers and Distributors of the Year

The DPA Buying Group recently announced its 2020 & 2021 JanSan Distributor and Supplier award recipients at its annual Buying & Networking Conference in Fort Lauderdale, FL. Congratulations to DPA's 2020 JanSan Distributor of the Year, **Pro Chem, Inc.** (Alpharetta, GA) and DPA's 2020 JanSan Supplier of the Year, **SOP Green Klean** (Cary, IL). Congratulations also goes to DPA's 2021 JanSan Distributor of the Year, **DP Supply, Inc.** (Danville, IL) and DPA's 2021 JanSan Supplier of the



2021 DPA Supplier of the Year R3 (Reliable Redistribution Resource)
Jim Timmons
 Presented by
Jeff Tishko & Zachary Haines (DPA)



2021 DPA Distributor of the Year DP Supply, Inc.
Jim Christison
 Presented by
Zachary Haines (DPA)

Year, **R3 (Reliable Redistribution Resource)** (Elk Grove Village, IL). "These award honorees each grew with us



2020 DPA Distributor of the Year Pro Chem, Inc.
Randy Alifeld & Jeff Hooper
 Presented by
Jeff Tishko & Zachary Haines (DPA)



2020 DPA Supplier of the Year SOP Green Klean
Becky Jackson
 Presented by
Jeff Tishko & Zachary Haines (DPA)

Spartan Chemical Promotes Rose 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 Pete Rose to the role of regional manager, effective, March 1, 2022.



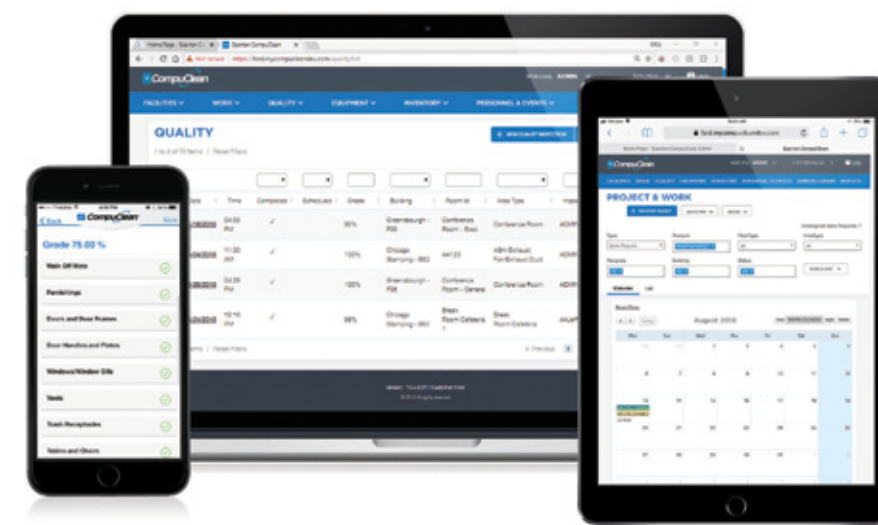
Pete Rose

Mr. Rose joins Spartan in the North Carolina region. For the last ten years, Pete held the role of district sales manager, corporate accounts, and international sales for Grainger in Raleigh, North Carolina. Prior to that Mr. Rose gained ten years' industry experience working for Sigma-Aldrich Chemicals

in Canton, Ohio. While there, Pete held the role of district manager, working in the Great Lakes region. Mr. Rose also worked as research & development scientist and formulating chemist for over-the-counter, personal care, and industrial & institutional products at Block Drug, Co. in Jersey City, New Jersey.



Put paperwork in its place.



CompuClean® makes it easy to decrease paperwork and increase productivity. Document, communicate and verify every aspect of your cleaning operations anywhere, anytime, on any mobile device.

Visit us at ISSA Show – booth 2026

or visit spartanchemical.com/how-to-buy to schedule your free site survey



Spartan Chemical Promotes Berrio 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 Peter Berrio to the role of regional manager, effective, March 1, 2022.



Peter Berrio

Mr. Berrio joins Spartan as a regional manager for the Buffalo/Upstate NY Region bringing over thirty years' experience in the cleaning and sanitation chemical industry. Prior to joining Spartan, Peter held various roles in territory management, district management, corporate accounts, international business management and sales leadership positions at Ecolab, Swisher Hygiene, Agaia Inc & Diamond 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.



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The DPA Buying Group leverages its purchasing power to negotiate better deals for you. DPA offers marketing allowances, better pricing, extra promos, and lower minimums. Join over 1,100 distributors and gain access to over 230 top manufacturer brands today!

Industrial Abrasives Adhesives Compressors Cords & Lights Drill Bits & Cutters Fasteners Hand & Power Tools Ladders Measuring Tape	Jan/San Aerosols Brooms & Brushes Can Liners Chemicals Hand Soap Ice Melt Matting Mops & Buckets Towel & Tissue	Packaging Bags Bubble Wrap Corrugated Boxes Envelopes & Mailers Labels Material Handling Shrink & Stretch Film Strapping Products Tape	Public Safety Apparel Fire Extinguishers Fire Rescue Gear Flashlights Medical & EMS Police Gear Tactical Traffic Safety Uniforms & Badges	Restoration Blowers Disinfectants Extractors Fire & Smoke Damage Floor Machines Mold Mitigation Tile & Grout Truck Mounts Wands	Safety Arc Flash Eye & Face Protection Fall Protection First Aid Gloves Hard Hats Hearing Protection Hi-Vis Apparel Signage
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Visit us at ISSA Booth #2602
 1-800-652-7826 - DPA@DPABuyingGroup.com

Spartan Chemical Joins The Responsible Flushing Alliance in Celebrating #Flushsmart Day as “Do Not Flush” Labeling on Non-Flushable Wipes Packaging Rolls Out Nationwide

Spartan Chemical joined the Responsible Flushing Alliance (RFA) in its announcement of observing July 1 as #FlushSmart day, dedicated to practicing smart flushing habits by preventing non-flushable materials from entering our wastewater systems.

The announcement coincides with the enactment of new “Do Not Flush” labeling laws in California, Washington, Oregon, and Illinois, which requires the “Do Not Flush” symbol to be placed on the packaging of products that could pose a danger for creating clogs. The RFA will hold a press event today at 10 a.m. PST in conjunction with Assemblymember Richard Bloom on the steps of the California State Capitol. This event is supported by RFA’s 26 contributing and advisory members including, Spartan Chemical Company.

“Families want a healthy home and planet. The “Do Not Flush” symbol helps us achieve that,” said Rebecca Kaufold, Manager of Government Affairs and Sustainability at Spartan Chemical Company, Inc. “As research and development continues to advance, we must ensure that only truly flushable products are disposed



in the toilet. With the launch of the “Do Not Flush Symbol, we are empowering families to properly dispose of non-flushable bathroom products in the trash to keep their homes and community healthy.”

The RFA and its #FlushSmart campaign advocate for consumers to practice responsible flushing habits across California and the rest of the country. By improperly disposing of non-flushable products, clogs can develop in family homes and communi-



ty wastewater systems that cost significant amount of time, money, and resources to fix. Non-flushable products can congeal with fats, oils, and grease (FOG) to create concrete-like masses known as fatbergs. The result can include sewage spills that contaminate our environment and water supply.

“We are pioneering this effort by creating a first-of-its kind educational initiative to help provide consumers with the information they need in order to address this simple but concerning problem,” said RFA President Lara Wyss. “Nearly 60% of consumers

indicated in a 2021 survey that they have disposed of something non-flushable in the toilet during the previous year. We are hopeful that the #FlushSmart campaign will reverse this negative trend we’re seeing.”

At times of drought and lower flows, maintaining proper flushing habits will help protect our critical infrastructure and in turn help protect our communities’ precious groundwater and other freshwater sources from potential contamination. With Californians practicing smart flushing habits, less undue pressure will be put on our pipes, pumps, and waste treatment plants so they can safely run at optimal levels and keep waste in its place.

ISSA New 2023 Board Members

ISSA, the worldwide cleaning industry association, is pleased to announce the following individuals have been elected to serve on the 2023 ISSA Board of Directors, which will be led by incoming ISSA President Matt Vonachen of Vonachen Group.

ISSA Board of Directors

President, Matt Vonachen of Vonachen Group
Vice President/President-Elect:

Matthew J. Schenk, Midlab Executive Officer: Tom Friedl, Hospeco Brands Group
Manufacturer Director: Nicole Goulet, Diversey
Distributor Director: Laura Ann Craven, Imperial Dade
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Returning Board Members
In addition to Vonachen, the following 2023 Board members are returning from the 2022 Board:

Past President/International Director: Harry Dochelli, Essendant
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Steve Lewis, Golden Star, Inc.
Brendan Cherry, Bobrick Washroom Equipment, Inc.
Amir Karim, Polykar
Ailene Grego, SouthEast LINK

ISSA invites all members to greet the new board members when they officially take office at the ISSA General Business Meeting on October 13, which will be hosted at ISSA Show North America 2022 in Chicago, Illinois.

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Evolution of Sustainability in the Professional Cleaning Industry

How the changing expectations of industry professionals and the general public are inspiring more sustainable product innovation.

In recent years, operating a business more sustainably has shifted from a nice-to-have to a must-have, as consumers and employees alike demand that brands balance their impact on people and the planet with their bottom line. From the products they use, to the companies they work for, and the public spaces they frequent, today's consumers are holding companies more accountable than ever before.

A recent survey conducted by CloroxPro, which included nearly 1,200 consumers, found that 81% of consumers would like it if at least some of the public spaces they visited used eco-conscious cleaners. However, the interest in more sustainable cleaning products doesn't stop with consumers. In the same survey, 70% of cleaning industry professionals said they would be interested in eco-conscious cleaners that don't harm the environment.

Despite the growing demand for these products, those in the industry state there is a lack of options. Nearly half (43%) of those surveyed



Clorox EcoClean™ — An Eco-Conscious Disinfectant for Healthy Cleaning

agree that there are not many eco-conscious alternatives to the cleaning and disinfecting products they need to use. And, in addition to the lack of products, there's another challenge that comes with seeking eco-conscious alternatives — a lack of



viewed for human health and environmental safety.

The new product line will be available in the Fall of 2022, with three products: Clorox EcoClean™ Disinfecting Cleaner, Clorox EcoClean™ All Purpose Cleaner and Clorox EcoClean™ Glass Cleaner. The Clorox EcoClean™ Disinfecting cleaner kills 99.9% of common germs in 2 minutes or less and sanitizes hard surfaces in 15 seconds. This is the fastest contact time among other Design for Environment (DfE) certified disinfectants without the use of alcohol and made with a plant-based active ingredient. The All-Purpose Cleaner and the Glass Cleaner are also made with 99% and 94% plant-based cleaning ingredients, respectively.

The Bigger Picture

As the B2B division of The Clorox Company serving the commercial industry, CloroxPro is aligned with the company's ESG goals. Clorox Professional Products Company has committed to enhancing the sustainability of our products by focusing on ingredient alternatives, ingredient transparency and reducing virgin plastic in our supply chain. In line with this commitment, Clorox EcoClean™ products are sustainably sourced and available in 25% post-consumer recycled plastic. What's more, Clorox EcoClean products can help facilities and organizations meet their own sustain-



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ability goals such as requirements for LEED, ISSA CIMS - Green Building, and Healthy Green Schools and Colleges.

As we move towards more eco-conscious practices, Clorox EcoClean™ is a step forward for more sustainable products in the cleaning industry, helping professionals clean for health, while also doing more to help protect the environment. If you'd like to learn more about Clorox® EcoClean™ products, visit www.cloroxpro.com/CloroxEcoClean.

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porate effective restroom cleaning products, like SC Johnson Professional's TruShot 2.0® mobile dispensing system or method® products. Other products to consider include Scrubbing Bubbles® Disinfectant Restroom Cleaner II or the Refresh™ Azure FOAM Handwash used along with the QuickView™ Dispenser that allows visibility to soap levels at any angle. For industrial facilities where employees handle oil, grease, carbon black and other similar substances, select Solopol® GFX™ heavy-duty hand cleaner which contains uniquely suspended deep-cleaning bio-scrubbers™, which are less abrasive than traditional scrubbing agents.

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SC Johnson Professional's purpose is to bring innovative, quality products and services to professional markets with outstanding performance that respect the environment, create efficiencies, reduce inventories, simplify training and provide a positive user experience. This is built on a deep understanding of customer needs and a vision for 'rethinking the professional experience' with the user in mind.

To learn more about SC Johnson Professional's products, visit us at booth 3909!

Spartan Chemical Promotes Simmons to Regional Manager



Shon Simmons

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 Shon Simmons to the roles of regional manager, effective, June 17, 2022.

Mr. Simmons joins Spartan in the North Georgia, Chattanooga, Tennessee region. For the last two years, Shon held the role of national account manager for Flood Brothers in Atlanta, Georgia where he developed, built, and managed target national accounts. Prior to that Mr. Simmons held the role of vice president of sales (east coast), working for Paragon Furniture, also in Atlanta, Georgia. Mr. Simmons also worked as a district manager for Teknions for four years where he led the marketing and sales initiatives for the company. Shon attended Morehouse College, in Atlanta, Georgia where he received his Bachelor of Arts in Accounting and Finance.

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Sustainable hygiene management is becoming increasingly important as people spend more and more of their time in environments away from home. Survey results from Essity, maker of the Tork brand, show that while working from home during lockdown periods, employees realized what it takes to support an environmentally friendly office. As a result, most employees who have returned to work, at least part time, say they want a more environmentally friendly office, with just over half of employees (51%) saying they became more eco-conscious while working from

home during lockdown periods, and 46% saying they are more aware of how 'green' their workplace is, than when they worked in the pre-pandemic office.¹

As employees continue to return to in-person work, it is increasingly important that employers ensure that sustainability expectations are being met outside of the home office.

With products and services from Tork, our distributor partners and customers can boost sustainability without compromising on hygiene. To ensure your hygiene, efficiency and sustainability goals are all being met, we have focused on developing innovations that allow you to meet all your goals. Solutions like our award-winning Tork Peakserve® ContinuousTM Hand Towel System, boosts hand hygiene by spreading less bacteria than jet air dryers² and saves time for cleaning staff thanks to having 250% more capacity than a standard folded towel system.³ Tork Coreless Bath Tissue minimizes waste by 82% with these market-leading innovations, we enable facilities to address hygiene, efficiency and sustainability challenges all at once.

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TORK Sustainability and Hygiene

ners ensure greater hygiene, boost cleaning quality, increase operational efficiency and improve their guest experience, while securing their sustainability ambitions.

This year, we are proud to introduce the Tork Clarity Hand Washing Foam Soap refill as our Innovation of the Year submission. With 99% of ingredients derived from natural origins and a readily biodegradable formula⁴, Tork Clarity Hand Washing Foam Soap is just one of many Tork products and services that demonstrates our commitment to deliver best-in-class solutions that address hygiene, cleaning quality, efficiency, and sustainability needs.

Visit Tork at ISSA this year at booth 1325 for more information and try a free sample of Tork Clarity Hand Washing Foam Soap or learn more at torkusa.com/ISSA.

¹ Essity Eco-Unfriendly Survey, 2022

² Best et al, J Hosp Infection, 2014

³ Compared to Tork Universal refills and folded towel dispenser 552020

⁴ Clarity formulation following the ISO16128 (includes water as an ingredient)

Network Recognizes Member Performance

Network Distribution® (Network) recognized Member Distributors for outstanding performance and support during the organization's Annual Membership Meeting, held in early September.

"The local presence and capabilities of these outstanding Members is what makes Network a dominant force in distribution," states Alan Tomblin, Chief Executive Officer. "We commend their achievements and dedication to Network's success."

•Acorn Distributors received Network's top honor, **Member of the Year**. This award recognizes outstanding performance and support of all programs and initiatives, contributing to Network's strength in distribution. Since 1976, Acorn Distributors, headquartered in Indianapolis, IN, has been a leading solutions provider for the janitorial and food service industries. www.acorndistributors.com

•**Sales Member of the Year** was awarded to Walter E. Nelson for their outstanding performance in servicing Network Corporate Accounts. Walter E. Nelson Co. of Portland, OR, is a premier JanSan, packaging, and paper distributor to the Pacific Northwest. www.walternelson.com

•The **Business Development Award** went to Midland Paper for their assistance in securing new Network Corporate Account business. Midland Paper, Packaging and Supplies, based in Wheeling, IL, is one of the largest independently owned fine paper and packaging distributors in the country. www.midland-paper.com

•Imperial Dade is the **Purchasing Member of the Year**, representing their overall support of Network's suppliers, supplier purchasing programs, and outstanding growth. Imperial Dade, a leading distributor of foodservice packaging, facilities maintenance supplies and equipment in the United States, Canada, Puerto Rico and the Caribbean, is headquartered in Jersey City, NJ. imperialdade.com.

Additional Network awards presented:

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IT Excellence: Baumann Paper Co. Lexington, KY www.baumannpaper.com

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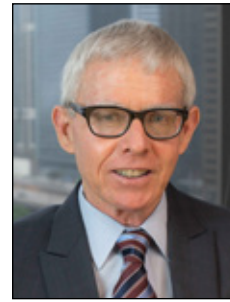
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The Life of a Respiratory Droplet

The correlation between surfaces and the spread of disease

by Robert Kravitz

The U.S. Centers for Disease Control and Prevention (CDC) has traditionally held that floors—in most situations—are “non-critical” surfaces when it comes to stopping the spread of infection. The organization has long believed that those surfaces we touch with our hands—typically referred to as high-touch surfaces—are those we must be most concerned about.



Robert Kravitz

Consequently, floor hygiene is not that high on the CDC's list regarding infection control and prevention. This is true in all types of facilities, from health care (including pharmaceutical facilities) and education to commercial and office space.

However, even before the COVID-19 pandemic, researchers had begun asking the CDC to reconsider this stance. For instance, a 2017 study published in the American Journal of Infection Control concluded that floors harbor potentially dangerous germs that warrant reclassifying them as “critical” areas for disease transmission. The researchers came to this conclusion based on studies in hospital settings where they found Methicillin-resistant Staphylococcus aureus (MRSA) and vancomycin-resistant enterococci (VRE) on floors.

After health care workers touched objects that had been in contact with the floors, MRSA was found on the hands of 18% of the workers and VRE on 3%. But how did these and other pathogens get on the floor? There are many ways, but one of the most common is through the transmission of respiratory droplets from infected people.

Understanding human droplets and aerosols

Before we begin our exploration, we should clarify that in May 2021 the CDC categorized three ways people could be infected by the coronavirus SARS-CoV-2 and its variants that cause COVID-19 disease:

Inhalation of air carrying very small droplets and aerosol particles that contain virus.

Deposition of virus carried in exhaled droplets and particles onto exposed mucous membranes in the mouth, nose, or eye.

Touching mucous membranes in the mouth, nose, or eye with hands soiled by exhaled respiratory fluids containing virus or from inanimate surfaces contaminated with virus.

With that said, typically, the life of a respiratory droplet starts with the following activities, cited in a classic study in the Edinburgh Medical Journal:

Normal breathing from the nose—none to a few droplets are released into the air

Talking loudly—a few dozen to a few hundred droplets

A single cough—up to a few thousand

A single sneeze—a few hundred thousand to a few million.

Along with knowing what human activities

release the most droplets or aerosols, we need to understand trajectories. If an infected person exhales, talks loudly, coughs, or sneezes, the respiratory droplets turn into aerosols and can travel as far as six feet from their source. During this time, they can be inhaled by others, spreading infection.

However, these droplets are generally not in the air for a long time. Instead, they soon land on nearby surfaces, including floors. But this is not necessarily their final resting ground.

Due to room airflow, pathogens may be stirred up and moved from one floor area to another area or surface. Further, pathogens can collect on mops and in the mop water during the floor cleaning process, spreading them from one floor area to another.

They can also be disturbed when someone walks over the floor. The droplets, formerly on the floor, can become airborne, which means that walkers inadvertently carry them a considerable distance, potentially spreading infection.

Eventually, however, they resettle on floors where they can pose a risk to anyone who comes in contact with them, directly or indirectly. This is how the health care workers mentioned earlier came in contact with MRSA and VRE—by touching objects that had been in contact with the floor.

Droplet death

When it comes to the life of a respiratory droplet, there is one final thing we need to discuss—death. Infectious respiratory droplets eventually die, but measuring how long they survive is not always easy.

For instance, the life span of a pathogen is typically measured in a laboratory setting where the indoor environment is controlled and hospitable to growth. A pathogen that may live only a few minutes on a cold, dry office floor may live a few hours, even days, in a warm, moist lab setting.

Furthermore, even though a disease-causing pathogen is found on the floor or any other surface, it does not mean there is enough of the pathogen to make anyone sick.

“If a virus lands on something like a chair or table, it starts dying pretty quick,” explains infectious disease specialist and physician Frank Esper. “We may be able to find some viable virus after a few days, but it's thousands of times less than what was originally deposited. As soon as the

virus hits something that's not alive and certainly not a human, it's not going to do very well.”

Our responsibility

Now that we have a better understanding of respiratory droplets, we need to emphasize that cleaning professionals can help minimize contact with disease-causing droplets and keep building users healthy. It is our duty and our industry's calling. It starts with having an effective infection prevention and control program in place.

“Infection prevention in a facility must be holistic,” said Patricia Olinger, executive director of the Global Biorisk Advisory Council™ (GBAC™), a division of ISSA. “It is important that we complete a site and program risk assessment identifying the points of concern—items such as where are the touch points that you should focus on. We need to ensure that we are cleaning for health, what we are doing is making a difference, and measuring it. We must be putting in place a scalable response to become resilient.”

Critical components of an effective infection prevention program include:

Recognize that all usable areas of a facility may be “critical” when it comes to preventing the spread of infection. We can no longer wait for the CDC to recognize this fact about floors.

Identify and record—in writing—all high-touch areas that need to be cleaned and disinfected, and how frequently. Formalizing this in writing helps to ensure these areas are cleaned and disinfected.

Bring in a third party to walk through the facility to look for high-touch areas. A fresh set of eyes can find areas that are often overlooked.

Know how and who uses a facility. Do children or older adults use the facility? If so, more intensive cleaning and infection control measures are necessary because these building users have weaker immune systems. Conversely, intensive cleaning may not be required in an office building with few children or older patrons.

Select cleaning solutions, systems, and methods that have been proven to remove pathogens from surfaces.

Floor mopping is the fastest and most efficient way to clean floors. However, mopping can spread contaminants. To prevent this, change mops and cleaning solution frequently, as often as after every floor area/room is cleaned. Consider the use of dual-bucket floor cleaning systems—one bucket houses cleaning solution and the other holds soiled water to help prevent the spread of contaminants.

Finally, test and test again. According to Steve Ashkin, president of The Ashkin Group and advocate for green and sustainable cleaning, the new Safety First credit from the U.S. Green Building Council's LEED program requires the use of adenosine triphosphate (ATP) meters to evaluate sur-

faces to help ensure they are free of contamination. “The credit instructs cleaning professionals to prioritize spaces and surfaces. This can help cut down on the costs of using ATP meters [but still] ensure proper cleaning is performed when and where needed. These meters are key to an effective infection control program.”

Understanding the life of respiratory droplets and aerosols can help us in the fight against COVID-19 and other infectious diseases. As cleaning professionals let's continue to incorporate what we learn to help keep our customers and buildings free from contamination as best we can.

Sources:

Deshpande A, et al. Are hospital floors an underappreciated reservoir for transmission of health care-associated pathogens? American Journal of Infection Control 2017; 45: 336–338.

Duguid JP. The numbers and the sites of origin of the droplets expelled during expiratory activities. Edinburgh Medical Journal 1945; 52:385–401. [Note: This is an old but classic study on aerosols and droplets on which most modern studies are based.]

CDC Scientific Brief: SARS-CoV-2 Transmission Updated May 7, 2021, National Center for Immunization and Respiratory Diseases. <https://www.cdc.gov/coronavirus/2019-ncov/science/science-briefs/sars-cov-2-transmission.html> Accessed January 31, 2022

CDC Cleaning and Disinfecting Your Facility: Every Day and When Someone is Sick Updated November 15, 2021, National Center for Immunization and Respiratory Diseases. <https://www.cdc.gov/coronavirus/2019-ncov/community/disinfecting-building-facility.html> Accessed January 31, 2022

Robert Kravitz is a former building service contractor and has been a writer for the professional cleaning industry for more than 20 years. He can be reached at robert@alturasolutions.com.



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Ending the Confusion over Floor Safety

The topic of slip-and-fall accidents should be pretty straightforward: Someone slips on a floor, a stair, or a loose cord; they fall and hopefully are not injured. However, when we look closely at slip-and-fall accidents, we find several open ends and a high degree of ambiguity and confusion.

Who's to blame if someone slips and falls in a hotel property? There are no universal rules, and typically everyone blames everyone else. Questions that are often asked include the following:

- Is the accident the result of the walker not paying attention to where they are going?
- Is the property owner/manager to blame for not providing a safe walkway?
- Is the hired cleaning contractor or housekeeper to blame for not performing their jobs properly?
- Was the wrong flooring selected for the traffic volume the floor receives? Were the wrong cleaning solutions and finishes (gloss, wax) used?
- Or, is it a combination of all of these.

These are just some of the issues that arise when a slip-and-fall accident occurs. And as you might suspect, they are among the reasons why slip-and-fall accidents can be so costly if litigation follows, which all too frequently it does.

"But those aren't the only slip-and-fall situations where ambiguity and confusion abound," says Michael Wilson, senior vice president of AFFLINK, a national network of distributors in the cleaning, packaging, and hospitality industries. "To ensure that a hotel floor is safe for guests and staff to walk on, it must have slip resistance. Measuring slip resistance is another gray area."

Before going further, we'd like to share one more point, but this one is not ambiguous, nor is there confusion about it. In the United States, each year approximately eight million people end up in emergency rooms due to slip-and-fall accidents. These can include falls from stairs, a loose cord over a walkway, or even a ladder.

Additionally, among these approximately eight million people who end up in emergency rooms are one million who slipped and fell as a result of the condition of the floor. "Either the wrong floor was installed, one that does not provide enough traction to ensure walker safety," says Wilson, "or the wrong cleaning solutions and finishes that shine and protect the floor were applied."

What Is Slip Resistance?

Section 302.1 of the Americans with Disabilities Act (ADA) requires, among other things, that floors in a commercial setting be "stable, firm, and slip-resistant." However, what constitutes a slip-resistant floor is not precisely defined here.

Two other organizations, the Inter-

national Building Code (IBC) and the National Fire Protection Association (NFPA), also mandate that walkways be "slip-resistant." But again, exactly what a slip-resistant walkway is, is not clear.

Enter Tribometers

Invented in the 18th century, tribometers measure friction and were initially used in manufacturing to measure the amount of friction developing on cylinders and pistons in electric- and gas-powered engines. Eventually, systems were developed that could measure what is called the coefficient of friction (COF) of floors.

According to Wilson, different manufacturers make these systems, and not all work the same. They may use different technologies to determine how slip-resistant a floor is.

Nevertheless, Wilson adds that they all are designed to provide one of three readings or values. These are:

High Traction. This value, typically displayed as 0.45 or higher, means the floor or the cleaning solutions and finishes applied to the floor are ensuring it is safe to walk on under normal conditions. An unusual condition, such as a spill on the floor, could negatively impact the floor's traction. However, this is the exception.

Moderate Traction. If the COF is 0.3 to 0.44, the traction on the floor should suffice if it is a moderately trafficked walkway. In the case of a heavily trafficked walkway or a lobby, however, traction-enhancing cleaning solutions and finishes should be considered.

Low Traction. Any reading lower than 0.3 requires what Russel J. Kendzior, head of the National Floor Safety Institute, calls, "professional intervention. Consider replacing the flooring or treating [it] with traction-enhancing products."

Reenter Confusion

With a consensus on definitions, at least some of the confusion about slip-and-fall accidents has been laid to rest, and now we know how to test floors to determine if they are slip-resistant and safe for guests and staff to walk on. However, Wilson suggests that new issues can arise that require due diligence on the part of hotel operators and managers.

"For instance, not all tribometers are made equally," he says. "Some may provide different or even false readings or may not provide correct values on certain types of floors."

"Also, cleaning contractors and housekeepers need to know that just because a floor finish is labeled 'slip-resistant' does not mean it is slip-resistant on all floors, including the floors installed in your property."

Because of this, and because more than one million emergency visits result from people slipping and falling on floors, Wilson advises hotel opera-

tors and managers to avoid what he calls "trial-and-error" purchasing of floor monitoring or floorcare products. "Instead, it is best to bring in an expert, and typically these are distributors in the professional cleaning industry."

If the distributors are members of ISSA, the worldwide cleaning association, or members of a national network of distributors, they are typically offered classes and seminars on floorcare and taught which products work best on what types of floors. "Additionally, many [cleaning] chemical manufacturers work directly with dis-

tributors, teaching them how to use their floorcare products, where they work best, and where they will ensure the greatest safety," adds Wilson.

All hotel operators and managers want to ensure their properties are safe, and this applies to floor safety as well. With one million floor-related slip-and-fall accidents every year, this is an issue that cannot be ignored.

Robert Kravitz is a frequent writer for the professional cleaning, building, and hospitality industries. He can be reached at robert.kravitz@outlook.com.

The Cleaning Industry's Path from Green Cleaning to Sustainability

Before discussing where the green cleaning movement is headed, it is important to discuss where it began and what it has accomplished. This is important considering the huge annual impacts of the cleaning industry in the United States:

- \$117 billion in revenues, according to MarketResearch.com
- 2.5 million janitorial and building cleaners employed, according to the U.S. Bureau of Labor Statistics
- 6 billion pounds of cleaning chemicals consumed—some of which are known to be harmful to health and the environment
- 4.5 billion pounds of sanitary paper products consumed—requiring the cutting of approximately 25 million trees
- 100 billion plastic bags consumed—requiring the equivalent of 12 million barrels of oil to manufacture, according to Waste Management.

And these figures are only for the U.S. To truly understand the impact of the global cleaning industry, the numbers above would likely need to be increased by a factor of 20 or more. While the cleaning industry is not the major contributor to environmental issues such as climate change or worker rights issues, it is a huge industry with a substantial footprint and ability to make a positive contribution to solving these and other pressing problems.

Green cleaning timeline

Beginning in the 1990s, purchasers realized they had choices and began purchasing products based on their personal values around health and environmental issues. In business, we call it values-based preferential purchasing. However, identifying the preferred attributes from a health and environmental perspective proved to be complicated.

Beginning in the 2000s, third-party certifiers such as Green Seal, ECOLOGO—now owned by Underwriters Laboratories (UL)—and the U.S. Environmental Protection Agency's (EPA)



Stephen P. Ashkin

Safer Choice programs developed standards and certified products that met their standards, making it easier for purchasers to buy "green" products with confidence. It no longer required a Ph.D. in chemistry to determine which products were safer from a health and environmental perspective.

At the same time, rating systems for whole buildings began to emerge such as the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) rating system. The LEED for Existing Buildings certification became the "roadmap" to help purchasers buy green cleaning chemicals, paper, liners, equipment and entryway mats; require training for workers; and help implement policies, quality control systems, and more.

As a result of LEED and third-party certifications, hundreds of manufacturers have certified thousands of products voluntarily, using the marketplace in a manner that reduces the risk of harm to our workers, building occupants, and the environment.

Where do we go from here?

There are numerous product innovations on the horizon to help the industry on its path from green to sustainable. Those innovations include on-site generators of cleaning chemicals; Ultraviolet

(UV-C) light as an alternative to chemical disinfectants; higher performing battery-powered backpack vacuums; carpet cleaners that recycle water; tools that reduce ergonomic injuries; robots that address labor shortages; and Internet of Things (IoT) connected devices that measure occupancy or identify when restrooms need cleaning or restocking.

Beyond these and other innovations, the next big step for the cleaning industry is sustainability. Just as some purchasers began to prefer certified green cleaning products over conventional products two decades ago, purchasers are realizing that they have even more choices today.

Questions and Answers about Citric Acid Cleaning Solutions

Citric acid cleaning solutions have made it big in certain markets such as food service. They are now making their entrance into the professional cleaning industry. The following is an interview with Lee Chen, COO of ProNatural Brands, LLC., which is now marketing citric acid cleaners, sanitizers, and disinfectants to the industry.



Lee Chen

able and renewable ingredients. Because citric acid cleaners are so sustainable, we believe it is one reason they will receive more interest from the professional cleaning industry in the future. The jansan industry, from our perspective, is now going a step beyond Green, becoming much more sustainability-focused.

Lee, why don't we start by telling us a bit more about citric acid cleaning solutions?

As a cleaning agent, citric acid dates back to the eighth century. Not only was it used for cleaning, but it was also used for sanitizing and disinfecting surfaces. In the 1700s, manufacturers started using it to clean industrial equipment and the products they made.

What's happening now is that researchers are finding more ways to use citric acid, especially when it comes to replacing potentially harmful ingredients in cleanings solutions with those that are environmentally friendly.

This may sound obvious, but what are the key ingredients in citric acid?

No mystery here. Mostly, it's made from naturally derived products such as lemons, limes, pineapples, and other citrus fruits. These are very sustain-

You mentioned earlier that citric acid can be used for sanitizing and disinfecting. Does this mean it's a natural sanitizer and disinfectant?

Good question. We need to add a few safe but effective ingredients to the formulation to convert Citric Acid into a disinfectant/sanitizer. It takes a bit of engineering. Then it must go through rigorous in-house testing before it can be presented to the EPA to be registered. It's a process. It takes time. This is how we got our LEXX Liquid Disinfectant registered, which has become our best-selling product.

So, it's EPA registered, we know citric acid cleaners and disinfectants are effective. But you also say they are safe. How can we substantiate that?

That's very easy but let me be the first to say that traditional disinfectants have served us well. They have helped keep people healthy for generations. But traditional disinfectants

contain ingredients such as quats, phenols, and bleach that can adversely affect the users of these products, building users, aquatic life, and the environment. Citric disinfectants do not contain any of these potentially harmful ingredients.

I'd also like to point out that just recently, the San Francisco Department of the Environment published a comprehensive study comparing all types of disinfectants and their properties as it relates to safety and efficacy. We are proud to say that they concluded that citric acid-based disinfectants are one of the safest. The report suggested that they be used in all city-owned and -operated facilities, even outdoors, in parks and recreation centers.

Where are citric acid-based disinfectants and/or sanitizers most often used today?

What may come as a big surprise, they are most often used in Fast food restaurants that market soft-serve ice cream. They have really welcomed citric acid cleaners, disinfectants, and sanitizers. These soft-serve ice cream machines must be taken apart manually, every day, rinsed, cleaned, and sanitized. In the past, this has all been done by hand. It is time-consuming and difficult.

But it has to be done. Harmful germs and bacteria can build up in these machines, causing foodborne illnesses. We developed a soft serve ice cream cleaning system using citric-based cleaners and sanitizer, which is now used in over 1300 quick-serve restaurant locations around the country. It

does this work in half the time.

But citric acid-based cleaning, sanitizing, and disinfecting products are also used in health care, daycares, fitness centers, and schools. Managers and cleaning professionals are finding them safe and, just as importantly, effective.

So, we've learned quite a bit about citric acid disinfectants, sanitizers, and cleaning solutions. But do you think there is a bigger reason facility managers and cleaning professionals should consider using citric acid-based disinfectants and cleaners?

Yes, because of what we've learned over the past couple of years about hygiene theatre - the overuse of disinfectants. During the pandemic, everything was cleaned and disinfected to help control the spread of COVID 19. It's understandable; we were in crisis mode. But since then, we've learned that we may have caused more unintentional harm in the process. Disinfectants can have adverse effects; as I mentioned earlier, using them in massive amounts, as we did during the pandemic, amplified these detrimental impacts.

I believe that as the professional cleaning industry learns more about citric-acid cleaning solutions, they will find them safe, effective and help the entire industry become much more sustainability-focused. That's the future, and these cleaning solutions will help us get there.

This interview was conducted by Robert Kravitz, a frequent writer for the professional cleaning industry.

The Cleaning Industry's Path from Green Cleaning to Sustainability

The driver of sustainability

Beginning in the 2010s, large investors such as pension and retirement funds began considering potential risks to their investments from environmental factors like hurricanes, tornadoes, forest fires, rising sea levels, and draughts. They did due diligence to understand the risk from these environmental and weather-related issues so they could make better investments. Sustainability measures are simply seen as smarter investing.

As organizations developed sustainability programs, investors wanted additional information about the risks from other practices such as labor (e.g., using forced and child labor, especially if manufacturing in developing countries), illegal mining and harvesting, legal exposure from corrupt practices, and ultimately, risks related to their entire supply chain.

Today, over 90% of the companies listed on the S&P 500 stock market index report on their sustainability

efforts and increasingly are requiring their suppliers, including those in the cleaning industry, to report their environmental impacts as well. These reporting requirements are currently moving from voluntary to required as the U.S. Securities and Exchange Commission (SEC) works to standardize sustainability reporting to make it easier for investors to compare risks.

For these investors and companies, sustainability goes far beyond environmental impacts and also considers social impacts and how organizations are governed.

What cleaning companies can do

The first step to assure cleaning company transparency is for them to develop a baseline focusing on the issues most significant to their operation. In addition to the percentage of green products manufactured, distributed, or used, reporting examples include (by sector):

Manufacturers—Depending on what they make, manufacturers could fo-

cus on their energy and water use, along with waste and recycling related issues.

Distributors—They could focus on fuel consumption and the efficiency of their delivery fleet, which would be their biggest impact, along with the energy used to light, heat, and cool warehouses.

End-user or service provider—Providers could focus on social impacts such as wages and benefits, hiring practices (e.g., equity, diversity, the hiring of veterans and people with disabilities), training, and other issues related to human resources since their biggest impact is their employees.

Once the baseline is completed, sustainability leaders and purchasers look for improvement goals and determine the organization's progress toward achieving its goals. Ultimately, sustainability will differentiate itself from green cleaning. Whereas green cleaning focuses on products and services, sustainability is a measure of how the organization itself operates.

In fact, some believe there is no such thing as a truly "sustainable" product. Without sustainability reporting, even "bad" companies can

make, distribute, or provide services that are considered green. However, an authentically green product or service can only come from an organization that is committed to the sustainability journey by reporting on its social equity, environmental, and governance efforts. Publicly reporting these efforts will help purchasers buy green cleaning products from companies that have demonstrated a true commitment to becoming more sustainable.

As green cleaning began to change the landscape of the cleaning industry 30 years ago, today sustainability is poised to be the "disruptor" of our industry. Not only will sustainability become a tool for purchasers looking to reduce their organizations' risk, but it will also become a boon for the cleaning industry, helping drive efficiencies and other cost-savings efforts while improving its commitment to frontline workers and the environment.

Stephen Ashkin is president of The Ashkin Group, known in the professional cleaning industry as the Father of Green Cleaning and an industry thought leader. He can be reached at steveashkin@ashkingroup.com

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Should We Use a Flavor Enhancer to Clean?



Stephen P. Ashkin

ive, a flavor enhancer in pop drinks, jams, candies, and even ice cream. It is also found in cosmetics and pharmaceuticals because citric acid helps stabilize the active ingredients in those products.

But Is It Safe? Is It Effective?

The fact that it is considered an "acid" is one reason some cleaning professionals and facility managers may have shied away from citric acid in the past. However, citric acid has a pH of between three and six. The pH scale span is 0 to 14, with zero very acidic, fourteen the least acidic, and seven considered neutral. This means citric acid is a relatively weak acid.

The pH level, however, is strong enough to kill or eliminate many forms of bacteria and viruses. Further, it is safe enough that it won't harm the user, building users, or the environment.

The European Space Agency even uses citric acid to clean and protect stainless steel. Formerly, nitric acid was used. But nitric acid is a very strong acid, posing a variety of safety hazards. "Citric acid is a promising re-

- Encouraging the use of Green-friendly building materials, especially in Federal facilities.
- Reducing carbon emissions in industrial facilities by 65 percent by 2030.
- Investing approximately \$10 billion in the development of clean hydrogen, because clean hydrogen is considered an alternative to natural gas.

Each of these goals, in its own way, promotes sustainability. And because the Federal government is the largest purchaser of goods and services globally, "these programs invariably will encourage manufacturers and suppliers to develop more [green and sustainable] products," says Ashkin. "These can be used in Federal buildings and facilities in many industry sectors."

More Sustainable Cleaning

When it comes to cleaning, with sustainability increasingly important, some facility managers and cleaning contractors are now looking beyond traditional green cleaning solutions to more sustainable products. One that comes to mind is cleaning solutions made from citric acid.

Citric acid is found naturally in citrus fruits. Cleaning products made from citric acid are certainly not new. It is believed the ancient Egyptians used citric acid thousands of years ago as an alternative to bleach. They used it because it was effective, it disinfected, and the ingredients were so plentiful - lemons, limes, and even pineapples grew throughout the area.

Over its long history, citric acid has also been used as a food addi-

placement," says the Agency. "It can be produced from natural sources, requires lower acid concentrations, and doesn't generate toxic fumes or hazardous waste."

As to its effectiveness, citric acid products have been used to clean a wide range of items including tires and radiators on cars, several types of metals, and even used by farmers as a vegetable rinse.

It has also proven itself as an effective disinfectant. In fact, at least one citric acid disinfectant has been EPA-registered - meaning it has demonstrated its effectiveness when used per manufacturer's instructions - and is also on the List-N because it is effective at eliminating the pathogen that triggers COVID-19.

Citric Acid and the Future

According to a report released in May 2022 by Future Market Insights (FMI), the use of citric acid products is growing considerably by end users in multiple industries. Among those end-user markets are food and beverage, agriculture, manufacturing, and cleaning.

Another survey in April 2022 by ResearchandMarkets.com, a leading marketing and research organization based in Ireland, found that the global citric acid market "is expected to witness a significant growth rate" through 2027. According to the report, the most significant growth will

be food and beverage; however, citric acid will increasingly be finding a home in cleaning.

As for the professional cleaning industry specifically, there is one crucial reason that the use of citric acid will likely increase in the coming years. That is because of the overuse of some traditional cleaning products, disinfectants, and sanitizers during the pandemic. In some cases, these products caused more harm than good, and in virtually all cases, they were not environmentally friendly or did not promote sustainability. That we can't repeat.

*According to the EPA, as of 2020, 24 percent of greenhouse gas emissions come from the U.S. manufacturing and industrial sectors.

Sidebar: History of Citric Acid

- The discovery of citric acid has been credited to Jabir Ibn Hayyan, an 8th century Islamic alchemist.
- Citric acid was first isolated from lemon juice by the Swedish chemist Carl Wilhelm Scheele, in 1784.
- Industrial-scale use of citric acid began in 1890 in Italy.
- In 1917, an American chemist, Hames Currie, discovered that certain strains of the mold Aspergillus Niger, could produce citric acid. This is still a source for some industrial-grade products made with citric acid.



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