

Walden's CONVENTION DAILY



A Walden-Mott Publication

Orlando

Thursday, November 6, 2014

Booth 1062

Game-changing Innovation Requires More Than Just a Great Idea

Project Management Skills Help Bring A Great Idea to Life.

Great ideas are born all the time. Some start as a sketch on a napkin, an epiphany in the middle of a shower or even an informal conversation among friends at a Little League game. But an idea is just an

great idea from a mere thought to a game-changing product or solution requires a focus on execution excellence within your organization's four walls.

As an industry leader, Tennant Company (booth #1885), has embraced this mindset of execution excellence and as a result, is unveiling three of its latest cleaning innovations at this year's ISSA show. A critical factor that moved these new products from concept to reality is the company's focus on driving projects to completion through strong, company-wide project management



Tennant is present at booth #1855 with Lisa Blocher, VP Global Strategic Accounts, Rusty Zay, Senior VP the Americas, Chris Killingstad, President, CEO and Mike Schaefer, SVP Chief Tech. Officer, Global R & D.

idea without the right processes and people in place to make it a reality. Taking a

skills. No matter the size of the organization,

continued on page 30

DUBLNATURE BY WAUSAU PAPER PPI'S 2014 MOST INNOVATIVE NEW PRODUCTS

Wausau Paper announced that its DublNature family of premium towel and tissue products produced from 100 percent recycled fiber received the 2014 Most In-

novative Product Award from PPI at the RISI 29th North American Forest Products Outlook Conference in Boston, Massachusetts on Wednesday, October 8. Pulp and Paper International, ("PPI"), is an on-line and print publication of RISI, a recognized leading information provider in the global paper and forest products industry.



Matthew Urmanski, Christine Alamed, Glen Lyons, and Younette Sleet are celebrating Wausau's Winning of the PPI's Most Innovative Product Award for 2014 in booth 2901.

novative Product Award from PPI at the RISI 29th North American Forest Products Outlook Conference in Boston, Massachusetts

DublNature products are designed for both

continued on page 4

ISSA Launches Certification Program for Frontline Cleaning

ISSA recently rolled out the Cleaning Industry Standard (CITS) program, a certification and verification program that creates benchmarks for training programs and professional excellence in the cleaning industry.

The CITS program focuses on:

- training and certifying frontline cleaning professionals;
- verifying training programs and training facilities to set industry standard; and
- improving the skills of industry trainers through a comprehensive workshop.

The program will be launched in



ISSA Keynote Address

Keynote Addresses on the show floor at the ISSA Keynote Stage, Booth 94:

- **Marcus Buckingham**, author and consultant, *"Find Your Edge,"* Today 8:15 a.m.



Marcus Buckingham

phases. Certification for cleaning professionals will be available later this month, while the first Accredited Certification Trainer —or A.C.T.— workshop will be hosted in January.

For more information, visit the ISSA Resource Center, Booth 1281.

GOJO INTRODUCES THE PURELL ES™ EVERYWHERE SYSTEM AT THIS YEAR'S ISSA/INTERCLEAN

New versatile hand sanitizing system and details of how the company continues to further advance its commitment to sustainability to be shared at this year's show

GOJO, the inventor of PURELL® Advanced Hand Sanitizer and the leading global producer and marketer of skin health and hygiene solutions for away-from-home settings, will introduce its latest innovation, the PURELL ES™ Everywhere System at the 2014 ISSA/Interclean North America trade show in Orlando. In addition, the company will also provide

system is designed to fit in places that are unable to accommodate traditional dispensers. It features a ready-to-install preassembled base, contains almost twice as much product as a standard



eight-fluid ounce bottle and allows for easy, at-a-glance monitoring of product level for easy servicing.

"Hand hygiene needs to be accessible," said Casey Krysiak, Product Manager, Dispensing Systems. "The PURELL ES Everywhere System's sturdy, one-hand dispensing makes hand sanitizing easy. Plus, its size allows you to place it in small, high-traffic spaces such

continued on page 30



PURELL ES Everywhere System in Action. Visit GOJO on the show floor at booth 1001.

further insight into its sustainability initiatives.

The PURELL ES Everywhere System

The PURELL ES Everywhere System is designed to fit your world, your health and well-being needs and your way of life. It is the smallest, most versatile and appealing PURELL® System in the market. The

ISSA/INTERCLEAN Trade Show Hours

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



Trebor Tissue!

Booth #407

Deb North America Continues Integration of Recently Acquired STOKO Business

Deb Group Ltd ('Deb'), the world's leading occupational skincare company, has taken the next step in integrating the STOKO Professional Skin Care business ('Stoko') by announcing a new North American organizational structure. Given their combined footprint, product range and history of innovation, the successful

combined strengths of Deb and Stoko. This next step in creating an integrated structure will create immediate demonstrable benefits for our customers," said Michael Bogdanski, President & CEO, Deb North America. "Furthermore, the value added by the experienced and talented leadership team will enable us to better achieve our strategy and drive growth."

Deb has appointed the following executives to its North American leadership team, effective today:

- Bill Taylor, President Institutional Sector
- Stephen Lander, President Industrial Sector
- Tom Bannon, Vice President of



DEB at booth #2271 represented by Ron Shuster, VP Bus. Dev. and Admin, Michael Bogdanski, CEO NA, Isabelle Faivre, VP Mktg., Bill Taylor, President Institutional and Stephen Lander, President Industrial.

integration of the two companies is expected to have a major impact on the away from home skin care industry.

Recognizing the critical importance of strong leadership and sales, the new organizational structure has been thoughtfully planned and designed to strengthen its focus on industrial and institutional sectors.

"There is outstanding value magic in the

Sales Canada

- Ron Shuster, Senior Vice President Business Development and Administration
- Steve Havala, Vice President of Finance
- Isabelle Faivre, Vice President of Marketing
- John Clyne, North American Operations Director

Vote for Best Customer Service for a Chance to Win

As you are browsing the show floor, be sure to use the show's mobile app to vote for the exhibitors who provide exceptional service.

Voters are automatically entered into a daily drawing for cash cards. Voting ends Thursday, November 6, at 3 p.m.

The app is available at issa.com/app.

Friday's All-Star Lineup Promises to be a Winner

With two ISSA Keynote Addresses, plus the ISSA Excellence Awards Ceremony Luncheon, and educational sessions, the final day of ISSA/INTERCLEAN has a lot to offer.

The day kicks off with Champion Basketball Coach Rick Pitino, who will reveal the secrets behind his storied sports career, including how to get the most out of teams and inspire amazing work ethic. His ISSA Keynote Address, "The One-Day Contract," will be held at 9 a.m. at the ISSA Keynote Stage, Booth 94.

At 1 p.m., Boxing Great Sugar Ray

Leonard will take the ISSA Keynote Stage to discuss "The Power to Win!" coupled with the ISSA Excellence Awards Luncheon. The luncheon is a free, ticketed event and will recognize the winners of the ISSA Innovation Awards, ISSA Best Customer Service Awards, and the long-standing leaders in the industry.

As of press time, tickets were still available. However, seating is limited. Tickets are available at the ISSA Resource Center, Booth 1281.



Sugar Ray Leonard



Rick Pitino

Under the new structure, the combined company will include a focus on the institutional and industrial sectors and provide customers access to the most comprehensive and effective occupational skin care product range in each sector, making Deb a one-stop shop for all workplace skincare

needs. This structure will also allow Deb to focus intensely on its company strategy of implementing skin care programs that deliver essential products, vital information and standards of behavior which increase efficiency, improve skin health and prevent infection.

Learn About Our Entire Line of Microfiber Products at Booth 1315



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Learn more at the ISSA Show, Booth 1315

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Today's Must Attend Session: Selling Cleaning as Risk Management

Interested in learning how to educate building owners about the link between proper cleaning and the bottom line? If so, "Selling Clean as Risk Management," in the ISSA Education Theater, Booth 1581, is the place to be at 11 a.m.

This session will discuss how to make the business case for the value of proper cleaning as a way to invest in reduced workplace safety risks and increased profits, using the newly released ISSA Value of Clean Safety tool.

Your company will receive access to this

new tool as a bonus for renewing your 2015 ISSA membership or joining the association. If you join or renew this week, you can pick up the tool at the ISSA Resource Center membership counter, Booth 1281.



Cascades is celebrating 50 Years at the ISSA convention. They are welcoming distributors and customers in booth #2941.

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Learn more at ISSA,
GOJO Booth 1001.



Wisconsin Plastics, Inc. Names Bill Sleeper to Board of Directors; Showcases Plastic and Metal Design and Manufacturing Capabilities

Wisconsin Plastics, Inc. (booth 3275) announced they have named Bill Sleeper to their board of directors. Bill Sleeper retired as president, Georgia Pacific Professional NA at the end of 2011. "We are excited to have Bill join our board," said Jim Christensen, president of WPI. "His business and industry experience in leading innovative organizations will be very helpful to us."

Wisconsin Plastics, Inc., is an organization of independent companies that provides design and development expertise, manufacturing and assembly solutions, storage and distribution capabilities, and many other value-added services to customers around the world. Each of their



Visit Wisconsin Plastics at booth 3275. Seen above are Andy Kirkpatrick, Designer-Product Mgr., Mike Kilgore, Supervisor of Prototypes, Alan Paal, Sr Product Designer, James Christensen, President, and Bill Sleeper, Director.

companies' complementing services results in better communication, lower costs and shorter lead times. Their diverse network of experts and their collaborative working style offers customers a wider range of solutions.

Modern Design & Development has the unique ability to take projects from con-

sumer research through production implementation. Experienced designers, engineers, and project managers work through a holistic process and integrate the latest technologies to ensure the successful

development of your products. Some of the technologies used at WPI are the use of 3D CAD software and 3D Printing. "Ideas and product materials can now be imaged and tested in a digital environment, producing significant savings to customers interested in developing new products" explains Mike Kilgore, supervisor of prototypes. "The most significant benefit is the dramatic decrease in the time it requires to make a concept into a final product. This allows companies working with manufacturers to rapidly adapt to changing consumers demands."

Modern Plastics provides value-added services throughout the injection molding process, going beyond where typical shoot-and-ship operations stop. The results are superior products and exceptional customer experiences that bring customer ideas to life through manufacturing and injection molding, warehousing and distribution services, assembly solutions, and many other added value operations.

With Modern Stamping & Painting, cus-



Bill Sleeper

WAUSAU PAPER INNOVATIVE NEW PRODUCTS

continued from page 1

comfort and functionality and provide exceptional softness, strength, absorbency and brightness. DublNature is made from high-quality 100 percent recycled fibers and is certified by Green Seal, Inc., as environmentally preferable. DublNature products, and their upscale packaging, are well suited to a wide range of applications and are targeted at businesses and institutions seeking the finest quality while supporting green purchasing initiatives.

"We are pleased with this recognition from an important voice in the industry. During a challenging period for our Company we remained committed to producing the finest 100 percent recycled fiber premium towel and tissue products for the away-from-home segment of the Tissue industry," commented Michael C. Burandt, chairman and CEO. "I'd like to thank our engineering, product design, papermaking, converting and marketing teams, all of whom are responsible for bringing these products to fruition and meeting the high growth demands we continue to experience."

Matthew L. Urmanski, president and COO, added, "A year into the significant revamping of our product portfolio we again recognize the key role in our success played by the highly engaged network of Wausau Paper distributors. Their call for a

tomers can rely on WPI's high standard of professionalism and uncompromising quality that sets WPI apart in the world of metal stamping and custom fabricating. And their in-house assembly solutions provide added value in the forms of speed and efficiency.

"Come visit us at booth 3275 and explore with us your design, development and/or fabricating needs" invites Jim Christensen.

broader expression of premium towel and tissue products in the away-from-home market and commitment to the process underwrote our development of the DublNature premium product. This, along with the launch earlier this year of our premium brand Artisan™ and the revolutionary Alliance™ high-capacity electronic roll towel dispensing system has been the driver of our growth and expectations for improved performance beyond 2014."

Artisan™ is a line of premium towels which are brilliant white, remarkably strong, yet designed to provide a soft and thorough hand drying experience. The toweling has a clean and hygienic appearance as well as cloth-like durability and strength for exceptional performance. Artisan is the only line of premium quality roll and folded towels that feature Green Seal™ certification and are made from superior quality 100 percent recycled fibers and cater to high-end facilities seeking exceptional quality products that reinforce an upscale image.

Alliance™ is a high-capacity electronic roll towel dispensing system featuring twice the capacity of typical roll towel dispensers. The revolutionary patent-pending design of Alliance accommodates two full rolls – up to 1,000 feet each – that seamlessly transfer by automatically switching to the second roll when the first is completely depleted. This unique transfer feature results in fewer service interruptions and reduced maintenance time. Combined with Wausau's EcoSoft®, DublNature® or Artisan™ Green Seal™-certified toweling, Alliance offers a new, unique hand-drying experience superior to other systems in the market.

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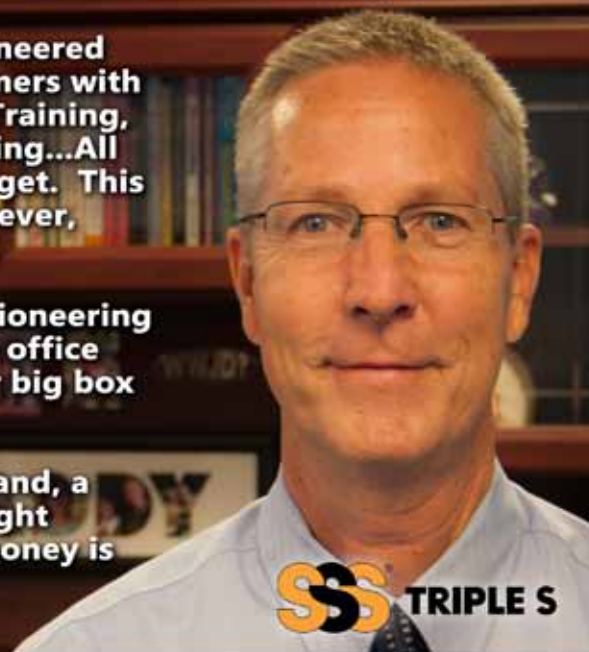
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ISSA Launches New Standardized Training for Cleaning Professionals

Northbrook, IL, ISSA, the worldwide cleaning industry association, has launched the Cleaning Industry Training Standard (CITS), the premier training certification program for frontline professionals and organizations in the cleaning industry.

Developed as a sister program to ISSA's Cleaning Industry Management Standard (CIMS), CITS has been designed specifically to help address the need for training, improved professionalism, and increased pride across all segments of the cleaning industry.

"The CITS program furthers ISSA's initiative to change the way the world views cleaning," says ISSA Facility Services Director Dan Wagner. "With the CIMS and CITS programs in place, we can now take a more holistic approach to addressing the needs of the cleaning industry. Where CIMS focuses on the management of an entire organization, CITS focuses specifically on the training of frontline cleaning professionals."

The program offers valuable benefits for manufacturers, manufacturer representatives, distributors, building service contractors, in-house service providers, and other key industry players, with an additional overarching goal of strengthening customer relationships between these organizations. ISSA/INTERCLEAN® North America, will serve as a venue for an in-person seminar on the CITS pro-

gram. Sign up for this informative session or stop by the CITS booth in the ISSA Resource Center, Booth 1281, at the show to learn more.

CITS was developed through a consensus-based process driven by the priorities of facility service providers representing key market sectors, including health care, education, and government. The development committee included experts from such top institutions as the City of Toronto; the University of Maryland; the University of Georgia; the Cleaning Management Institute; the American Institute for Cleaning Sciences; Spartan Chemical Co., Inc.; and Sealed Air Diversey Care.

How It Works

CITS consists of three major components designed to incorporate the entire industry:

Training Programs/Curriculum Verification. Training program providers (manufacturers, manufacturer representatives, distributors, facility service providers, and associated trainers) can have their training content verified to CITS requirements by submitting their programs to an assessor who verifies that all of the standards have been met. A CITS-verified program is backed by ISSA's credentials and validates your commitment to the success of your organization and the industry as a whole.

Accreditation of Professional Trainers. A train-the-trainer workshop is

available to help professionals sharpen their skills and achieve the Accredited Certification Trainer (A.C.T.) designation. Certified individuals are eligible to deliver CITS training, proctor and grade exams, and issue CITS certification. The first A.C.T. workshop will be held in January 2015, and subsequent workshops will be held in conjunction with CIMS ISSA Certification Expert (I.C.E.) workshops through 2015. The CIMS I.C.E. certification is a pre-requisite for the A.C.T. program.

Cleaning Professional Certifications. Frontline cleaning workers who undergo training through a verified program will have the opportunity to achieve two levels of certification.

The online Cleaning Professional 101

certification demonstrates that professionals have a good understanding of cleaning best practices. The CITS Advanced Pro certification—available through organizations that offer CITS-verified training programs—is focused on specialized cleaning topics, such as Restroom Care and Hard Floor Care. The goal of the CITS cleaning professional certifications is to empower frontline workers, leading to increased professionalism and organizational success.

To submit your training program for verification or to sign your employees up for training, visit www.issa.com/cits.

Stop by the CITS booth in the ISSA Resource Center, Booth 1281, at the show to learn more.

Cascades Tissue Group Launches New Tandem+ Towel and Tissue Dispensing System

Tandem+ high-capacity dispensers, a new solution for improved productivity and hygiene

WATERFORD, NEW YORK – Cascades Tissue Group introduces today its brand new towel and tissue dispensing system: Tandem®+. Sleek, stylish and created for performance, Tandem+ (pron. Tandem Plus) is designed to be the perfect solution for facility managers looking to manage operating costs while providing employees, customers and other patrons of their restrooms experiences that reflect well on their businesses and show that they care.

The system features touchless, controlled dispensing that reduces cross-contamination of germs as well as unnecessary paper consumption. In addition of being one of the most compact high-capacity dispensers on the market, it facilitates jumbo-sized paper rolls greater than 1,000 feet in length to dry more hands with less routine maintenance. That makes Tandem+ compatible with Cascades' full assortment of away-from-home paper towel offerings, including its patented, award-winning Cascades® antibacterial paper towel that's proven to kill over 99.99 percent of bacteria on hands, based on 3rd party laboratory testing.

Tandem+ is all about simultaneously bringing about healthier people and bottom lines," said Jean Jobin, Cascades Tissue Group President and Chief Operating Officer. "Developed with our partners' needs in mind, it addresses all of their main challenges, reducing maintenance and labor costs while facilitating productivity and hygiene. All of this combines with one of the most sustainable paper offerings on the market."

Available in white and black to fit any

décor, Tandem+ includes a customizable OnDisplay window that allows facility managers to swap in and out signage promoting their brands, activities or offerings



Tandem+ high-capacity dispensers

on a recurring basis, or to simply remind users about sound hygiene practices.

"Washrooms are high-traffic environments where businesses can educate and communicate to their audiences, so we see great opportunity for our customers here," said Jobin.

For more information about the Tandem+ controlled dispensing system, visit afh.cascades.com.

Cascades Tissue Group, a division of Cascades Canada ULC, is the fourth largest manufacturer of tissue paper in North America. Founded in 1964, Cascades produces, converts and markets packaging and tissue products that are composed mainly of recycled fiber. The company employs close to 12,000 men and women, who work in more than 100 units located in North America and Europe. With its management philosophy, half a century of experience in recycling, and continuous efforts in research and development as driving forces, Cascades continues to serve its clients with innovative products. Cascades' shares trade on the Toronto Stock Exchange, under the ticker symbol CAS.





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DPA Honors Distributor with Founder's Award

Distributor Partners of America (DPA), a member-driven buying & marketing group, recently announced the recipi-

in the group's history and the honor went to Alleghany Supply & Maintenance Co. (Duncansville, PA).



Zachary Haines and Jeff Tishko (DPA) Present Andrew Carney & John Weakland (center) with Alleghany Supply & Maintenance Co. (Duncansville, PA) the DPA Founder's Award

ent of its prestigious Founder's Award at DPA's annual Buying & Networking Conference in Ft. Myers, Florida. This year's Founder's Award was the seventh given

The DPA Founder's Award recognizes a company or individual that has been with DPA from the beginning, and that embodies the spirit of the organization. Alleghany was founded in 1971, and serves the janitorial, laundry and kitchen markets throughout the Mid-Atlantic. “They have been a part of DPA for 14 years and are always looking for opportunities to support our preferred vendors,” says Zachary T.

Haines, DPA Executive Director. Congratulations to Alleghany Supply & Maintenance Co.

Elevance Expands Customer Service and Support Capabilities with E-360 Collaboration

Enhanced sales, technical and logistics services now available to Elevance Clean™ 1200 customers

Woodridge, Ill., – Elevance Renewable Sciences, Inc., a high-growth specialty chemicals company that creates novel specialty chemicals from natural oils, today announced a collaboration with E-360, Inc. (www.e-360.net) that offers expanded customer support and service capabilities for Elevance Clean™ 1200 customers.

E-360 combines a dedicated team of sales, technical and logistics professionals with a robust web presence, including the ability to place web-based orders, and access to expanded logistics support and services designed to address packaged product requirements. The E-360 team will provide enhanced service and support capabilities for existing and potential customers with an interest in Elevance Clean™ 1200, a superior-performing degreasing and VOC-exempt solvent.

“E-360 significantly expands our ability to respond to customer needs from initial interest and inquiry, through the product qualification and sales process, to ordering and delivery of product,” said Andy Shafer, executive vice president, sales and marketing, Elevance. “This new offering will allow us to provide an even better response time for customers and markets showing interest in our products, enabling customers to take advantage of the superior degreasing and VOC-exempt benefits of Elevance Clean™ 1200 — faster and more efficiently.”

Elevance Clean™ 1200 is the latest commercial addition to Elevance's grow-

ing portfolio of renewable, high-performance products from Elevance's novel technology and world-scale biorefinery.

About Elevance Renewable Sciences, Inc.

Headquartered in Woodridge, Ill., Elevance Renewable Sciences, Inc. is a high-growth specialty chemicals company that creates novel specialty chemicals that perform better from renewable feedstocks, making the products that industry and consumers use every day better. Using a proprietary technology called olefin metathesis, the company helps industry deliver products that exceed the performance of existing products while leaving a smaller environmental footprint — for use in personal care products, detergents and cleaners, engineered polymers, lubricants and additives, and other specialty chemicals markets. To learn more, visit www.elevance.com or www.renewicals.com.

E360, Inc. is a collaborative partner with Elevance Renewable Sciences, Inc. that's fully dedicated to service the unique needs of exceptional customers — with experts ready to assist by phone, online and on-site — to put the benefits of Elevance's high-performance solutions to work for customers, today. E360 delivers the power of Elevance's Nobel Prize-winning technology and renewable specialty chemical products, tailored to fit each customer's unique needs. E360 is where remarkable chemistry meets exceptional customers. To learn more, visit www.e-360.net.

VISIT DEB AT ISSA BOOTH #2271



IT'S A BIG, CLEAN DEAL.

Deb and Stoko, two great skin care companies, have joined forces.

The combination of Deb + Stoko has solidified Deb's position as the world's leading away-from-home skin care company. With even greater expertise, a broader range of specialist products and enhanced ability to create innovative new skin care solutions, it makes Deb even smarter, faster and better. And it means you now have access to the greatest and most comprehensive occupational skin care product range in the world, with all skin care needs met by one range to help increase efficiency, prevent infection and improve health in your workplace, easier and better than ever.



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Mobile technology: meeting the operational demands of a shifting workforce

By Deborah Baldwin, Marketing Manager, SCA Americas

Not long ago, smartphone apps and tablets were a novelty, reserved only for early adopting innovators. Today, they have infiltrated every market, and commercial real estate is no exception. Technology has become vitally important to a property manager's efficiency, helping to simplify facility management, drive down maintenance costs, and pursue moneymaking activities such as building promotions, lease pursuits, and interaction with tenants.

And Facility managers now use smart devices for a broad range of functions including facilitating work orders, managing plant surveillance, controlling digital signage content, and allowing real-time communications with work crews.

However, many in the world of buildings operations remain loyal to old habits and more traditional communications devices like walkie-talkies and other tools that may have limitations in the context of changing building needs. To set maintenance staff up to succeed in the midst of evolving real estate needs, the cleaning industry should embrace technology to the fullest.

Today, a plethora of new and scalable operations software tools are available to boost effectiveness and drive maintenance costs down. The influx of tools may seem

overwhelming, but one thing is certain: smart device technology is changing how we all work. By 2020, 50 billion devices



SCA's Mobile Technology

will be connected, and the average employee will access his or her company network from six different devices. This impacts the physical whereabouts of employees and guests, and as a result, the building operations and facility management land-

scape. In order to keep up, there's a need to better understand and respond to real-time information from employee work patterns to patron usage.

This year at ISSA/INTERCLEAN, SCA is offering an exclusive sneak preview of its new Tork EasyCube™ Intelligent system. Available in the second half of 2015, the new line of sensor-equipped washroom dispensers was developed together with Facility Service companies, and based on real-time data captured from this line of smart dispensers. The Tork EasyCube system empowers facility managers and their teams to move from static cleaning schedules to cleaning when needed. And as the data is easily accessible and interpreted online – either via an office computer or through smartphones and tablet devices, cleaning providers can now have an instant overview of when and where cleaning is needed and can more effectively manage and plan their building's hygiene and clean-

ing needs.

Cleaners no longer have to clean a building the same way every day, but can clean where and when needed first and foremost – improving the overall cleanliness and restroom visitors' impressions of a facility.

In early tests, Tork EasyCube has shown time gains of as much 7 to 10 minutes per shift, which opens up a significant window of time for attention to smaller detail along with new and more tasks to complete for added value.

For managers, more insight at their fingertips means better resource planning and supply ordering. While more information doesn't automatically mean better solutions, software and apps are becoming smarter and simpler in the way they transmit data.

Finally, perhaps counterintuitively, intelligent systems can help supervisors better manage people. Systems with monitoring capabilities can track what's happening in any given washroom, and when a task has been met so that a supervisor can be in-the-know and respond appropriately. Other features, such as messaging, self-assessments and ratings open up convenient communication channels. This eliminates the need to double up on asks or conversations, and offers ways to improve performances, further eliminating tenant complaints.

The ultimate goal of smart technology in the cleaning industry is to make tenants happier. Tork products and services aren't just about making paper and dispensers, but infusing simplicity and technology into each product so that people have more dignity and mobility in their hygiene. After all, clean bathrooms are like oxygen – not always actively appreciated, but desperately missed when cut off. If used correctly, perhaps intelligent operations systems can revolutionize this industry too, forever silencing the irritating and bothersome crinkling of walkie-talkies.

A Sale and Customer Savings

Jessica Jones with JanPak, Inc., a leading supplier of cleaning and packaging solutions to the building service contractor, property management, industrial, health-care, and institutional markets, was looking for ways to facilitate a sale, save a client's money, and develop a more effective consultative sales approach in the process.

To do this, Jones utilized AFFLINK's eLev8 system. The eLev8 system is a



Web-based process that combines consultative selling with leading-edge technology. "From the start, my clients were very impressed with the technology," says Jones. "The reports were comprehensive, easy to read, and very visually appealing."

But, did it save her client money?

"Using the eLev8 process, we were able to save the client more than \$3,500 on this sale," she says. "Not only were they impressed with the technology, they were impressed with the savings as well."

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SMA Launches New Web and E-Commerce Systems

Strategic Market Alliance (SMA) is a Member-Owned organization based in Charlotte, North Carolina serving food-service and commercial wellness customers from 193 locations across the United States and Canada. Founded on the principle of serving as a catalyst for improving effectiveness and efficiency within the channel, the Group has recently risen to the challenge of rapidly evolving expectations for e-commerce and data exchange performance with the completion of a year-long upgrade of its website and e-commerce platforms. The result of this effort is a new systems infrastructure that delivers technology needed to support the existing needs of SMA Members, Suppliers and Customers, along with limitless capacity to create new services ever-greater value to all stakeholders within the Group's sphere of influence.

Advancements in systems technology, SMA's rapid growth and interdependent operating environment were the sparks that ignited this project. Delivering an easy to use e-commerce and web platform system to a diverse group of distributors, each hosting different information systems, with disparate information technology needs and desires was a daunting task. Yet, a highly flexible system was created that can accommodate the needs

of all users and designed in such a way that its extended shelf life will delay the need for costly modifications. This easy-to-use system, and perceived to be better than competitive options, cost effectively equips its Members, Suppliers, Customers and Staff with leading edge communication and reporting tools.

In January of this year, SMA's new public Website was launched, with an updated look and a host of new functionality, all optimized for use on mobile devices. Accompanying the new website was a newly created E-commerce ordering platform for National Account customers. In July, the company built internal dashboards that gave users self-service monitoring and control capabilities and provided enhanced information access to SMA and supplier programs, with search features, catalog administration tools for e-commerce and improved sales reporting capabilities.

"The new website gives us the underlying structure needed to create tools and features that will excite and benefit Members, Suppliers and our mutual Customers. I am very pleased with the performance of the new system and of these new tools, and look forward to our continuing development efforts," said Kristen Schaeffer, SMA Corporate Systems Manager.

Spartan Chemical Voted Member's Choice by Network Distribution

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 ex-



John Swigart, President and Greg Ford, VP of sales represent Spartan Chemical receiving the 2013 NETWORK Member Choice Award

clusive honor of being voted 2013 NETWORK Member Choice Award.

Spartan Chemical was awarded the

Member Choice Award based on being a best all-around service provider as rated by the NETWORK Members in 2013.

"Each year, Spartan ranks among the top suppliers by our membership," said Warren Noble, VP of Supplier Relations, NETWORK. "The award is based on customer service, operational efficiency, and overall sales support; it truly is an indication of the dedication that Spartan has to our members' success."

"We are extremely proud and thankful to NETWORK and our distributor partners for this recognition," said Greg Ford, VP sales, Spartan Chemical, "as it is a member's choice award and encompasses every facet of Spartan, it is special and one we share with the entire Spartan organization."

Spartan Chemical was represented by John Swigart, President and Greg Ford, VP of sales.

Added Dick McGann, SMA President and CEO, "We could not be more proud of the achievement of the SMA Corporate Systems Team. To have started with a blank canvas and created an SMA-centric technology platform, customized to meet

the specific needs of all of our stakeholders is an outstanding achievement, and illustrates our commitment to being relevant to those we serve," said McGann.

For further information, contact us at info@smasolutions.com.

Bullen Expands Sales Force

Bullen adds Bill Huss as their Regional Sales Manager to cover the midwest.

The Bullen Companies is pleased to announce the addition of Bill Huss to the Bullen sales team. Bill is an accomplished sales leader with a solid performance of exceeding gross profit goals and adding value to distributor partners. His experience spans 15+ years with companies generating revenues of \$5 million to \$9 billion.



Bill Huss

Bill will be covering Kentucky, Indiana, Illinois, Ohio, Tennessee, Alabama and western Pennsylvania for The Bullen Companies. Bill has worked as a distributor sales person, a distributor sales manager and as a regional manager for a major chemical manufacturer.

The Bullen Companies is a manufacturer and industry leader in the floor care, carpet care, disinfection and odor control market.

Bullen has served the janitorial supply industry with pride since 1939 by producing superior cleaning solutions under the brands: Airx Laboratories, e-clean Products, Clausen Carpet Solutions, Truekleen, Road Off, and One-Up, along with private label manufacturing. Long known as a market innovator, Bullen invests heavily into its research & development.



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The Real Cost of Hiring

By Jack Trimm, Director of Human Resources at AFFLINK

Your company is growing and you need qualified sales people to keep pace with your changing customers. So what do you do? You likely spend a few hundred bucks on an advertisement in a local newspaper, type up a Craigslist post, or take the path of least resistance and simply poach a disgruntled rep from one of your competitors. But have you considered the "real cost" of hiring that new employee? Or better yet, the cost of making a bad hire? It may be more than you think.

The National Association of Colleges and Employers reported the average cost of recruiting a new employee for companies with less than 500 employees was \$7,645 per employee. Using a headhunter or recruiting firm can cost even more because most recruiters bill their client companies by charging them a percentage (generally in the range of 20 to 25%) of the salary that a successfully placed candidate will be paid in the first year. That can get quite expensive!

On the other hand, many small businesses try to manage their own recruitment processes, but this too can become a heavy investment in time and resources that should be otherwise spent on managing the business operations.

Time Spent Hiring a New Employee

Every day a position isn't filled, your

time-to-fill rate goes up, as do costs across the board. With the cost of an open position, it's tempting to rush to get someone, ANYONE in that job. However, putting



the wrong person in a sales position could cost you more than sourcing out and hiring the right candidate.

According to Careerbuilder, 41 percent of companies say that a bad hire in the last year has cost them at least \$25,000, and 25% say that a bad hire in the last year has cost them at least \$50,000.

- Posting on Job Boards: The average time for a single posting is about 1.5 hours.
- Reviewing Applicants: Total time spent is up to 23.5 hours.
- Prescreening Candidates: Up to 4 hours of time.
- Interview Prep: An average of 1.5 hours.
- Interviewing and Hiring: Can take 7.5 hours.
- Time involved in the average search process: 38 hours.

AFFLINK's SalesHunter™ Can Help
SalesHunter™ is an industry-only re-

ruitment and development program designed to help today's Distributors find, hire and train the best sales people in the market.

SalesHunter recruiting works with the professional sales programs at universities across the nation – including renowned programs from Baylor University and the University of Alabama among others. When you work with SalesHunter, AFFLINK screens potential candidates from these top-tier programs on behalf of our Distributor Members. The process includes a key-strength assessment test and interviews by AFFLINK's HR staff. Then we pass on the best matches to our Members to further vet and select a candidate with the skills needed to be a successful sales person.

Not stopping there, industry and sales

training are also part of the SalesHunter process. Once a hire is made, Members send their recruits to an on-site SalesHunter training class to get them up to speed on the specific needs of the distribution business and the industry at large. Having both the proper sales acumen and a wealth of technical knowledge will allow your new sales representative to hit the ground running and build a new customer base even more quickly than experienced sales professionals.

AFFLINK knows your business, as well as the end user segments where you play. And now our Members have the tools and knowledge to develop top-notch sales representatives – specific to where they need them.

To find out more about becoming an AFFLINK Member and how to take advantage of the SalesHunter™ program, please contact Membership@afflink.com or call 800.222.551 today.

Spartan Chemical Promotes Moody and Mooers to Regional Manager

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, today announced the promotion of Chuck Moody and Monte Mooers to the role of regional manager, effective March 3, 2014.

Before joining the Spartan team, Mr. Moody, who has responsibility for the Connecticut region, worked for Staples Advantage where he handled business development for the Rhode Island region

for three years.

Prior to that, he worked with Idearc Media in Middleton, Massachusetts in advertising sales. Chuck holds a Bachelors of Communication from the University of Massachusetts in Amherst, Massachusetts.

Mr. Mooers, joins Spartan as the regional manager for the Portland, Oregon region. Monte previously managed a retail furniture store in Portland, Oregon for five years. In addition, Monte also held the role of general manager at Bally Total Fitness in Portland, Oregon for six years.



Chuck Moody



Monte Mooers



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Spartan Chemical Promotes Erickson and Waite to Regional Manager

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, today announced the promotion of Rob Erickson and Stephen Waite to the role of regional manager, effective June 16, 2014.

Mr. Erickson, joins Spartan as the regional manager for the Seattle, Washington region. Rob most recently served as a regional territory manager for Portland Energy Conservation, Inc. in Salt Lake City, Utah. Prior to that he worked as a strategic territory manager for Simmons Mattress, based out of Atlanta, Georgia

for ten years. Mr. Erickson holds a Bachelor of Arts in Technical Sales from Weber State University in Ogden, Utah. He also recently completed his MBA at Western Governors University WGU in Salt Lake City, Utah.

Before joining Spartan, Mr. Waite, who has responsibility for the Las Vegas region, was the Chief Financial Officer for Laptop Xchange in Henderson, Nevada. Prior to that, Stephen owned and operated Las Vegas Bookkeeping & Tax in Henderson, Nevada. Stephen holds an Associates degree from the College of Southern Nevada in Las Vegas, Nevada.



Rob Erickson



Stephen Waite

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DPA Members Explore "Oceans of Opportunity" in Ft. Myers, Florida

DPA's 2014 Buying and Networking Conference was held at the Sanibel

Harbour Resort & Spa in Ft. Myers, Florida on March 23-25, 2014. Over 150 of

the industry's leading distributors and suppliers were in attendance for the group's annual networking and sales meeting.

DPA distributors and suppliers met 1-on-1 over the course of three days, attended sales presentations and took part in distributor roundtable discussions. Presenters included Sales Expert, Barry Wright, who discussed "How to Stop the Race to Zero" and "How do We Capture Value?" Members also enjoyed a relaxing evening filled with latin dancing, live steel drum music and crab racing.

"DPA's conference would not have been a success without the support of our members. Their enthusiasm, dedication and commitment will continue to be the most important factor in DPA's continued growth," said Zachary T. Haines, DPA Executive Director. For more information about DPA visit,

www.DPABuyingGroup.com or call 1-800-562-7826.



THE TOP 4 MOST COMMON ONLINE CLEANLINESS COMPLAINTS

Cintas gives tips on how to clean up your business' online reputation

CINCINNATI - Oftentimes, a customer's first "stop" after a dining or shopping experience is a social media channel or online review site such as Yelp. But unlike good reviews, bad reviews spread quickly and can negatively impact your business. To help businesses clean up their online reputation and improve the overall cleanliness of their facility, Cintas Corporation (NASDAQ: CTAS) today announced the top four online cleaning-related complaints.

"A picture of a dirty restroom posted online is never good advertising for your business," said Dave Mesko, Senior Director of Marketing, Cintas Corporation. "Regardless of the business type, cleanliness should always be a priority."

There are many factors that customers look to when determining whether or not a facility is clean. Cintas identifies the following top four complaints found on review sites:

1. "There's food and grease all over the floors."

One of the first things customers notice when entering a facility is the floors. From

crumbs to grease to stains, dirty floors are an immediate deterrent for customers when entering your facility.

New York Yelp user David T. described his experience with a chain restaurant's dirty floors, tables and chairs as the "filthiest place" he's ever walked into and eventually walked out.

From matting programs to daily cleaning to restorative cleanings, make sure you have an effective cleaning program in place that focuses on deep cleaning, protecting and maintaining floor surfaces.

2. "The restrooms are dirty and don't have any toilet paper."

A recent survey revealed that 94 percent of U.S. adults would avoid a business in the future if they encountered a dirty restroom. A Yelp reviewer in New York City left a negative review at a movie theatre after her dirty experience. After witnessing wet toilet seats, dirty floors and no toilet paper or soap, she "wouldn't recommend this theatre."

To avoid these mishaps from happening in your facility, implement an ongoing restroom care program that not only

HealthRite from SMA Equips Distributors to Win in Healthcare

It's no secret ... one of the fastest growing market segments served by our members is healthcare ... in all of its various forms! Years of increased spending on supplies and the elevated importance of infection prevention and patient satisfaction under the Affordable Care Act have intensified the importance of selling success in the Healthcare segment for Jan - San or "commercial wellness" distributors. Strategic Market Alliance, a group of prominent independent distributors located in 190 cities across the United States and Canada, helps their members win in healthcare through HealthRite®, the group's innovative healthcare training and resource program.

HealthRite® provides educational tools and forums for Customers, Manufacturers and Distributors serving the long-term care, ambulatory, and acute care segments of the healthcare market place. Customized training materials and literature are available for member and customer use, and HealthRite® seminars are regularly staged learning events that facilitate the sharing of current practice and process in the areas of infection control and health-

care facility hygiene.

SMA's HealthRite® program further takes to heart the vital importance of Infection Prevention to Healthcare organizations, overseeing the training and certification of dozens of SMA Distributor Healthcare Specialists in the discipline of infection prevention through the HealthRite® program.

HealthRite® has proven its worth to leading healthcare groups as well, the program having helped SMA earn approved supplier contract positions with the leading Group Purchasing Organizations. SMA Distributors are well-positioned to deliver the most cost-effective logistics and supply chain and procurement solutions to hospitals, integrated delivery networks, long-term care facilities and other healthcare organizations. Through HealthRite®, SMA Distributors are also well-equipped to compete and win in healthcare by providing healthcare professionals and staff unrivaled support in the performance of their vital roles.

For more information, please contact us, call [704-268-3430](tel:704-268-3430) or email HealthRite@smasolutions.com.

ensures that restrooms are always properly stocked, but that they are also regularly deep cleaned. In addition to daily maintenance, integrate a deep cleaning program to remove organic soils and odors that regular mops and brushes can't.

In some cases, a facility's restroom can also be a source of praise, worthy of an online review of its own. If you have clean restroom and want to drive traffic to your business, make sure your clean restroom is listed and rated on Cintas' mobile application, Where to Wee, so users know where to go.

3. "People use the same mops and wipes all over the building!"

People often think that anyone can clean, but in reality, there is a right and a wrong way. For example, online reviewer Amy W. witnessed a Chicago fitness center employee cleaning multiple areas of the locker room with "the same rag"; starting with the toilet.

While there is no one-size-fits-all approach, employees who are not taught effective zone cleaning techniques can cross-contaminate your facility by spreading dirt and bacteria from one part of your facility to another. Cross contamination can also present a substantial risk for an outbreak of an infection or virus such as Methicillin-resistant Staphylococcus aureus (MRSA) or norovirus.

To limit the chance of cross contamination, regularly train employees and emphasize the risks involved with not changing cleaning tools or solutions in each area.

4. "The kitchen is disgusting."

Maintaining a clean kitchen is imperative to a positive online reputation and can instantly leave a bad taste in the minds of customers if anything is less than clean. For example, a Yelp user in Seattle had this to say about a "disgusting" kitchen

she was able to see from the dining area. "This is never ok, even when a place is really busy."

For a higher level of clean in your kitchen, consider implementing a chemical dispensing unit to ensure that cleaning chemicals are always available and to eliminate manual dilution. Time spent diluting chemicals or searching for cleaning products can be reinvested to keep surfaces clean and sanitized.

To learn more about Cintas solutions for facilities, visit www.cintas.com/facility-services.

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Cascades

Anti-bacterial Soap and Sanitizers Join the Lite 'n Foamy Foaming Hand Care Line

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced today the addition of four new products to the popular Lite 'n Foamy® anti-bacterial hand care line.

According to the Centers for Disease Control, hand hygiene is the first line of defense for the prevention of illnesses and spread of infection to others. People frequently touch their eyes, nose and mouth without realizing it, and germs from unclean hands can get into food during preparation or be transferred to objects like handrails, tabletops and toys. Along with an effective cleaning program, schools and businesses can reduce the cost associated with common illness and improve the overall health of their employees and guests by practicing effective hand hygiene.

The new Lite 'n Foamy® products in-

clude two foaming, anti-bacterial hand sanitizers, which can be used without water, making them perfect for hallways, classrooms, stairwells and other areas where no sinks are present. They



Spartan's Lite 'n Foamy Hand Care Line

also include two fragrance-free products – one soap and one sanitizer – which are NSF-certified and Kosher-certified for use in food processing and service areas.

“We are especially pleased to manufacture our first foaming hand sanitizers,” said John Swigart, President of Spartan Chemical Company. “Because of the success of the Lite 'n Foamy® line, we know our customers will appreciate the convenience and economy of being able to use either soap or sanitizer products in the popular Lite 'n Foamy® dispensers.”

All four of the new products are Triclosan-free and alcohol-free. Triclosan is currently being re-evaluated by the FDA as an effective and safe ingredient. And, unlike alcohol-based sanitizers, which are not permitted for use in many facilities such as correctional facilities and schools, the active ingredient in Lite 'n Foamy® hand care products is safe to use anywhere.

• Lite 'n Foamy® Eucalyptus Mint Sanitizing Hand Wash is a foaming, anti-bacterial handwash with a refreshing herbal fragrance.

- Lite 'n Foamy® E2 Sanitizing Hand Wash is a foaming, anti-bacterial hand sanitizer with a light, floral fragrance.
- Lite 'n Foamy® E3 Hand Sanitizer is a fragrance-free, foaming, anti-bacterial hand sanitizer for use in food processing and service areas.
- Lite 'n Foamy® E2 Sanitizing Hand Wash is a foaming, anti-bacterial handwash with a refreshing herbal fragrance.
- Lite 'n Foamy® E2 Sanitizing Hand Wash is a foaming, anti-bacterial handwash with a refreshing herbal fragrance.

Hand Wash is a fragrance-free, foaming, anti-bacterial hand wash for use in food processing and service areas.

• Lite 'n Foamy® Lemon Blossom Hand Sanitizer is a foaming, anti-bacterial hand sanitizer with a light, floral fragrance.

• Lite 'n Foamy® E3 Hand Sanitizer is a fragrance-free, foaming, anti-bacterial hand sanitizer for use in food processing and service areas.

These and other Lite 'n Foamy® hand care products are available through Spartan's select distributor network. For more information or to find a distributor near you, visit www.spartanchemical.com.

Sloan Releases Velocity Cartridge, the Most Advanced Waterfree Technology Ever

With industry-leading innovations from Falcon Waterfree Technologies, Velocity reduces splashing, odor and plumbing buildup

CHICAGO - The benefits of Waterfree just got better with the introduction of the new patent-pending WES-150 or “Velocity” Cartridge technology from Sloan Valve Company - a worldwide leader in manufacturing high efficiency and high performance commercial restroom fix-

tures. These cartridges utilize technology from Falcon Waterfree Technologies, the most advanced and leading urinal system provider in the world.

verter shield that improves the user's experience. The patented odor reducing feature works by reducing the internal surface area to not much bigger than a dime, all while using 20 percent less material than previous cartridge models.

In a joint statement Sloan and Falcon Waterfree Technologies stated, “Our team took current and potential customers feedback to heart when designing Velocity, it is the most advanced technology of any waterfree cartridge ever. We wanted a solution that was not only leaps and bounds ahead of anything on the market today but was also compatible with our current waterfree urinal systems to ensure a high rate of adoption in the industry.”

Every year, one Sloan waterfree urinal can save up to 40,000 gallons of water while utilizing zero operational energy. Since introducing Waterfree technology about 10 years ago, Sloan and Falcon Waterfree Technologies have saved over an estimated 20 Billion Gallons of water. In an era of ever rising water and sewer rates, severe drought, and increased water regulations, water savings are more crucial than ever.

For more information on Sloan Valve Company, including a list of local distributors, please visit <http://www.sloanvalve.com>. For information on Falcon Waterfree Technologies, please visit <http://www.falconwaterfree.com>.



Designed and built with input from plumbers, mechanical engineers and architects, the WES-150 “Velocity” cartridge features an innovative anti-splash pour spout that helps keep the housing cleaner, an indicator that provides a visual signal to know when it's time to change and a di-


market presence that you can only find at an independent JanSan distributor.”

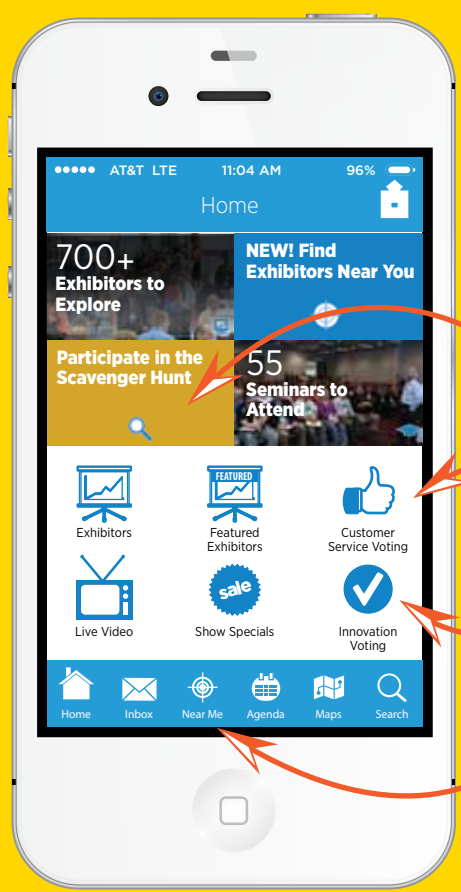
NISSCO Announces 9 New Distributors

“By remaining true to our core principal of laser focus on the independent distributor we will continue to grow our membership ranks,” states Mark Bozich president of NISSCO. “Like most NISSCO members, these nine new affiliates use JanSan as their market entry point and rely on our national branding, rather than group private label, strategy to level the playing field with the recent market entrants. Plus they bring the product expertise and local

market presence that you can only find at an independent JanSan distributor.”

- A-Z Solutions, Inc. / Janitors Supply
- Austin Vacuum S.A., Inc.
- Avante Enterprises, LLC
- Clean Cut Solutions
- D&W Distributors, Inc.
- Gulfstar Janitors Supply
- One Source Distribution
- Sun State Janitorial Products
- The Family Vending Company





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Wipe dry + Durability → Tuff-Job® Scrim

Linen Replacement + Reusable → Busboy® Towels

With many different types of products to choose from, providing your customer with the right wiper for a cleaning or wiping application can sometimes be challenging. With this in mind, Cascades provides an application based wiping cloth system that takes the guesswork out and provides the right solution for Light Duty to Heavy Duty or even specialized wiping applications.

Learn more about the complete line at www.afh.cascades.com

Visit our booth #2941 at ISSA



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Cascades

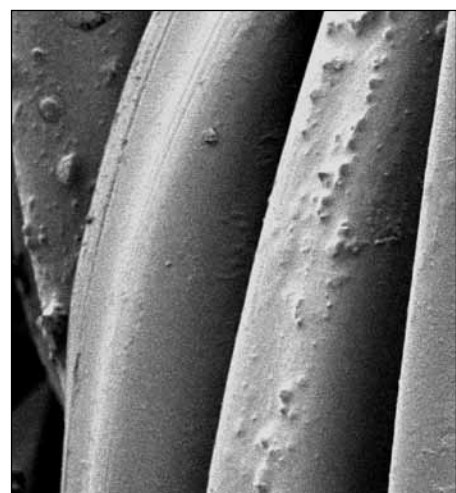
GREEN BY NATURE™

Why Soap-Free, Detergent-Free Cleaning?

One of many problems with soaps and detergents for carpet care is that they leave a soapy, sticky residue, which causes rapid re-soiling and particle loading. This results in quickly re-dirtied carpet, and unhealthy indoor air quality. Overuse of carpet-cleaning detergents causes the need for premature carpet replacement. Using soaps or detergents does less in the way of cleaning, and more in the way of polluting the environment we live in, and doing an injustice to your carpets. Improper cleaning and maintenance is the problem, and is acknowledged by carpet mill representatives and fiber experts such as those at Collins and Aikman, DuPont, Monsanto, Allied Fiber, and others. This is evident at the fiber level when — after “cleaning one time” — you can see soap or detergent deposits and residue sticking to, or wicking up, carpet strands (Figure 1: photo of fiber under magnification). The carpet may ‘look clean’ but a closer look reveals the ‘cleaning’ process is anything but. Even after using rinsing agents, you’ll still have detergent residue because that is the nature of soaps and detergents. When embedded soil and residue appears at the surface of the fibers after it dries, it’s called wicking, and if you clean your carpet using the same method, it will wick on you again.

More than 30 years ago, the original soap-free detergent-free carpet cleaning process was developed offering the unique advantage of effective cleaning without leaving a soapy, sticky residue by deploying the right cleaning product — consisting of natural degreasers, a water softening agent, and a detergent-free booster. With “soap-free cleaning,” carpets stay cleaner longer, feel softer, and dry more quickly, because it eliminates sticky moisture holding residue that takes a long time to dry. Just pre-spray, agitate, and extract using fresh water for your final rinse, or use a rinsing agent as needed. You can clean using the encapsulation or bonnet cleaning method, or whatever method you choose.

What about wool, olefin, cotton, and silk carpet fibers? Soap-free cleaning is the right — and gentle — prescription to clean without harming delicate and natural fibers. If it sounds simple, that’s because it is.



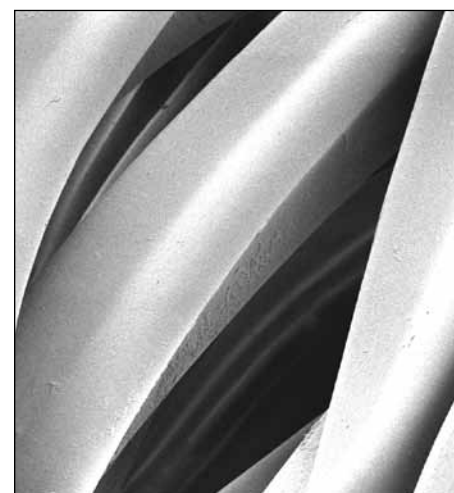
Carpet Fiber After Cleaning - Soap

Health Problems From Poor Carpet Care

Allergies and sensitivities have always been a big problem. For many, walking through the cologne aisle in a department store is unpleasant, and the fragrance additives in personal products, laundry detergents, deodorants, carpet cleaning and household cleaning solutions make many sensitive people quite sick. We believe these sensitive people are like the “Canary in the Mine” warning the rest of us of threats to our health and well-being.

The Beginnings of PROCYON Soap-Free Cleaning for Health

Over thirty years ago, when everything “needed” a fragrance to sell, our carpet cleaning products, which are non-allergenic, soap-free, fragrance free, and detergent-free carpet cleaning solution seemed like a radical idea. When Ivan Day, PROCYON’s creator and the company’s founder and president, spoke with a local distributor about PROCYON, the owner said it wouldn’t sell and no one cares! Thankfully, Ivan did not believe it, convinced that if he as a cleaning professional 30 years ago could clean carpet and breathe easier without getting sick, so could other cleaning professionals and their customers. When Plus Manufacturing pioneered soap-free, detergent-free PROCYON cleaning, there were many environmentally harmful and unhealthy formulas on the market, and they are still here today and being used every day plaguing our industry and affecting human health. Some are based on toxic, carcinogenic, or caustic substances, and leave lingering odors from off-gassing volatile chemicals like Dipropylene Glycol Monomethyl Ether, Ethylene Glycol Butyl Ether, and Glycol



Carpet Fiber After Cleaning - PROCYON

Monomethyl Ether. Conversely, others use strong fragrances to mask the odors of dirt and contamination rather than remove them. PROCYON’s philosophy is



that cleaning products should be as environmentally friendly as possible while still delivering high-performance cleaning.

The Residue Issue — and the PROCYON Solution

Consider the impact of a professional “cleaning” service, attempting to “clean” a carpet using a soapy, sticky detergent formula and unwittingly leaving plenty of detergent residues behind.

See the scanning electron microscope (SEM) images (Figures 1 & 2) showing carpet fiber magnified after extraction using a detergent-based “cleaner” (Figure 1) and then fibers cleaned with soap-free, detergent-free PROCYON (Figure 2). The residue-laden carpet looks unhealthy, and it is. PROCYON (Figure 2) eliminates the many problems associated with soapy - sticky residue issues, while being non-allergenic, non-toxic, and odor-free. Soap free PROCYON offers true carpet cleaning, rather than gumming up carpet fibers, causing carpets to “UGLY OUT” before they wear out.

Documented Health Benefits

The health benefits of PROCYON have been well-documented. For example, in one Eastern Washington School District, after switching to the soap-free PROCYON intervention, indoor air quality (IAQ) in all tested classrooms improved dramatically. The average percentages of improvement by particle size were: PM10=1582%, PM7=1620%, PM2.5=1737%, and PM1=326%. According to Dr. Miles Athey, the IAQ researcher, “The major apparent advantage of using the PROCYON soap-free formula for carpet care is its active ingredients are inorganic. Other carpet cleaning products often use organic chemicals (solvents) which leave residues

within the fibers. These residues actually increase the attraction and bonding of additional particulates into the carpet fibers. When mixed properly, PROCYON forms a mild (degreasing) liquid that effectively dissolves bound organic particulates, releasing them from carpet fibers and backing without damaging the integrity or color of the carpet. This intervention is making it environmentally preferable for chemically sensitive individuals.”

Proof Positive — Under the Worst Conditions

PROCYON was proven and perfected initially in “salvage carpet cleaning” in apartment

complexes and commercial buildings for property management companies in Spokane, Washington. PROCYON is so effective that it has been in use by schools, colleges, universities, health care and professional carpet cleaning services for over thirty years and for the past 10 years available only through distribution and private label.

Founder’s Philosophy

Ivan Day, PROCYON’s founder and creative force, has a deep and abiding respect for human health and our environment. Since custodians, carpet care professionals, building service contractors, and their customers are exposed to cleaning products on a daily basis, he believes it just makes sense to use the safest, healthiest formula available. “Our cleaning products are Green Seal Certified, and are specifically designed to remove dust, dirt, allergens, and contaminants without creating environmental problems or causing personal health issues for you and your customers,” Ivan said. Chemical contaminants are common “When we think about carpet in places like homes where people walk barefooted, we don’t always consider what contaminants might be present like formaldehyde, Dipropylene Glycol Monomethyl Ether and Ethylene Glycol Monobutyl Ether, which is the sweet tasting ingredient in antifreeze that kills animals. Today there are more cancer treatment centers than there were 30 years ago. We believe this has to do with the widespread use of toxic chemicals in carpet ‘cleaning products’, and their ability to enter the human body. Wherever we walk, we pick up dirt, chemical residue, bacteria, pathogens, and other nasty substances which are tracked or brought in from the average city’s streets and sidewalks, as well as from outdoor air. The city environment is laden with many invisible and potentially harmful trace chemicals such as lead from auto exhaust, chlorides from ice melting compounds, automotive fluids, pesticides and more. Add that to the chemical residue left behind in the carpet fiber after it is ‘cleaned’ and you have a true chemical soup in and on your carpet, and it is affecting your health.”

Take the Bare Foot Challenge

In the morning take a clove of fresh garlic, cut it in half and rub the wet garlic on

the bottom of your bare foot, then finish getting dressed. The very next morning you will taste the garlic in your mouth. You can count on it. The chemical residue left behind from your cleaning enters our bodies through our feet (our skin is a giant organ). When your customers and their family walk with bare feet on freshly cleaned carpet, moisture from their feet activates the toxic contaminant residue in the carpet. The chemical residues are absorbed through the bottom of our feet. The chemical residue enters into our body attacking the nervous system, leaches into our blood and attacks the brain. How much toxicity, carcinogenic poison, must we live with, and how much cancer are we contributing to our own lives? We all need to be a good steward when it comes to protecting our friends, our pets, our families the ones we care about the most.

Shower-Shampoo Lesson

Next time you take a shower... "stop and think" how much water did it take to get your hair wet?

Now shampoo your hair... Now stick your head back underneath the spigot and think about how much water it takes to rinse all that soap out of your hair! You will use a lot of water... think about it... If you used that much water rinsing the soap of your carpet you would have a wet carpet and will create its own set of problems, including mold, bacterial growth and that funky "wet dog" smell that often remains in damp, poorly-cleaned carpet.

Washing Machine Lesson

THINK ABOUT THIS: Your washing machine goes through three rinse cycles just to remove detergent residue from your clothes. That is a lot of water! "If you sit in a hot tub for a few minutes, and look around you will see that little acre of foam floating across the hot tub, it is the detergent residue left behind that your washing machine could not rinse out of your clothes. Ivan says, "Contact your local hot tub dealer and ask them why they sell defoamer with your hot tub. They know your washing machine cannot rinse all the detergent residue from your clothes.

So why "clean" carpet with soap or detergent when you cannot rinse all that soapy, sticky residue out of carpet?



Beware the Copycats

"Although it is flattering to be copied, the competitor's products are not PROCYON and can never

be PROCYON. Some 'like me' products are toxic, they lack testing like Carpet & Rug Institute (CRI) testing and a approval from, Green Seal, WOOLSAFE, IAQ, DuPont, Monsanto, and Allied Fiber endorsements, not to mention PROCYON's new proven power and performance testing. "Distributors across the country will testi-

fy that their customers have tried the other detergent-free, soap-free carpet cleaning products, and they have demanded PROCYON - the original and best detergent-free, soap-free carpet cleaning product," on the market said Day.

"I recall one major distributor in San Francisco. When he first called me, he told me that he had sold all the other 'like me' soap-free cleaning products on the market, and that his professional carpet cleaners were dissatisfied with their performance." Steve said: "We need PROCYON because my customers have demanded it." "We set him up as a distributor and he quickly grew his market to #10 in sales. A few years have passed with each year attending his Customer Appreciation Days and this year they sold more PROCYON than we have ever sold before, we had a great time, and today this company ranks #4 in detergent-free, soap-free PROCYON sales in the United States." "We need many more quality distributors in the united states and around the world that want to be a part of our team of educators in the cleaning industry."

Mission-Driven Future

"The future of the cleaning industry will revolve around public safety and



environmental health. PROCYON is as much a mission to provide safe, healthy, economical and efficient cleaning methods and products, as it is a unique and growing business." "We believe it will benefit both our company and our clients to always have more documentation and training regarding the ability of our products to remove the previously mentioned environmental contaminants from our schools, businesses, and the homes we live and work in." "We plan on partnering with many commercial distributors, businesses and institutions to further document the effectiveness and safety of our detergent-free soap-free cleaning products by case studies using professional quality control procedures." PROCYON warmly invites you to be our partner in better cleaning — and public health.

Cleaning and Decontamination of Ebola on Surfaces - OSHA Fact Sheet

Guidance for Workers and Employers in Non-Healthcare/ Non-Laboratory Settings

Workers tasked with cleaning surfaces that may be contaminated with Ebola virus, the virus that causes Ebola hemorrhagic fever (EHF), must be protected from exposure. Employers are responsible for ensuring that workers are protected from exposure to Ebola and that workers are not exposed to harmful levels of chemicals used for cleaning and disinfection.

Guidelines for cleaning and disinfection

- Immediately clean and disinfect any visible surface contamination from blood, urine, feces, vomit, or other body fluids that may contain Ebola virus.
- Isolate areas of suspected Ebola virus contamination until decontamination is completed to minimize exposure to individuals not performing the work.
- Cover spills with absorbent material (e.g., paper towels), then pour disinfectant on to saturate the area, and allow bleach to soak into spills for at least 30 minutes before cleaning to allow it to kill any virus or other infectious agents that may be present.
- Treat any visible contamination or bulk spill matter with a suitable disinfectant (described on p. 2) before cleaning up and removing bulk material.
- After disinfecting and removing bulk material, clean and decontaminate the surface using the disinfectant.
- Ensure adequate ventilation in areas where workers are using disinfectants, including by opening windows and doors, or using mechanical ventilation equipment.
- In some cases, the use of chemical disinfectants may require an employer to train workers about how to protect themselves against chemical hazards and comply with OSHA's Hazard Communication, 29 CFR 1910.1200, and other standards.
- Use tools, such as tongs from a spill kit, as much as possible rather than doing cleanup work directly with gloved hands.
- After cleaning and disinfection work is complete, remove PPE as follows: gloves, face shield/goggles, gown, and then mask/respirator. Wash hands with soap and water, or use an alcohol-based hand gel if no running water is available. See CDC fact sheet on donning and removal of PPE: www.cdc.gov/vhf/ebola/pdf/ppe-poster.pdf.
- Avoid cleaning techniques, such as using pressurized air or water sprays, that may result in the generation of bio-aerosols (aerosolized droplets containing infectious particles that can be inhaled).

Guidelines for waste disposal

- Soak materials and PPE used in cleanup and decontamination in disinfectant, double-bag, and place in a leak-proof container to further reduce the risk of worker exposure. Use a puncture-proof container for sharps.
- It may be necessary to dispose of contaminated objects with porous surfaces that cannot be disinfected.
- Dispose of waste from surface cleanup in accord with CDC guidelines and the U.S. Department of Transportation's (DOT) Hazardous Materials Regulations (HMR), at www.cdc.gov/vhf/ebola/hcp and phmsa.dot.gov/hazmat/transporting-infectious-substances.

Crown Mats & Matting Becomes Crown Matting Technologies

Crown Mats & Matting, one of the pioneers and most recognized manufacturers of commercial and industrial matting products, today announces it is changing its name to Crown Matting Technologies.

"This change represents more than just a new name," says Vincent DePhillips, President of Ludlow Composites Corp. and the Crown Matting Technologies division.

"The [new] name connects us with our brand heritage but goes further with an inherent, ongoing promise to provide all our customers with the very best in customer support as well as product research and development. [This will help] our industry partners be successful and remain on the leading edge of innovation, while also adding value for our customers."

The name change comes two years after Crown Mats & Matting, along with parent company Ludlow Composites, was ac-

quired by Desco Capital, a privately held company headquartered in Columbus, Ohio.

According to Adam Strizzi, Crown Matting Technologies Marketing Manager, innovation and superior customer service have always been part of Crown's DNA.

"We're just putting our commitment to discovery and modernization more 'front and center' in our brand communications. It's something we recognize is becoming more and more important to our customers, and we want to assure them, at every point, that we are dedicated to working harder to develop more advanced, more effective, and safer products on their behalf."

Along with the name change and re-branding program, Crown Matting Technologies has updated its logo to better align its brand identity with its business strategy.

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New Product & Exhibitor Highlights

Spartan Chemical Booth 1529

WELLNESS
LABOR TRAINING
SAFETY SANITATION
WORKLOADING
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Convermat Booth 548

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Cascades Tissue Booth 2941

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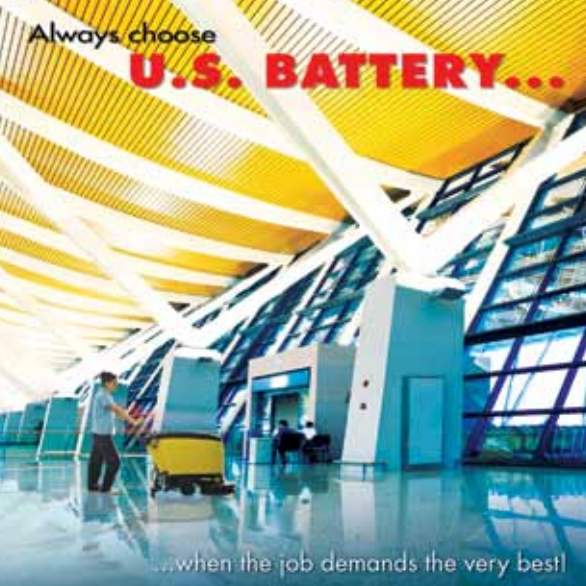
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Crown Mats & Matting Becomes Crown Matting Technologies

Crown Mats & Matting, one of the pioneers and most recognized manufacturers of commercial and industrial matting products, today announces it is changing its name to Crown Matting Technologies.

"This change represents more than just a new name," says Vincent DePhillips, President of Ludlow Composites Corp. and the Crown Matting Technologies division.

"The [new] name connects us with our brand heritage but goes further with an inherent, ongoing promise to provide all our customers with the very best in customer support as well as product research and development. [This will help] our industry partners be successful and remain on the leading edge of innovation, while also adding value for our customers."

The name change comes two years after Crown Mats & Matting, along with parent company Ludlow Composites, was acquired by Desco Capital, a privately held company headquartered in Columbus, Ohio.

According to Adam Strizzi, Crown Matting Technologies Marketing Manager, innovation and superior customer service have always been part of Crown's DNA.

"We're just putting our commitment to discovery and modernization more 'front and center' in our brand communications. It's something we recognize is becoming

more and more important to our customers, and we want to assure them, at every point, that we are dedicated to working harder to develop more advanced, more effective, and safer products on their behalf."

Along with the name change and re-branding program, Crown Matting Technologies has updated its logo to better align its brand identity with its business strategy.

RX Refresh Aerosol Replacement System delivers odor control with a revolutionary new sprayer and super concentrate!

The RX Refresh® System is your alternative to expensive and wasteful aerosol cans. RX Refresh® is a concentrated space deodorizer that is designed to work with a new type of trigger sprayer, specially designed to produce a greater parts per million spray than conventional aerosol cans. Just one quart bottle of RX Refresh® can make over 32 refills for the RX Refresh® Sprayer, a cost savings of over 600% compared to aerosols.

The RX Refresh® Sprayer also provides a controlled release of product per pump allowing further cost savings with the ability to measure application amounts. The

RX Refresh® System comes in two fragrances, Blue Skies and Mountain Mist, making it an ideal space spray for hotel rooms, homes, kitchens, living rooms and other living spaces. Both scents contain Airicide® Odor Counteractant.

Airx Laboratories has been the leading provider of odor and pathogen control products since 1984. The Airx line is sold through distributors worldwide as well as online. If you would like information on how you could become an Airx distributor, email us at this link: [click here for mail](#)

Airx Laboratories is a division of The Bullen Companies, Folcroft, PA 19032

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Green Seal Celebrates 25 Years

Green Seal President and CEO Arthur Weissman, Green Seal Chair Gary Petersen and co-hosts Rachelle Carson-Begley and Bill Nye, The Science Guy(r), gather on the "green carpet" at a gala event celebrating the 25th anniversary of Green Seal.

Green Seal, the nation's first independent nonprofit certifier for sustainable products and services celebrated 25 years of environmental leadership at a gala event on October 8th in Washington, D.C. The event also honored the 400 companies that have achieved product or service certification in a broad range of industries since Green Seal's founding.

Green Seal was created to help purchasers readily and confidently identify environmentally-preferable products and services - proven through a rigorous and transparent review process. Since 1989, Green Seal has provided certification to companies in numerous industries as part of its mission to create a more sustainable world.

At the celebration in recognition of its quarter-century anniversary, Green Seal honored some of the pioneering companies who have maintained Green Seal-certified products and services for a decade or more. Honorees included Mohawk Fine Papers, Inc. - for 20 years of continuous Green Seal-certified fine papers, Andersen Corporation, A.V. Olsson Trading Company, Inc., and Trane for their 15 years, and 29 other companies for their more than ten years with Green Seal certifications.

Green Seal also recognized three organizations as Outstanding Partners that have been vital in advancing the organization's mission:

* The Building Wellness Institute - Established in 2005, BWI helps businesses, long-term care facilities, schools and other institutions protect the health

and comfort of their building occupants through comprehensive training, consulting and assessment programs. BWI provides training on green cleaning and prepares institutions and services to meet Green Seal's GS-42 certification.

* The Green Chicago Restaurant Coalition - GCRC promotes environmentally responsible food service in the Chicago area through certification of green restaurants and supplying green products, food and services. Green Seal worked with GCRC in piloting a standard for restaurants in Chicago and encouraging restaurant certification.

* Healthy Schools Network - Founded in 1995, the Healthy Schools Network is the leading national voice for children's environmental health at school. It launched the national healthy schools movement with a model coalition and comprehensive state policies requiring the use of green products such as those with Green Seal certifications.

New Spray Nine Multi-Purpose Cleaner & Disinfectant Wipes Offer Industry's Highest Level of Protection against Germs and Disease

Olathe, Kan. - ITW Professional Brands today announced that its Spray Nine Multi-Purpose Cleaner & Disinfectant Wipes are now available and provide the industry's highest level of protection against germs and disease. The wipes prevent the spread of disease and germs with 44 kill claims, twice as many as Clorox and three times as many as Lysol.

"Spray Nine kills more bacteria, viruses and fungi than any other cleaner and disinfectant available," said ITW Professional Brands Product Manager Cesar Vargas. "Customers can now access the power of Spray Nine in a convenient and efficient wipe, making it easier for organizations to provide the highest level of protection against germs and disease."

Spray Nine multi-purpose wipes kill 99.9 percent of bacteria in 15 seconds. The strong, thick wipes are bleach free and leave no streaks behind. Providing a fresh lemon scent, the Spray Nine wipes feature

the correct chemical dilution within each wipe, making cleaning, deodorizing and sanitizing one easy step.

Spray Nine is a 50-year-old brand with well recognized cleaners, degreasers, disinfectants and deodorizers used in factories, offices and government settings. The new wipe brings a fresh offering to the line for industrial and institutional facilities.

In addition to Spray Nine, ITW Professional Brands manufactures SCRUBS® pre-moistened wipes and Atlantic Mills® disposable food service wipers, along with other products focused on industrial and institutional hygiene markets for the industrial MRO (maintenance, repair and operations), Jan/San (janitorial and sanitation) and food service industries.

For more information about ITW Professional Brands, visit www.itwprofessionalbrands.com or call 1-800-443-9536.



U.S. Battery Sales and Marketing Team are Charging up at ISSA Convention booth #1567.



Kruger Products AFH Team is happy to see you here in Orlando at booth #2659.

Spartan Chemical Promotes Brian L'Heureux to Regional Manager

Spartan Chemical Company, a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, today announced the promotion of Brian L'Heureux to the role of Regional Manager of the Detroit region, effective July 1, 2014.



Brian L'Heureux

Prior to his appointment with Spartan, Brian spent more than seven years at Jan-Pak, Inc., most recently serving as Executive Vice President of Marketing. Prior to that, he spent ten years with xpedx in various specialist, sales leadership, and business unit management positions. He began his career in 1994 as a Regional Manager in the Arizona and New Mexico markets for Betco Corporation.

Brian holds an MBA in Finance and Marketing from Syracuse University.

DPA Awards Distributor and Supplier of the Year

The DPA Buying Group, a member-driven marketing & networking organization, recently announced its 2013 Distributor and Supplier of the Year recipients.

These awards recognize sales growth and exemplary support of DPA member companies. Congratulations to DPA Distributor and Supplier of the Year recipients.

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



Scot Fishkin (ICS) & Zachary Haines (DPA) Present the 2013 DPA Distributor of the Year to James Manni, Miner Supply Company (Wyoming, MI)

These awards were presented at DPA's Annual Buying & Networking Conference in Ft. Myers, Florida on March 24, 2014.



Zachary Haines & Jeff Tishko (DPA) Present the 2013 DPA Supplier of the Year to Rusty Heinsman & John Miller, Americo Manufacturing Co. (Acworth, GA)

Supplier of the Year, Americo Manufacturing Co. (Acworth, GA).

Game-changing Innovation Requires More Than Just a Great Idea

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tion, using a common project management methodology, skill set and language can help ensure the successful execution of your company's next great idea.

"Every organization is doing something to move itself forward. This involves bringing new ideas to life, either in the marketplace or in the office. Using sound project management practices will help to ensure employee engagement in the project and ultimately, increase your chances for success," according to Pat Schottler, Tennant Company Director of Program Management. "A project manager's role is to understand the project's objectives, when it needs to be delivered, what resources are needed and how the team will complete these tasks in a timely fashion," said Schottler. "Project managers look at process, schedules, budgets and scope of a project. Equally important," said Schottler, "is the project manager's role as leader, communicator and project executor."

Implementing project management discipline across an organization isn't an easy proposition, but it's a critical component for successfully bringing ideas to life. "Tennant Company is committed to making excellent project management a core competency. This helps to drive our ability to bring innovations like ec-H2O™ Nano-Clean, IRIS® Asset Manager, and the T300 scrubber to market," Schottler said, referring to the new products and technologies showcased in Tennant's booth.

Every project, no matter its size or scope, can benefit from project management discipline. Schottler offers these few tips to help move your initial spark of

creativity to the rollout of the next game-changing solution:

TIPS TO SUPPORT INNOVATION USING STRONG PROJECT MANAGEMENT SKILLS

1. Don't forget the soft skills and behavioral side to being a project manager.

Understand the importance leadership can have on the success or failure of a project. Your role as a project manager is to help others see the vision for the project, create a sense of urgency among project stakeholders and drive engagement and accountability.

2. Live by the mantra of "plan your work and work your plan."

You should always have a plan in place and be ready for action. If you don't, you may fall victim to another adage: "Failing to plan is planning to fail."

3. Don't underestimate the importance of effective communication.

Effective communication is essential for building awareness, gaining commitment and buy-in to the project, transferring knowledge among team members, seeking input and feedback, and maintaining momentum. To keep team members engaged, let each team member know what is expected of them and what they should expect of you. Let the organization know what your team is working on and where it is headed. Be a great listener. Listen to what key stakeholders or upper management are saying. Their insights can have a profound impact on the success of your project.

ISSA Launches Hygieia Network: First Global Women's Initiative in the Cleaning Industry

ISSA, the worldwide cleaning industry association, today announced the creation of the ISSA Hygieia Network, a women's forum with the mission to advance and retain female professionals in all sectors and experience levels within the global cleaning community. Individuals and corporations can participate in the network.

"ISSA is leading this effort to foster the advancement of women in our industry, in direct support of the association's mission to facilitate ongoing networking and commercial opportunities for the international cleaning industry," said John Garfinkel, ISSA Executive Director. "There are many outstanding female executives in our field, and we want to encourage companies to look to their workforces to further expand their diversity and mine even more exemplary leaders."

Named after the Greek goddess of cleaning and hygiene, this vibrant worldwide community will provide ongoing education, networking, professional development, and personal recognition awards available to any women working in, or associated with, the industry.

An advisory council of female leaders, chaired by Dr. Ilham Kadri, President of Diversey Care, VP and Officer of Sealed Air Corp., will develop the network's framework for membership and services in the coming months. The council will focus on ways to raise awareness, stimulate discussion, and disseminate best practices.

In addition to leadership development, the group also will investigate ways to address front-line worker challenges such as literacy levels. Currently, a high percentage of entry-level female cleaning workers around the world come from low-income or impoverished backgrounds that restrict their access to education, hampering their prospects for personal and professional advancement.

"Since I joined this industry, I noticed huge gaps in gender diversity and a lack

of prestige connected with cleaning jobs," said Dr. Kadri, "We need to change that and support our employees in the cleaning industry to access education and training, as well as become more aware about the best cleaning standards and collaborate in building a human capital curriculum".

Support for this initiative has been provided by the following founding members:

- Holly Borrego, Cleaning Services Director North America for ISS Facility Services Inc.
- Nathalie Doobin, CEO Harvard Services Group
- Dr. Ilham Kadri, President of Diversey Care, VP and Officer of Sealed Air Corp.
- Jill Kegler, General Manager of Kellermeier-Nichols
- Marie-Paule Nowlis, VP Guest Experience & Operations, Sofitel
- Meredith Reuben, CEO of EBP Supply Solutions
- Linda Silverman, President of Maintex
- Lydia Work, CEO of American Paper Converting Inc.

"These women leaders have greatly impressed me since I joined this industry," said Dr. Kadri. "Each of them has a unique story to tell and are inspirational for anyone working in the cleaning profession. With them as role models, and the commitment of ISSA to host this initiative, we shall deliver on our mission to improve education and career opportunities for women as well as develop a diverse generation of future leaders."

Professionals interested in joining the network can contact Dianna Steinbach, ISSA Director of Industry Outreach, at dianna@issa.com or, if attending the ISSA/INTERCLEAN North America show in Orlando, FL, USA, to visit the ISSA Resource Center, Booth 1281.

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GOJO's PURELL ES™ EVERYWHERE SYSTEM

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as break rooms and reception areas where other solutions cannot fit to increase the use of hand sanitizer and help reduce the spread of illness-causing germs."

The PURELL ES Everywhere System is ideal for grocery stores, offices, medical offices, convenience stores and healthcare office settings. At this time, the system is available through distribution channels and online retailers.

GOJO Further Advances Its Commitment to Sustainability

The GOJO Purpose—Saving Lives and Making Life Better through Well-Being Solutions—drives the company's commitment toward greater social, environmental and economic sustainability. It has created products, processes and programs that have achieved results and Sustainable Value for all three domains.

GOJO highlighted its recent sustainability achievements, which included:

- Generating a 35 percent improvement in hand hygiene delivered in 2013*;

- Exceeding its 2015 operational sustainability goals two years early;
- Promoting public health through collaborations to deliver products to regions with extreme needs; and
- Establishing its first generation sustainable chemistry and packaging policies to guide sustainable design thinking and decisions to drive continuous improvements to the product portfolio.

Nicole Koharik, Global Sustainability Marketing Director, explained how GOJO translates sustainability principles into production innovation, "GOJO is dedicated to creating sustainable value through product formulation, packaging and systems design. This approach will not only help us to advance our corporate sustainability goals, as well as those of our customers, but it also enables us to further our industry leadership with high-performing, safe and sustainable solutions." GOJO offers the world's largest portfolio of green certified soaps and sanitizers.

Learn more about the company's sustainability efforts and accomplishments at: gojo.com/sustainabilityreport



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