

Howie Mandel Joins ISSA, the Worldwide Cleaning Industry, to Rethink What Clean Means

New survey uncovers America's biggest cleanliness concerns (and where expert help is needed)

ISSA, the Worldwide Cleaning Industry Association, announced its partnership today with popular comedian, actor, host, and known germaphobe Howie Mandel



Howie Mandel

by launching the Rethink What Clean Means campaign. Together they're working to educate America about the pivotal importance of cleaning and supporting businesses in elevating their standard of clean.

"If there's one thing everyone knows about me, it's that I'm a clean freak," said Howie Mandel. "However, what clean means to one person, might mean something totally different to another. Knowing we have experts,

like ISSA, setting the standard for cleanliness gives me peace of mind when I'm at a hotel, out at restaurants or performing in large venues."

To help raise awareness about the importance of cleanliness, Mandel stars in a unique online video series, "Howie Clean It," taking viewers on a journey to discover the hidden grime in seemingly clean spaces. With the help of an ISSA pro, Mandel will inspire viewers to learn more about what clean means, share what they learned on social, and look for the Rethink Clean insignia to find businesses that are committed to cleanliness.

New Survey Findings Uncover America's Views on Cleanliness

A new YouGov survey¹, commissioned by ISSA, offers a sweeping

continued on page 2

Spartan's Paul Roskos Recognized as Nassco Vendor Representative of the Year

Spartan Chemical Company, Inc. a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced that Paul Roskos, Spartan Chemical regional manager, was awarded 2021 Vendor Representative of the Year by Nassco Inc. in New Berlin, Wisconsin.

Nassco's vendor of the year is selected via an exclusive voting process conducted by the company sales team. The award recipient is chosen based on many factors such as responsive and resourcefulness, ability to bring in new opportunities and help close business, as well as initiating value added customer visits.

"Paul is creative, responsive and engaged," said Kurt Melzer, Vice Presi-



Spartan's Paul Roskos Awarded

dent, Nassco. "He is always prepared and is dedicated to providing solutions. He is a great asset to our team."

The award was presented to Mr. Roskos by Tommy Higgins, Vice President Sales, Nassco, during the company's Open House and Vendor Appreciation event in New Berlin, Wisconsin.

Innovation, Learning & Networking: Yours for the Taking at ISSA Show North America

Innovation, Learning & Networking: Yours for the Taking at ISSA Show North America

Show Day 2! After a fun-filled show opening day, keep in mind there are still many things to take advantage of at ISSA Show North America! The Innovation Theater is action-packed, the education program is going strong and there are still networking events to take advantage of!

ISSA Show NA's Wednesday and Thursday lineups include many options to learn, network, and explore the latest innovations and trends in the cleaning industry. Here are some of the highlights that await you at the Las Vegas Convention Center.

Wednesday Education

Make your way to Level 3 of the West Hall before the show floor opens Wednesday morning for a spotlight session:

- **Customer Power Panel**, Wednesday, 9:00 a.m. - 10:00 a.m., in Room W322-327. ISSA Show

North America 2021 presents an intimate look into what's next for the cleaning industry from your customers' perspectives. This Power Panel of C-suite executives from high-profile end-use segments—commercial real estate, hospitality, entertainment, and more—will discuss pain points, successes, and cleaning trends they have managed during the pandemic and expect to see in the future. Additionally, these influential leaders will discuss key market data and technology developments that you can leverage to better serve your customers. Included in the All-Access Pass. Registration Required.

In between meeting with exhibitors, make sure to stop in for more education sessions and

continued on page 4

Exhibit Hall Hours

WEDNESDAY, OCTOBER 12

10:00 a.m. - 5:00 p.m.

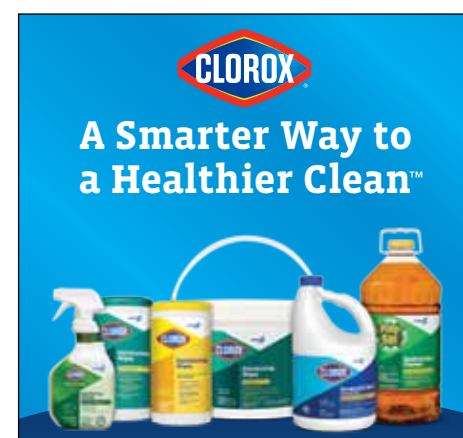
THURSDAY, OCTOBER 13

10:00 a.m. - 2:00 p.m.

A Smarter Way to a Healthier Clean

Those in the professional cleaning industry and infection prevention know this phrase all too well: "do more with less." As the industry struggles to keep up with ongoing staffing shortages, retention issues, and budget constraints, it is also pressured to rise to new standards and expectations.

In a 2022 survey of professional cleaners and consumers, CloroxPro found that 80% of professional cleaners cited feeling more pressure to clean and disinfect public spaces, and yet, less than half (48%) of consumers have confidence in the industry's ability to protect the public from germs¹. Despite working harder, the professional cleaning industry is falling behind in the court of public opinion.



But with practical cleaning and disinfecting solutions that allow facility and healthcare professionals to work smarter without compromising their

continued on page 12



Trebor Tissue! **Booth #1039**

Howie Mandel Joins ISSA, the Worldwide Cleaning Industry, to Rethink What Clean Means

continued from Page 1

look at America's sentiment toward cleaning and how cleanliness itself impacts businesses across the nation:

- **Americans are Concerned about the Cleanliness of Businesses and Germs.** Roughly three in five respondents (57%) are more concerned about the cleanliness of a business they frequent due to the COVID-19 pandemic, and more than half (56%) have thought more about how clean a business/public space is in the past two years than ever before.
- **On the Brink of a Post-Pandemic World, we're Still Paying Close Attention to Cleanliness.** Nearly three in five (59%) are more aware of surface cleanliness when they're out in public, and over half (51%) say they'd be more likely to frequent a business if it provided evidence their facility has been properly disinfected.
- **Americans Want to Know Businesses are Clean (and will make it known if they're not).** The majority of respondents (82%) would do or say something if a business wasn't cleaned to their standards.

- More than half (54%) wouldn't visit that business again.
- One in three (33%) would complain to friends/family.
- Nearly one in three Americans (29%) would speak to a manager.

Rethinking What Clean Means in 2022

While ISSA's survey results show we value cleanliness, most Americans still need help understanding what's clean and what isn't. A business' or public space's cleanliness is determined by many factors, but smell is NOT one of them. However, three in four participants believe (42%) or are unsure (34%) that if a business looks/smells clean, then it is clean. Americans are also unaware of cleaning certifications and what they mean - over half (52%) have not heard of cleaning certifications.

This first-of-its-kind campaign issues a wakeup call to not only raise consumer expectations and inform them a higher standard is possible, but to help businesses benefit their bottom line with cleaning products/services.

"Now more than ever, we're hyper focused on hygiene, germs, and keep-

ing things clean. But when we're out in public spaces, we often just have to hope these spaces are cleaned to the highest standard," said John Barrett, Executive Director of ISSA. "As the worldwide cleaning industry association, we want everyone to know that no one should compromise on cleanliness. There are standards, courses, and even certifications to ensure cleaning crews, facility managers, and others are equipped with the best cleaning procedures and protocols to offer the public peace of mind. This

new normal is a chance for people and businesses to embrace a cleaner world than we ever imagined."

For more information on how to Rethink Clean or to view the "Howie Clean It" series, visit www.rethink-clean.org.

¹ Research Methodology: All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,504 adults. Fieldwork was undertaken between June 23 - 27, 2022. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

Spartan's Jay Anderson Recognized as Sanico's 2021 Rep Choice!

Spartan Chemical Company, a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced Jay Anderson, regional manager, Spartan Chemical Company was named Sanico's 2021 Rep Choice of the Year.

Each year, Sanico takes a company vote to determine their top supplier representatives. It is a simple 1-10 rating by everyone in the organization who interacts with supplier reps. Jay came out on top as the only rep with over a 9 out of 10 rating.

"Jay has been a leader in the field for our organization for nearly 20 years and been instrumental in Sanico winning business by bringing value to customers and prospects all over our service area," said Josh Peters, president, Sanico. "Jay's expertise in training along with product has made

him an indispensable part of our business and the top resource for Sanico's sales team. I could not agree more with our group vote of Jay Anderson



Jay Anderson regional manager of Spartan Chemical Company named Sanico's 2021 Rep Choice of the Year

as number one rep choice."

The award was presented to Mr. Anderson by Josh Peters, president, Sanico and Michael Peters, executive vice president, Sanico during a trade-show at Tioga Downs Casino Resort in Nichols, New York.

How to Attract and Keep New Workers

Before discussing where the green cleaning movement is headed, it is important to discuss where it The economy appears to be rebounding from the effects of the coronavirus pandemic. Businesses have opened or are in the process of reopening, people want to go out and spend money, and employers want to see their staff back in the office, even if it means requiring them to be vaccinated and wear masks. This is good news for the professional cleaning industry. When facilities are open, they need to be cleaned.



Robert Kravitz

But the problem today is that many cleaning workers do not want to return to their old jobs. Employers are aggressively competing for lower-wage workers, with some offering US\$1,000 signing bonuses and others raising minimum wage to \$15 an hour sooner than previously planned, ac-

cording to the April 2021 issue of the Summary of Commentary on Current Economic Conditions, the Federal Reserve System publication about current economic conditions in the United States.

Why the shortage of workers?

Signing bonuses for cleaning workers are extremely rare. A couple of years ago, if a hotel or a contract cleaner, for instance, advertised for housekeepers or cleaning workers, they might get 15 to 20 applicants in a day or two. However, it looks like those days are over, at least for now. Here are some of the likely contributing factors:

- Many cleaning workers view themselves as front-line workers, helping to slow and stop the spread of COVID-19. However, that also means they are at greater risk of contracting the disease, decreasing their interest in returning to their jobs.
- Some cleaning workers consider the matter a social equity issue.

continued on page 16

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C340 | C350

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- Quick-check design

Paper refills



T110

T115

T116

T220

T225



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Unique Solutions for Every Customer - the Importance of Customized Sustainable Hygiene Management

As hygiene standards increase and the industry continues to consider the importance of sustainability, facility managers are looking for new and efficient ways to integrate sustainable hygiene management into their operations. As more sustainable hygiene solutions become available, it is important to recognize that these are often not one-size-fits-all. It is best to implement these new innovations alongside industry-leading expertise to ensure that cleaning quality and hygiene, operational efficiency and sustainability targets are all being met.

Tork, the leading global brand in workplace hygiene, is committed to delivering an end-customer approach that emphasizes the importance of sustainable hygiene management for all types of facilities. It's our belief that customers shouldn't have to choose between cleaning quality and hygiene, operational efficiency, and sustainability as they work to meet the needs and concerns of both customers and end-users. All three aspects can be addressed and achieved through a strategic, integrated approach, sustainable hygiene management.

As the patterns of product usage by end-users in many facilities continue to be unpredictable, data-driven

cleaning can help you better understand traffic flow to maximize supplies and staff utilization. With Tork Vision Cleaning, we combine our expert knowledge, advanced technologies, award-winning products, and our continued commitment to sustainability into one wraparound facility management solution. Tork Vision Cleaning brings these data-driven insights and analytics together, helping



TORK Vision Cleaning

to boost sustainability initiatives by allowing facility managers to anticipate, and accurately plan for, refilling and staffing needs. Tork Vision Cleaning improves efficiencies through people counters, connected dispensers and with digital cleaning plans that capture real-time data on cleaning de-



Think ahead.

mands. Tork customers report that using our data-driven cleaning system reduced dispenser checks by 91% on average, helping them save hundreds of hours a year that could be reallocated to other critical hygiene tasks.¹

Additionally, Tork Vision Cleaning recently became GBAC STAR™ registered, which is the cleaning industry's only outbreak prevention, response, and recovery accreditation. With this accreditation, Tork Vision Cleaning demonstrates cleaning, disinfection and infectious disease prevention best practices that minimize risks associated with infectious agents like COVID-19.

While Tork Vision Cleaning may be the right solution for some facilities, we recognize that every customer has different sustainable hygiene management needs. As a result, we offer other hygiene solutions that can be customized to your specific hygiene needs, such as full-bundled offerings like our Tork Campus Hygiene

Package™ and Tork Office Hygiene Package™.

These bundled offerings also include access to our Tork Hygiene Advisors, who leverage their expertise in various fields to help create customized sustainable hygiene management for your facility. With benefits like hygiene site surveys, installation support and more, our experts use a consultative approach, making Tork the ultimate brand partner for your business.

Tork Hygiene Advisors can also help you identify opportunities to improve hygiene and give clear recommendations for any facility. With our sustainable and bundled hygiene solutions, our consultative approach, award-winning products and services, and industry-leading expertise, Tork is the trusted partner to help you elevate your business.

For the first time at ISSA, our Tork Hygiene Advisors will be giving live, interactive 15-minute presentations at ISSA, and speaking directly with attendees on the industry challenges they're facing. For more information on how we can help you create a custom sustainable hygiene management plan for your business needs, visit Tork at ISSA this year at booth 1325 or learn more at torkusa.com/ISSA.

¹ Based on anonymous survey results conducted in March 2021 of 34 Tork EasyCube (Tork Vision Cleaning was formerly known as Tork EasyCube) customers in Europe and North America

It's time to upgrade your cleaning



Visit us at Tork booth 1325!



Innovation, Learning & Networking: Yours for the Taking at ISSA North America

continued from Page 1

demonstrations in three show-floor theaters: **Innovation Showcase & Theater** (Booth W-2631), **Specialty Cleaning Theater** (Booth W-461), and **Solve for X** (Booth W-677). These sessions take place throughout the close of the show Thursday. Download the **ISSA Show Mobile App, sponsored by R3 Reliable Redistribution Resource**, at issashow.com/app to find the full schedule of show-floor education sessions.

Thursday Innovation and Networking

Education continues Thursday morning and leads up to the exciting finale - **The Innovation Awards Announcement and Show Floor Happy Hour!** The ISSA Innovation Awards Program celebrates its 12th anniversary this year, and you won't want to miss the unveiling of the 2021 Innovation of the Year, Thursday at 1:00 p.m. in the Innovation Center (Booth W-2631). Make sure to take some time and view all of the innovation entries in the Innovation Awards Program, located in the ISSA Innovation Showcase (Booth W-2631).

Changing the Way the World Views Cleaning

Don't miss the ISSA Resource Center—Booth W-5252—to see what's new with ISSA, the worldwide cleaning industry association. There, you'll have the opportunity to connect with ISSA staff and subject matter experts to discuss how your association is changing the way the world views cleaning through membership, advocacy, certification, education, media, and trade show programming.

Finally, plan to meet with the ISSA Charities team to learn about its three signature charities and their impactful missions: ISSA Scholars, which supports youth with scholarships and internships; Cleaning for a Reason, which offers free home cleaning for cancer patients; and ISSA Hygiene Network, which seeks to advance and retain women in the cleaning industry. Get involved with ISSA Charities at Booth W-5845, located next to the ISSA Resource Center.

We hope your experience back in-person at the ISSA Show North America was a productive one! Please plan to join us next year at ISSA Show North America 2022, October 10 - 13, at McCormick Place in Chicago!

ISSA GLOBAL SHOWS
The Worldwide Cleaning Portfolio

THE WORLDWIDE CLEANING PORTFOLIO
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issashow.com/globalshows

Tork helps you elevate your business with sustainable hygiene management

What if you could have a solution that would help improve cleaning quality and support better hygiene by optimizing efficiency and cleaning resources? Now you can. Tork Vision Cleaning harnesses the power of real-time data to identify when and where there are service needs in your facility.

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



Tork, an Essity brand

AQUAFORCE From Spartan Chemical Is The Next Generation Of Wood Floor Finish!

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced the next generation of wood floor finish!



With an amazing high-gloss result and resistance to black heel marks, scuffs, and abrasions, Aquaforce™ provides the performance characteristics of a two-part finish with the convenience and ease of a one-part product. The low-foaming formula provides forgiving leveling and reduced risk of fisheyes, making it an excellent option for all levels of floor care maintenance experience. Aquaforce from Spartan Chemical is the perfect choice for wood floor refurbishing projects requiring a water-based, urethane formulation.

"Two-part finishes provide a beautiful gloss and a preferred durability but need to be mixed at the time of use," said John Swigart, President, Spartan

Chemical Company. "Our new Aquaforce finish requires no mixing so floor technicians can apply coats at their convenience and eliminate the concern around pot life."



Spartan's Aquaforce™ — the next generation of wood floor finish!

Aquaforce™ is available through Spartan's select distributor network. For more information or to find a distributor near you, visit www.spartanchemical.com.

DPA Show Broke Attendance and Sale Records

Distributor Partners of America (DPA) recently held its annual buying & networking conference at the Marriott Harbor Beach Resort & Spa in Fort Lauderdale, FL, May 15-17, 2022. Over 500 attendees were present making it the largest show in DPA's history. DPA distributors and suppliers met one-on-one to place orders, network, and learn about new products. DPA held three different conferences simultaneously in adjacent ballrooms: JanSan, Safety & In-



DPA Annual Buying & Networking Conference

dustrial. All distributors were able to meet with suppliers in all three exhibit halls.

DPA's Havana Nights Welcome Party overlooking the ocean was a memorable experience with a live

band, casino tables, dancers, a cigar roller, and other live entertainment.

The DPA Buying Group is a North American buying & networking organization comprised of over 1,100 distributors and 230 preferred suppliers in the Janitorial, Industrial, Safety, Packaging, Restoration & Public Safety product industries.



DPA Annual Buying & Networking Conference

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

Spartan Chemical Promotes Marcoux to Regional Manager

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced the promotion of Michael Marcoux to the role of regional manager, effective, June 17, 2022.

Mr. Marcoux joins Spartan as a regional manager for the Oregon Region. For the last ten years, Michael held various roles working for Southern Glazer's Wine and Spirits in



Michael Marcoux

Wilsonville, Oregon; starting as a sales consultant and advancing to vice president of sales (on-premise). Throughout his tenure, Michael was responsible for coaching and training new employees, overseeing the sales team and district managers, as well as handling over 3500 on-premise accounts. Another key task Mr. Marcoux had while with the company, was to develop and implement effective sales plans and programs to drive growth, generate revenue, and increase market share. Michael attended Eastern Oregon University, in La Grande, Oregon where he received his Bachelor's degree in International Business with a Minor in Anthropology.

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

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



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Visit us at ISSA Booth #2602

1-800-652-7826 - DPA@DPABuyingGroup.com

Eric Zittle Recognized as Capital Sanitary Vendor Representative Of The Year

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 that Eric Zittle, Spartan Chemical regional manager, was awarded 2021 Vendor Representative of the Year by Capital Sanitary.

Capital Sanitary Supply's Vendor Representative of the Year award is chosen based on many factors and is determined via a voting process by their management and sales team. The recipient of this award is selected based on components such as responsiveness, sales engagement and support, attitude, and product knowledge and demonstration.

"Eric exhibits all these attributes and more," said Scott Ireland, president, Capital Sanitary. "He is always responsive in caring for our reps and the customers' needs and just does a fantastic job." "Eric has shown unpar-



Eric Zittle, Spartan Chemical regional manager, Awarded Vendor Representative of the Year by Capital Sanitary

alleled dedication, unmatched performance, and his efforts inspire us all."

The award was presented by Scott Ireland, President, Capital Sanitary, and Dave Smetzer, Sales Manager, Capital Sanitary during their annual Vendor Golf Event at Beaver Creek Golf Club in Grimes Iowa.

Spartan Chemical Promotes Zamora to Regional Manager

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced the promotion of Gonzalo Zamora to the role of regional manager, effective, March 1, 2022.



Gonzalo Zamora

at Cintas Corporation in Gilroy, California for six years.

Mr. Zamora, who has responsibility for the Fresno region, brings to Spartan over twelve years' industry experience working at Veritiv Corpo-

ration in Fresno, California as account executive. While in this role, Gonzalo worked to find new potential clients and to secure large accounts. Prior to this role, Gonzalo worked

Introducing The Healthy Green Schools & Colleges Program

Learn more at info sessions on Wednesday at 11:30am and 2:30pm at booth #1346

The newly launched Healthy Green Schools & Colleges program supports facilities leaders in identifying and implementing low- or no-cost measures that make a significant difference in school air quality.

The Healthy Green Schools & Colleges (HGSC) program is a joint initiative of Healthy Schools Campaign and Green Seal and was designed in partnership with recognized school facility management leaders. The program covers the full range of facilities management practices, including cleaning and disinfecting; integrated pest management; sustainable purchasing; HVAC and electric maintenance; indoor air quality testing and monitoring; training; and communication.

The program centers around the Healthy Green Schools & Colleges standard — the first national standard focused on healthier school facilities — and gives school districts and universities the tools to make a big difference in indoor air quality without major capital investments. School facility professionals follow a three-step process to improving indoor air quality and sustainability in their facilities.

First, schools complete a free online self-assessment to objectively measure their performance and see how many points they score toward the Healthy Green Schools & Colleges standard. Next, schools commit to improving their performance by joining the Healthy Green Schools & Colleges program and accessing program resources including guidebooks, train-



ing materials, and a peer network to improve their performance at their own pace. Schools that reach the top level of achievement can apply for Healthy Green Schools & Colleges certification to earn public recognition for their verified expertise in providing healthy school environments.

Creating healthy school environments and addressing the significant under-investment in school facilities became urgent national priorities during the pandemic, but even before 2020, nearly half of schools reported indoor air quality issues. Unhealthy indoor air, inadequate ventilation, and chemical exposure from cleaning and maintenance routines are linked to increased illness and poor concentration and test performance in students. The Healthy Green Schools & Colleges program provides facility management professionals with the tools and resources to address these complex challenges, with an emphasis on low-cost solutions.

The HGSC program is designed for any school district or university that commits to providing safer and healthier indoor school environments, whether they are just getting started on this path or already are leaders.

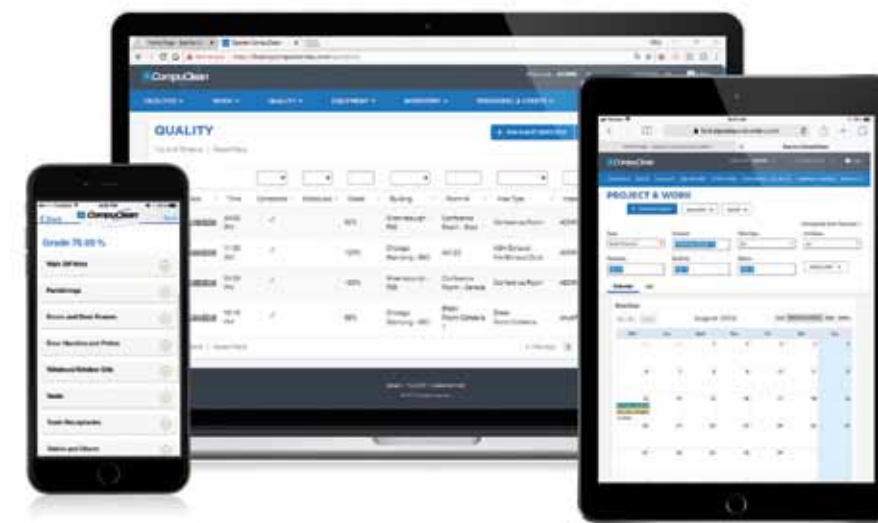
The Healthy Green Schools & Colleges standard was designed in partnership with award-winning school facility directors, who know firsthand what facility professionals need on the ground. It was made possible by the generous support of corporate sponsors including Diversey, Georgia-Pacific, Spartan Chemical Company, Inc., Purell, Cascades Pro, Ecolab, Rochester Midland Corporation, Tersano Inc., Unger, ABCO Products Inc., Branch Creek, Kimberly-Clark Professional, and R-Zero Systems.

Manufacturers and distributors of green cleaning products are invited to consider sponsorship opportunities with the Healthy Green Schools & Colleges program. Sponsors enjoy a long list of benefits and align their brand with a groundbreaking campaign to foster healthier indoor air quality and learning environments in schools and universities nationwide. Those interested in exploring corporate sponsorship can learn more at healthygreen-school.org.

Stop by the Green Seal booth, #1346, to join informational sessions with Healthy Green Schools & Colleges program director Sara Porter on Wednesday, October 12 at 11:30am and 2:30pm.



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CompuClean®

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

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



PROMOTE THE HEALTH & SAFETY OF YOUR PRODUCTS

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

New Trash Bags & Can Liners Standard

Tuesday: 11:30am & 2:30pm

Healthy Green Schools & Colleges Program

Wednesday: 11:30am & 2:30pm

Understanding Hand Hygiene

COVID-19 brought hand hygiene to the forefront of the health and wellness conversation. To discuss this timely topic, Spartan's Manager of Research & New Product Development Nate Gaubert presented this week during ISSA Thought Leadership sessions. Here are three key takeaways from the discussion.



Nate Gaubert

Choosing the Right Method and Product: Hand Washing vs. Hand Sanitizer

When it comes to hand hygiene, there are two main methods to prevent the spread of infection. To rid your hands of bacteria, the first and most effective method is hand washing, which removes gross soil and the bulk of the microbial content on the hands. Any hand soap will be effective, provided you are using the proper hand washing technique.

When you can't easily wash your hands, hand sanitizers are another option for maintaining hand hygiene on the go. The three allowable active ingredients in hand sanitizers today are benzalkonium chloride (BZK), isopropyl alcohol and ethyl alcohol (eth-



anol), all with their own advantages in the marketplace based on use and end consumer. These factors include:

BZK

- Nonflammable
- Low to no risk of intoxication from ingestion
- Preferred in school and jail systems

Alcohol

- Quickly evaporating, which lends to on-the-go use
- Promoted by the CDC during the pandemic
- Flammable

Regulating Hand Hygiene Products

Hand hygiene products – including hand sanitizers and antiseptic hand washes – are regulated as a drug by the Food and Drug Administration (FDA). Rather than approving or rejecting a product before it goes to market, the FDA issues regulations and guidance for products to enforce compliance. Once available in the marketplace, the FDA may issue warning letters or other enforcement actions if a product does not meet its

Spartan Chemical Promotes Justin Black to Chief Financial Officer

Spartan Chemical Company, a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced Justin Black has been promoted from treasurer and secretary to the role of chief financial officer and secretary on Spartan Chemical's Board of Directors, effective October 13, 2021.

Justin Black began his career with Spartan in 2004 as controller and was promoted to treasurer and a member of Spartan's board of directors in 2014. Justin's recent promotion to Chief Financial Officer will have him



Justin Black

continuing in the capacity of secretary on Spartan Chemical's board of directors. Prior to his employment at Spartan, Justin was an external auditor for Spartan through Arthur Andersen and Ernst & Young for seven years. Justin is a graduate of Siena Heights University in Adrian, Michigan and is a Certified Public Accountant.

specific guidance. This differs from EPA-registered products, which have a rigid step-by-step process leading to approval prior to a product's introduction to the market.

Marketing Antiseptic Hand Washes and Antibacterial Hand Sanitizers

It is illegal to claim antiseptic hand washes and antibacterial hand sanitizers kill viruses on your skin, and the FDA considers antiviral claims or claims of reduction of illness false and misleading. In fact, data from time-kill studies cannot be used to market or sell a product – unlike with EPA-registered products – and making any of

these claims could cause the FDA to issue a warning letter and a request to cease and desist.

Hand hygiene continues to be an important topic in both the cleaning and health care industries due to its ease and impact. For more tips and discussion about hand hygiene, you can listen to a Straight Talk! podcast with Nate on ISSA's website and YouTube.

To shop Spartan's full line of hand hygiene products, including foaming hand wash, foaming antiseptic hand wash, foaming antibacterial hand sanitizer and industrial hand cleaners, please visit spartanchemical.com.

Are you doing all you can to keep your facility safe, clean and compliant?



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



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A Smarter Way to a Healthier Clean™

continued from Page 1

high standards, relief from growing pressures and reinstating confidence from consumers who visit public spaces is still possible.

For more than a century, Clorox has championed public health by understanding the real-world challenges its customers face day in and day out. The company has also developed science-backed products that help deliver safer and healthier spaces that allow the professional cleaning

testimonials. Through its broad assortment of ready-to-use disinfectants that kill germs faster than the leading dilutables¹, the CloroxPro and Clorox Healthcare portfolio is in prime position to address emerging viral pathogens of greatest concern for public health². CloroxPro specialty products are uniquely formulated



CloroxPro™ A Smarter Way to Healthier Clean™

Efficient Solutions

CloroxPro and Clorox Healthcare are focused on providing efficient solutions that reduce the risk of human error and provide greater surface coverage so professionals can disinfect more area in less time. For example, CloroxPro® Disinfecting Wipes and Clorox Healthcare® Bleach Germicidal Wipes disinfect more square footage per wipe with fast contact times and greater wetness surface coverage than the leading competitor³. With a focus on efficiency and worker safety, CloroxPro's portfolio of Electrostatic Devices make disinfecting hard-to-reach spaces less time-consuming by covering up to five times more area than similar products⁴.

CloroxPro and Clorox Healthcare are also setting the industry standard for providing turnkey protocol and training tools that enable best in class implementation and standards. CloroxPro HealthyClean™ On-Demand learning platform offers the industry's only third-party accredited training certificate program designed for commercial cleaners to help enable them to do their job effectively, efficiently and safely. The CloroxPro™ HealthyClean™ Trained Specialist Course is accredited by the American National Standards Institute National Accreditation Board (ANAB). Those

who complete the course with a passing score on the final evaluation are awarded a Certificate of Mastery and a digital badge that they can use to showcase their commitment to excellence and cleaning for health

Clorox Confidence

For over a century, Clorox has championed public health. Today, Clorox is the No. 1 brand that consumers and cleaning professional trust for disinfecting businesses⁵. Clorox products offer consistency in quality and efficiency, giving patrons peace of mind to promote the use of Clorox products and services to create cleaner, healthier spaces. Clorox's proven track record is further solidified by the fact that nearly 50% of all U.S. hospitals rely on Clorox Healthcare disinfectants to help safeguard patient environments⁶. This builds consumer confidence and trust in the healthcare industry.

Today's facility and healthcare professionals are stretched thinner than ever, which is why CloroxPro and Clorox Healthcare are doubling down on their commitment to provide science-based products and trusted solutions that enable cleaning and healthcare professionals to can focus their effort where it matters most: creating safer and healthier spaces for patrons, patients and staff.

¹Comparing CloroxPro® TurboPro Disinfectant Cleaner vs. Diversey® Virex® Plus and Clorox Healthcare® Bleach Germicidal Wipes vs. Ecolab® Oxycide™ for common bacteria. Kill claims at standard dilution on hard, nonporous surfaces. "Leading" based upon distributor sales data, Clarivate/DRG report, CY2021

²EPA registered Clorox and Clorox Healthcare disinfecting products with kill claims for pathogens known to affect public health <https://www.epa.gov/coronavirus/what-emerging-viral-pathogen-claim>

³Internal laboratory tests versus

Lysol® Disinfecting wipes based on manufacturer directions for use and EPA-registered bacteria contact times. "Leading" based on Precision Data, May 2022

⁴Per unit time per unit volume of product versus Clorox trigger sprayer with additional wipe step. Laboratory testing.

⁵CloroxPro online survey of a nationally representative U.S. General Population and cleaning industry professionals, April 2022.

⁶Based upon 2022 Clorox Answers End User Report

Exhibit Hall Hours

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

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



industry to achieve better results with efficient solutions and provide confidence and trust in their work.

Better Results

CloroxPro and Clorox Healthcare have a relentless focus on providing real world evidence through testing, scientific studies and customer

to tackle the toughest commercial cleaning tasks quickly and effectively. Clorox Healthcare disinfectants have also proven to be highly efficacious in reducing the risk of healthcare-associated infections and we've invested in clinical research & peer reviewed studies for evidence-based products, protocols and IP strategies.



Our Mission is to make the world a cleaner, healthier, better place to live.

We are the charitable arm of the worldwide cleaning industry, and through our charity and philanthropy, **We Are Changing The Way The World Views Cleaning.**

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Visit the ISSA Charities booth 3554 and help us reach our ISSA Show goal of \$50,000 to fund our important work.



A Smarter Way to a Healthier Clean™



Efficient Solutions. Clorox Confidence.

Clorox provides science-based products and trusted solutions that save cleaning and healthcare professionals time, so they can focus their effort where it matters most and create confidence in the safety of shared spaces for patrons, patients and staff.

Learn more at CloroxPro.com
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A Sustainable Choice: Recovered Costal Plastic Dispensers from SC Johnson Professional

To help combat the excessive amount of plastic waste, SC Johnson Professional developed the Recovered Coastal Plastic (RCP) dispenser – a soap dispenser made from 76% recovered coastal plastic which is post-consumer recycled plastic collected on land within 31 miles of an ocean so that it does not reach oceans or landfills, in countries with high volumes of uncollected plastic waste. SC Johnson partnered on a global level with Plastic Bank™, a conservation organization that helps to collect plastic waste from communities. Each dispenser is made from the equivalent of 18 x 16.9 oz. Recovered Coastal Plastic bottles.

Plastic Bank is a social enterprise that empowers plastic collection in communities in vulnerable coastal areas. The organization's goal is to stop plastic waste from entering the ocean or landfill, while improving the lives of those who collect it.

RCP dispensers are 1-liter in size and can be used with SC Johnson Professional's line of Refresh™ foam soaps. The Refresh™ line of foam soaps can reduce handwashing water consumption by up to 45% compared to lotion soaps. It also allows users to use 36% less product in comparison to lotion



SC Johnson RCP Dispenser

soaps.

Given the plastic waste crisis, it's imperative that facility managers and business leaders do their part to help our planet. Meet SC Johnson Professional at booth 3909 to learn more about this innovative solution.

Spartan Chemical Promotes Keys and Vance to Regional Manager

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced the promotion of Kimberly Keys and Andrew Vance to the roles of regional manager, effective February 1, 2022.

Mrs. Keys joins Spartan as the regional manager for the Denver South region. Prior to coming to Spartan, Kim worked for Newell Brands in Denver, Colorado for over twenty years moving through various divisions. First, Mrs. Keys worked as a sales representative in the Le-valor Window Fashions segment for twelve years and later moving to Irwin-Lenox Hand Tools where she remained until her most recent position as account manager working with Rubbermaid Commercial Products for the last seven of those years.



Kimberly Keys

Kim attended Colorado State University, in Fort Collins, Colorado where she received her Bachelor of Arts in Business Management.

Mr. Vance, who has responsibility for the Denver North region, brings to Spartan over nine years industry experience working at Ecolab in Colorado Springs, Colorado as a district manager. In this role, Andrew was responsible for a team of nine sales and service representatives covering the Colorado Springs District including parts of Colorado, New Mexico, and Kansas. Prior to that, Mr. Vance worked for six years as a foreman for Jerry Johnson Construction in Colorado Springs, Colorado.



Andrew Vance

Andrew attended the University of Northern Colorado, in Greeley, Colorado where he received his Bachelors of Science degree in Recreation and Leisure.



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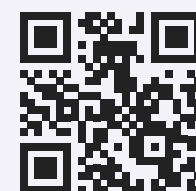
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How to Attract and Keep New Workers

continued from page 2

They believe they were not valued enough for keeping people healthy before the pandemic. Although respect for cleaning, in general, has improved since the start of the pandemic, it is not enough for many cleaning workers to take risks and return to work.

- Unemployment relief bills passed by Congress providing additional jobless benefits to millions have, according to many, made it unnecessary to go back to work. While the HuffPost reports that economists analyzing recent studies refute this, we know that some workers were earning the same amount or more by not working.

- Childcare costs have increased in many areas of the country, often due to a lack of childcare centers or the centers closing during the pandemic. This has forced many workers, primarily women, to stay home with their children and not return to the workforce.

- Having spent several months not working in the cleaning industry, some employees have decided to venture into other types of employment.

It appears the reasons for the worker shortage are varied. This list likely

covers just the basics. However, the focus now must be on recruitment— attracting new workers and, just as important, keeping them.

Start by being green

Recent studies indicate that young people are more focused on environmental issues, compared to the older generations. According to a survey published in Fast Company, often viewed as the go-to magazine for young people in the technology sector, corporate sustainability is a priority and most millennials would take a pay cut to work at an environmentally responsible company. According to the study, 40% have already done so.

Other studies, such as one published by the Governance and Accountability Institute Inc.™ (GAI), a sustainability consulting firm, confirm these results. The GAI reports that 70% of 1,000 people surveyed said they would choose to work at a company with a strong environmental agenda, and a sizable number said they would take a pay cut to do so.

When recruiting cleaning workers, building service contractors (BSCs) must put more emphasis on the steps they are taking to be green and sustainability-focused, according to Steve Ashkin, president of The Ashkin Group, a consulting firm specializing in green cleaning and sustainability.

“Further, the recent release of the Intergovernmental Panel on Climate Change (IPCC) has made this even more crucial,” he says.

Ashkin adds that today’s young cleaning professionals are well educated. “To recruit these people, contractors need to validate their [green and] sustainability accomplishments and show they are taking action to address climate change and protect our environment.”

Focus on recruitment basics

Although the coronavirus pandemic has changed many processes, BSCs and other employers should not lose sight of the basics. They should consider the following employee traits and recruiting practices when hiring new staff.

- Make sure workers have cleaning experience. Some applicants do not realize that cleaning is a very physical job. If they have performed

cleaning tasks before, they likely already know what to expect.

- Check for self-motivation. Even when in teams, much of the work cleaning staff perform is on their own. New hires should be comfortable working independently and perform their job satisfactorily without a supervisor looking over their shoulder.

- Friendliness matters. One cleaning contractor believes his custodial crew is the face of his company. Before hiring, his staff is asked to watch how applicants interact with others in the office. If the applicants are polite—saying please and thank you and showing courtesy—this contractor believes this is how the applicants will treat clients.

- Look for commitment to the customer. While most contractors want

continued on page 21

Defining Sustainability

A business framework for generational companies

by Stephen P. Ashkin

Sustainability definitions are typically equal parts inspiration and aspiration. Examples include the Great Law of the Iroquois Confederacy, which stated, “In our every deliberation, we must consider the impact of our decisions on the next seven generations” or the United Nations Brundtland Commission, which defined sustainability in its report Our Common Future as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” But for the cleaning industry and other companies in the service sector, defining sustainability may involve using more business-oriented terms—terms that connect the operational strategy and tactics directly to the long-term guiding framework of a business.

Identifying the business framework

Organizations have a choice of business frameworks they can adopt to help them compete and succeed. At one end of the spectrum, opportunists (or even criminal enterprises) may utilize a framework focused on short-term transactional strategies. These companies solely focus on turning a quick profit as they make no attempt to build relationships with their customers, employees, or the communities in which they operate. Once the transaction is done, these companies move on to the next opportunity to make a buck.

At the other end of the spectrum are “generational companies” that use sustainability as their business strategy. These companies actually care about their long-term customers. They aim to create workplaces that inspire professional growth and retention among their employees, and they desire to improve the communi-

ties in which they operate.

Defining generational companies

The concept of a generational company evokes a family that creates a business with the specific intent of passing it on to their children. Generational can also apply to companies that have established brands that span generations (think Procter & Gamble’s Tide laundry detergent or Kimberly-Clark’s Kleenex facial tissues) or those that desire to create such a brand.

Furthermore, the concept of a generational business framework applies to companies that are “mission-driven” with a specific intent to improve the lives of their employees, communities, and even the world—as well as make a profit. And beyond the corporate world, a generational business framework can apply to public institutions such as governments, schools, universities, and health care providers.

Adopting a sustainability framework

Whether a manufacturer, distributor, or service provider, every company in the cleaning industry should be defining sustainability by clearly defining its guiding framework, and, ultimately, the strategies and tactics that result. Although there is no right or wrong answer, it’s important to realize that the business framework you choose will have long-term impacts on your company, employees, customers, and community.

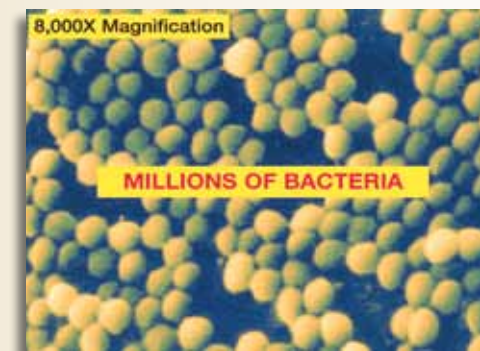
Companies that want to remain in business for a long time must consider their impacts on future generations and include these concerns in their decision-making. For them, sustainability is the right business framework now and going forward.



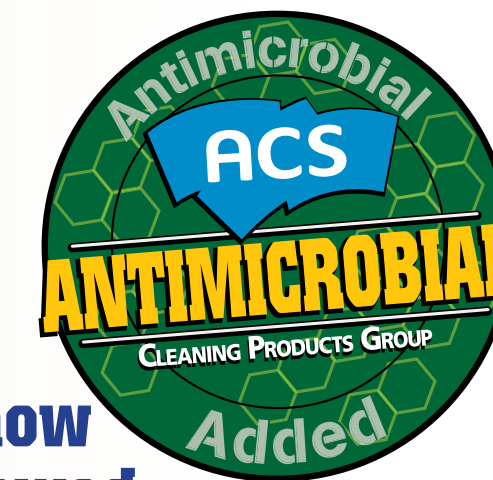
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Exhibiting Company Name	Booth
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2XL Corporation	645
3M Commercial Solutions	3318, 5251, 5254
AAwipes	417
Abco Products Corp.	1638
Ableman International Co. Ltd.	3046
ACI Industries Converting	643



ACS Industries, Inc.	2441
ActivePure	4652
ADP	329
Advanced BioCatalytics	4050
Advanced Pro Tech	4849
Aeroclean	4656
AeroWest International	3006
AFFLINK	1857
Air Spencer USA, LLC	3145
AirAnswers	4756
Airbox LLC	3751
Air-Scent/Sani-Air/California Scents Professional	3015
AL-KO Vehicle Technology Electronics S.r.l.	737
Alliance Rubber Co.	1957
Allied West Paper Corp.	3904
Allset	3348
Alton Technology (Nanjing) Co., Ltd.	1855
Aluf Plastics Division	3813
Amano Pioneer Eclipse Corp.	5225
Ambius	3744
Amer Electric Motion, Inc.	4039
AmerCare Royal	5419
American Cleaning Solutions	820
American Dish Service	3617
American Paper Converting	5228
Americo Manufacturing Co., Inc.	2001
Ameripolish, Inc.	4217
Ammex Corp.	3008
Anhui Huanmei Brush Co Ltd.	3857
Annihilare	2949
Apache Mills, Inc.	4845
APC Filtration, Inc.	3402
Aqdot	4657
Aqua ChemPacs	4432
ARCSI, A Division of ISSA	3252
Aromatic Fragrances International	1756
Ashine Diamond Tools Co., Ltd.	557
ASI Group	2610
Aspire Software A ServiceTitan Company	413
AstroNova	4637
Aunt Flow	4541
Avidbots	4056
Aztec Products, Inc.	2528
Banana Products, LLC	3738
Bedford Paper	3143
Beijing Soonercleaning Technology Co.	536
Belle Aire Creations	520
Berry Global	4045
Best Clean Textiles	2053
Best Sanitizers, Inc.	325
Betco Corp.	4728, 5325
Better Wipes Inc.	350
Big 3 Packaging	2948
Big D Industries, Inc.	3407
Bionetix International	4732
Bissell BigGreen Commercial	614
Blue Pallet	3552
Bobrick Washroom Equipment, Inc.	822
Bona US	4726
Bonastre System USA	2651
Boulder Clean	1458
Bowman Dispensers, LLC	3841
Brady	5321
Brandywine Label Printing	1243
Briarwood Products, LLC	2604
Brightwell Dispensers, Inc.	1445
Bro-Tex, Inc.	1901
Brown Hare B2B Ecommerce	3956
BSCAI for RainMaker Sales Support	348
BSCAIbackgroundchecks.com	349
BSG (Biozone Scientific Group)	1359
Build With Robots	2950
Building Service Contractors Assn.	448
Building Services Management Magazine	2944
Bullen Companies, Inc.	1716
Busch Systems	3953
Byoplanet/Clean Republic	4526
C.C.A.G. Crotti S.r.l.	937

CAF Outdoor Cleaning	2527
Canberra Corp.	3925
CAPPAH International	4848
CardConnect	4629
CarrollCLEAN	1913
Casamia SRL	934

Cascades PRO

Cascades PRO	5323, 5328
Cellucap Manufacturing Co.	817
Cen-Tec Systems, Inc.	4313
Centraz Industries	4744
CFS Brands	2432, 5420
Changzhou Haosimei Imp. & Exp. Co.	545
Changzhou Tianan Nikola Electronic Co.	2848
Changzhou TonyHou IMP. and EXP.	958
Chapin Manufacturing, Inc.	3048



Charlotte Products	4613
Chase Products Co.	1613
ChemBlend International, LLC	1342
Chemical Flacer S.r.l.	839
Chemical Universe	3106
Chemours Company	4315
Chicopee, a brand of Berry	4045
Church & Dwight Co., Inc.	4623
Cimel S.r.l.	632
Citrus Oleo	1839
Clean Smarts	1254
Cleana, Inc.	3746
CleanCore Solutions	4838
Cleanfix / NKC	1103
Cleaning Component	738
Cleaning for a Reason	3252, 3554
Cleanlink	3852
CleanMeet Lounge	3860
CleanTelligent Software	2451



Clorox Pro	3601
CloudSynergies	319
CLR PRO	3513
CMA Dishmachines	1642
CommercePayments	4822
Concept Manufacturing	3638, 5258
Consolidated Chemicals, LLC	323
Contec Professional	2801
Convermat Corp.	1939
Convoy of Hope	529
CORA Technologies	509
Core America	3215
CP Industries	2256
CRB Clean Inc.	507
Creative Products International, Inc.	3051
Credit Key	1955
CREWSAFE	3643
Cross Country Installations & Service, LLC	1942
CrowdComfort	527
Crown Matting Technologies	2438
CT Commercial Paper, LLC	4435
Curecrete Distribution, Inc.	4426
Custom Essence, Inc.	2428
Cyan Labs	432
Daiwa by U.S. Jaclean, Inc.	4645
Darter Specialties	4540
DCKAP	4620
DDI System	4228
Debbie Sardone Consulting, LLC	3349
DeepBlue Zhiseng (Shanghai) Tech.	4253
Definitive Healthcare	2750
DEMA Engineering Co.	2251
Dempsey International Packaging	3651
Dial Professional, Henkel Corporation	2510
Diamabrush	4236
Direct Marketing	5414
Dispensing Dynamics International	5232
Diversey	1501, 5341, 5344



DPA Buying Group	2602
Draco Hygienic Products, Inc.	3941
Dreumex USA	4413

Eagle by DITEQ	2041
Earth Friendly Products	2850
Eco Removal Systems	3855
Eco Umbrella Dryer	860
EcoChemPro	425
EcoClear Products, Inc.	1301
Ecolab, Inc.	3917, 5425
EDIC	4840
Effective Green LP	3750
Egal Pads, Inc.	317
Ekcos Innovations	4428
Elim Supply Corporation	3108
Emerald Prairie Health	309
EnerSys	844
Envirochem, Inc.	3501
Envoy Solutions	5222
EPAY Systems, Inc.	4240
Essendant	3001
Essential Industries, Inc.	5320
Ettore Products Co.	5422
Euro & O'Reilly Corp.	1144
EvaClean by Earthsafe	3049
Ex-Cell Kaiser, LLC	2460
Expanded Technologies Corp.	1148
Expo Clean - Expotrade SA	543
ExpressTime Solutions	1046
Facility Solutions Theater	3242



Fas-Trak Industries	3142
FeedbackNow	4452
Fellowes Brands	2322
Fibematics	1757
Fidelity Packaging	3504
Filmop International s.r.l.	2806
Findd: Biometric Timetracking Solutions	553
Flexaust-TUEC	4632
Floorwash Srl	932
F-Matic	4250
FOAMit	4042
Fogmaster Corp.	1042
Force of Nature	4151
FotoFinish	2156
Foundations	2055
Fresh Products, LLC	4422
FutureFuel Chemical Company	2261
G & F Manufacturing Co., Inc.	2429
Gambini America, Inc.	1255
Gausium	4648
GBAC, a Division of ISSA	3554
Geerpres, Inc.	4419
Geneon Technologies	4048
Genesan	428
Global Industrial	4220
Globe Commercial Products	2751
Gloves.com	2945
GMA TRADING CORP	508
Gofer Parts	3845
GoFormz	3740
GOJO Industries	1313
Gold Eagle Co.	2152
Golden Star Inc.	1809
Goodway Technologies Corp.	956
Gotec SA	1143
GP PRO (Georgia-Pacific)	625
Green Bull Products	4338
Green Klean	3013



Green Seal, Inc.	1346
Green2Sustainable	4549
Greenflow Distribution	4746
Greentech Environmental	4635
Grupo Gel Klean S.A. de C.V.	3415
Guy & O'Neill	411
Hangzhou Mingxuan Sanitary Products	535
Haviland Corp.	3613
Haviland Products	2644
Hawk Enterprises of Elkhart, Inc.	948
HD Supply	3848, 5514, 5517
Heritage Bag, a Novolex Brand	1113
HG HYPER GRINDER SRL	833
HLS Commercial	2744
Honeywell Safety Products USA, Inc.	3648
Hoover and Oreck Commercial	3837, 5317
HOSPECO Brands Group	1008
HOST	4032
Hotpack Global Inc.	1859
HOW 2 Platforms, LLC	2614
Hubbell Heaters	3316



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Hydro Systems.....	1307
Hygiene.....	1844
Hypocleanse.....	518
IC Scientific Solutions.....	333
ICE Cobotics.....	1436
IEHA , A Division of ISSA.....	3654
IGEAX SRL.....	633
Ihsan Cotton Products (Pvt.) Ltd.....	540
IK Sprayers.....	4148
Imaltec Group Srl.....	832
Imperial Dade.....	5354
Implus, LLC.....	3414
Infor.....	426
Innocore.....	5235
Innovation Showcase & Theater Sponsored by Tork, an Essity Brand.....	4206
Instant Power Professional.....	1845
Inteplast Group.....	2010
InterClean Global Events.....	5417
Intercon Chemical Co., Inc.....	2122
International Facility Management Association (IFMA).....	4448
IPC Eagle Corporation.....	2006
ISSA Charities.....	3554
ISSA Experience Hub.....	3554
ISSA HYGIEIA Network.....	3554
ISSA Media.....	3554
ISSA PULIRE Network.....	635
ISSA Show Global Events Exhibit Sales Office.....	3658
ISSA Sports Bar Sponsored by Spartan Chemical Co.....	2032
Italian Trade Agency.....	632, 633, 635, 638
Italian Trade Agency.....	732, 733, 735, 738
Italian Trade Agency.....	832, 833, 835, 837, 839
Italian Trade Agency.....	932, 934, 935, 937, 939
ITAL-RESEARCH AND INNOVATION SRL.....	935
ITW Pro Brands.....	2713
J & M Technologies, Inc.....	1918
J&R Business Enterprises, Inc.....	4621
Jackson WWS, Inc.....	3313
Janitorial Manager.....	1157
K&K Resources.....	314
Kaivac, Inc.....	2701, 5335
Karcher North America.....	5418
Kav Imports LLC.....	4821
Kem Tech Industries.....	1943
Kikkoman/Biochemifa/Weber Scientific.....	4539
Kimberly-Clark Professional*.....	2301
Kissner Milling Company.....	1242
Kleen Test Products.....	1060
KleenRite Equipment.....	2445
Kleen-Tex Industries, Inc.....	1154
Knight, LLC, Unit of IDEX Corp.....	1355
Koblenz (Thorne Electric Co.).....	2815
Kokobots LLC.....	4548
KPPL - Kuloday Plastomers Pvt. Ltd.....	438
Kruger Products L.P.....	5332
Kuloday Technopack Pvt. Ltd.....	745
Kutol Products Co.....	3210
Lambskin Specialties.....	3009
LANXESS Corporation.....	306
Lasko.....	3714
Lavo Solutions/Lafferty Equipment.....	3850
Lavorwash SpA.....	735
Libman Commercial.....	1953
Lighthouse Environmental Infection Prevention.....	4626

LionsBot International.....	4444
Lola Soap.....	3549
Lucid Drone Technologies, Inc.....	2717
M + A Matting.....	1616
Maid Central.....	3452
Maid Central.....	5217
Maintenance Sales News Magazine.....	3451
Makita USA, Inc.....	3928
Malish Corp.....	1618
Marcal Paper.....	460
Marsix Solutions Ltd.....	4527
MaskIT, LLC.....	960
Master Mfg. Co., Inc.....	332
MasterProfi.....	538
Mercantile Development, Inc. (MDI).....	554
Mercury Floor Machines, Inc.....	2435
Met-All Industries.....	920
MetroVac.....	4742
Micro Essential Laboratory.....	3148
Midlab, Inc.....	2044
Midwest Rubber Service & Supply Co.....	1946
Milazzo Industries, Inc.....	919
Milwaukee Dustless Brush/Gordon Brush.....	917
Minuteman International, Inc.....	1732
Misco Products Corp.....	1126
Mogul Nonwovens.....	542
Molekule, Inc.....	427
Monarch Brands.....	3404
Moody Insurance Worldwide.....	351



Morcon Tissue.....	620
Morgro, Inc.....	1915
Mosmatic Corporation.....	4238
Motorscrubber.....	2810
Multi-Clean, Inc.....	1732
Mytee, LLC.....	1621
NaceCare Solutions.....	609
Naoclean.....	4616
Napco Bag & Film.....	1842
National Chemical Laboratories, Inc.....	1826
Needling Worldwide.....	4150
Nelson Labs.....	2052
NEOGEN.....	2843
NeuraLabel.....	2153
New Pig Corp.....	660
Newcal, LLC.....	4642
NewEraSOS Scientific Optimal Solution.....	1361
Nextstep Commercial Products.....	2019
Niifisk.....	5238, 5338
NINESTARS.....	303
Nippon Shokubai America Industries.....	5255
Nissan Commercial Fleet.....	422
NISSCO.....	4628
NORMI.....	4350
Norshel Industries Inc.....	2160
North American Plastics & Chemicals Co.....	1814
Novalent.....	328
Novex Products, Inc.....	3206
NPS Holdings LLC.....	2448
NSS Enterprises, Inc.....	1507
Nuance Solutions.....	4813
Nuvei.....	318
Nyco Products Co.....	5248

O3T.....	321
Occidental Chemical Corp.....	1903
OdoBan.....	4819
Oil-Dri Corp. of America.....	4634
Ophardt Hygiene Technologies, Inc.....	2606
Optisolve.....	4816
OrangeQC, LLC.....	3854
Oregon Soap Company.....	3448
Pacific Floorcare.....	1017
Packing 90 S.r.l.....	733
Packwell Bags & Paper.....	338
Palmer Fixture Co.....	1805, 5221
Paracclipse Systems, LLC.....	4823
PathoSans.....	2648
PDQ Manufacturing, Inc.....	1645
Perfect Clean.....	3649
Perfect Products, Inc.....	2307
Perfex Corporation.....	4232
Peter Greven Physiaderm GmbH.....	4235
PIVOT™ Tools.....	315
Platex Co., Ltd.....	4619
PLZ Corp.....	2650, 5318
Polti USA.....	638
Polykar.....	4736
PortionPac Chemical Corp.....	917
PourAway.....	655
PuroClean.....	3146
PURTEQ, Inc.....	3858
Queenaire Technologies, Inc.....	3637
QuestSpecialty Corporation.....	1822
Quick Dam.....	3645
R.J. Schinner Co., Inc.....	3632
R3 Reliable Redistribution Resource.....	2619, 5351, 5525
Ramex S.r.l.....	837
Ranyan Inc.....	407
RD Industries, Inc.....	1043
RDI Global Hospitality.....	3644
Readout USA.....	1459
Reckitt Benckiser Professional.....	2013
RedDot Brands.....	3950
Reilly Foam Corp.....	3505
RELION Battery.....	4441
Remco: a Vikan Company.....	1055
REN Corporation.....	4719
Renegade Brands.....	3951
Resolute Tissue.....	1351
RMR Solutions.....	1755
RobotLab Group.....	4554
Roebic Laboratories Inc.....	4351
Route, Swept, The Janitorial Store.....	1239
Royal Paper, Inc.....	1863
Rubbermaid Commercial Products, Inc.....	601
Rust-Oleum Corp.....	3410
S.M. Arnold, Inc.....	2645
SAIER Dosiertechnik GmbH.....	743
Sandia Plastics, Inc.....	2435
SANicolet Inc.....	1358
Sanitaire.....	5214

How to Attract and Keep New Workers

continued from page 16

their staff to commit to their company, what is even more important is that workers are loyal to the customer.

•Discuss training. Workers view training as an investment in them. Training encourages new workers to excel in their role, realizing an advancement within the company may be in sight.

•Reveal your mission statement. A mission statement that declares an organization's views and goals can prove very worthwhile when recruiting new workers. In the past, only large BSCs had a mission statement. Now all BSCs need a short but effective mission statement expressing their values and why their company is a good place to work.

Digitize cleaning

Mops and buckets are what many

people visualize when they think about the professional cleaning industry. Although those tools are still two of the industry's mainstays, they have never proven to be an attraction to newcomers considering being a part of the industry.

Fortunately, cleaning tools are changing and changing very quickly. The Internet of Things (IoT) is playing an ever-expanding role in professional cleaning. Through electrostatic cleaners, ultraviolet-C (UV-C) light systems, and UV-C air purifiers, technology is becoming an everyday part of professional cleaning.

Architects and building planners now realize the importance of technology and are working to keep up with the industry. Previously, their main concern was installing enough power outlets and janitorial closets in a facility to help cleaning workers perform their duties. Today, they are developing new facilities with the assumption that robotic floor machines, for instance, will be handling much of the floor care. Built-in sensors anticipate the needs of on-site robotic cleaning systems and other cleaning technologies.

This all bodes well for attracting

Morcon Tissue and UC Tissue Strengthened Partnership with Investment in New JRT Converting Line

With an upgraded rewinder capable of winding logs up to 14 3/8 inches in diameter and the integration of the brand new UNICO365 Industrial Log-saw, this new line will help Morcon Tissue to expand their product range as well as optimize productivity, flexibility, and quality.

"We are very pleased for the trust that Morcon Tissue have placed again in our company and technologies!" says Lorenzo Lupi, VP Sales & mar-

keting of UC Tissue commenting "our commitment to helping our customers in their success by simplifying tissue converting is now appreciated by many US converters especially with our AFH solutions where more flexibility is generally required. To further improve us after sales and support services we are expanding our US branch with a new office in Green Bay (WI) and additional personnel!"

new workers to the industry. Where mops and buckets have failed, technology and robotics have generated significant interest. "The inclusion of robotic and internet technology within the cleaning industry will help enhance the cleaning industry's image," says T. Balakrishnan, vice president for Diversey Care's Asia Pacific division. "[This will bring] about a gradual change in attracting younger and technically qualified workers into the industry."

Keep them on the payroll

BSCs that are successful in hiring new cleaning professionals still have one more issue to address: how to keep them.

"Finally, I learned early in the game to always put people before profit," says Vanderkoy. "You take care of your people, and the profit will take care of itself."

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

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SC Johnson Professional.....3909

Scotwood Industries, Inc.....	1952
Seaflo Marine & RV North America LLC.....	3842
Secure Winter Products.....	4335
SED SRL Special Electronic Design.....	732
Seko Dosing Systems Corp.....	2315
Select Product Holdings, LLC.....	2064
Sellers.....	3948, 5220
Sempermed USA.....	2942
Service Autopilot.....	3248
Service First Processing.....	1956
ServiceWorks.....	305
Seventh Generation Professional, a Unilever Brand.....	5244
Sheila Shine, Inc.....	2643
shelfset.....	418
Shipper's Advocate, Inc.....	327
Shoes For Crews.....	4337
SierraSoft.....	5518
Simoniz USA, Inc.....	2742
simplehuman.....	4551
Simpson.....	4416
Sirron Holdings.....	2845
Sky Systems Co., Inc.....	2059
Smart Inspect.....	3216
Smply Brands.....	1758
Soapy Care.....	2262
Sofidel Group.....	648
Solaris Paper Inc.....	2048
Solaris Robotics.....	2157
Solo, Inc.....	2526
Solupac.....	4325
Solvay.....	5348
Solve For X Theater.....	1461
SoRite-kills bacteria & viruses.....	3955
Sozio, Inc.....	1142
Spacevac Inc.....	2162



Spartan Chemical Co., Inc.....2026

SPE Electronica.....	4039
Speed Cleaning.....	3350
spotLESS Materials Inc.....	307
SPR.....	3608
Square Scrub.....	2616
SRT Labs.....	5357
Stearns Packaging Corp.....	1815
Step1 Software Solutions.....	1818
SteraMist by TOMI.....	1432
STRONG Manufacturers.....	3748
Sunbelt Rentals.....	1032
Suncast Commercial.....	1558
Sunline Supply.....	3045
Superabrasive, Inc.....	1245
Supermax Healthcare Inc.....	1146
SuperX LLC.....	322
Supply Source.....	3625

Surfacide.....	4733
Sustainability Lounge Sponsored by Sofidel Group.....	951
Suttner America Company.....	2842
Synclean SRL.....	939
Tailos.....	409
Taiwan Spunlace Group Co.....	3044
Taq.....	419
T-Bag Company.....	334
TCD Parts, Inc.....	1344
Team Engine.....	3737
TEAM Software by WorkWave.....	655
Tennant Co.....	5223
Terrabost Industries.....	3739
Tersano Inc.....	2248
The Ashkin Group, LLC.....	4549
The Cleani.....	4451
The Fountainhead Group.....	3144
The IICRC.....	3642
The United Group.....	3042
Theochem Laboratories, Inc.....	4439
Tillson Brands Inc.....	1057
TMA Chemnet.....	2943
TMA Systems.....	4051
Tolco Corporation.....	3018
TonDone.....	410
Tongyuan Plastics USA, Inc.....	4214



Tork, an Essity brand.....1325

Tornado Industries.....	1319
Toter, Inc.....	4035
ToxServices LLC.....	3713
TPA Impex S.p.a.....	3150
Tradex International, Inc.....	3213
TRAX Analytics, LLC.....	4843
Tre Colli SPA.....	835



Trebor, Inc.....1039

TRIOO Technology.....	841
Triple S.....	5241
Trojan Battery.....	1151
Tronex International, Inc.....	3315



U.S. Battery Mfg. Co.....3742

U.S. Products.....	2161
Ultimate Solutions, Inc.....	2435
Unger Enterprises, LLC.....	2355
United Rentals.....	3621
United States Pumice Co.....	2642
US Medical Glove.....	525
USA Medical Supply LLC.....	528
Vanguard Safety.....	310

Vectair Systems, Inc.....	640
Viking Pure Solutions, LLC.....	3954
VitaFlex Soft-stretch PPE-Hoods.....	519
VitaTouch.....	440
von Drehle Corporation.....	1248
W.M. Barr & Co., Inc.....	3043
Warsaw Chemical.....	4639
Weiman Products, LLC.....	1945
Wessel-Werk USA Inc.....	4643
Weston Manufacturing.....	546
Whisk Products, Inc.....	3515
Whittaker Company.....	1802
WIESE-SALCOM Industries Inc.....	1442



Wisconsin Plastics, Inc.....4021

WizKid Products.....	2241
Woodbine Products Company.....	2703
WootRecruit.....	336
WorkMax.....	4348
WorkWave Cleaning.....	655
World Amenities.....	2258
Wrap-Tite.....	3152
X-TRA Company Ltd.....	3548
XYNYTH Manufacturing Corp.....	2426
Zenex International.....	1958
Zephyr Manufacturing Co., Inc.....	2716
Zoono Group Ltd.....	4360
Zurn Elkay Water Solutions.....	4248
Zytec Germ Buster.....	516



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ISSA SHOW DAILY STAFF

Alfred F. Walden - Publisher
Charlie Walden - Publisher
Susan Sheehan - Associate

Alfred F. Walden
afwalden@waldenmott.com
Charlie Walden
charlie@waldenmott.com
PO BOX 550, Franklin Lakes, NJ 07417
Tel: 201-818-8630

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