

OFFICIAL SHOW DAILY FOR THE ISSA SHOW 2023

Research Shows Cleaning Industry's Need for A Smarter Way to a Healthier Clean

A Battle Against Burnout in the Professional Cleaning Industry

Cleaning professionals across industries continue to struggle with high expectations for keeping their facilities clean and safe while also facing continuous staffing shortages, retention issues and inflation pressure on already-constrained budgets. Amid high employee turnover, proper onboarding and training, a hallmark of an effective and efficient cleaning operation, is now being deprioritized due to staffing shortages and budget constraints.

In fact, in a survey of professional cleaners and consumers, CloroxPro found that nearly **9 in 10 cleaning professionals have personally experienced burnout in the last two years**, with most citing staffing shortages, long hours and lack of time for training as the main causes.¹



These challenges are having a lasting impact upon cleaning professionals, not only as they relate to their day-to-day experiences but also their overall perceptions of their abilities and performance. The same study found that compared to last year, **cleaning professionals' confidence in their ability to keep the areas they manage clean and disinfected declined by 15.4%.**

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Explore ISSA Show NA in Las Vegas

Welcome to ISSA Show North America 2023 back in Las Vegas this year at the Mandalay Bay Convention Center! We are excited to have the industry all together for a great, content filled week. This year's show features so much to see in all facets of the cleaning industry, including over 600 exhibitors to meet on the expo floor, 70+ education sessions to attend, and many opportunities to network and connect with your industry peers. This year's show floor provides 90 complimentary education and presentation sessions across 4 show floor theaters.

Plan Your Time at the Show

Take advantage of the **free ISSA Show Mobile App**, sponsored by R3 Reliable Redistribution Resource (Booth #2023), to build your agenda and navigate the show. Download the app on your Apple or Android by searching 'ISSA Show North America' in the app store, then create your My Show Planner tool to add exhibitors, education sessions,

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

BIG BASH + ISSA's Centennial Celebration is being held November 14, 6:30 - 9:00 p.m. and is sponsored by **Spartan Chemical** (Booth #316). This event will be held at the world-renowned Hakkasan Nightclub inside the MGM Grand. You will need your show badge and valid identification to enter.

Show Floor Features

The show floor has so much to offer

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Exhibit Hall Hours

TUESDAY, NOVEMBER 14

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

WEDNESDAY, NOVEMBER 15

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

THURSDAY, NOVEMBER 16

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

Spartan Chemical Awarded 2022 Supplier of the Year by Network Distribution



SPARTAN Chemical represented by From left to right: James Timberlake, chief supplier development officer, Network; Bryan Mangum, Spartan vice president, sales; Doug Peterson, Spartan manager, corporate accounts; John Swigart, Spartan president; Cali Sartor, Spartan vice president, marketing; , David Reed, Spartan vice president, national accounts and Alan Tomblin, president & CEO, Network.

A Decade of Success at Morcon Tissue

Morcon Tissue is a leading converter of commercial paper products including napkin, towel, tissue and dispensers serving the North American Away from Home Tissue Market. Joe Raccuia, an industry veteran with well over 30 years of tissue experience and the past President & CEO of SCA/Essity North America, purchased Morcon in October of 2013. "We see a bright future for Morcon, in fact, it is our vision to become the #1 converter in the tissue industry in the eyes of our customers," Raccuia stated.

Record Growth

Morcon Tissue has flourished under Joe Raccuia's ownership with an average of 20% growth per year since 2013. The company has also expanded its product offerings, its customer base, and its market presence significantly over the past ten years. Morcon has successfully ventured into new

More Service. More Value.



market segments, new channels and new regions. What began as a business with \$20M in revenue when Joe

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Trebor Tissue! Booth #823

Explore ISSA Show NA in Las Vegas

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

- **Sustainability Hub - Newly expanded** will be on the show floor (Booth #1246) with more expanded sessions and education and on green cleaning and other environmental topics. Sponsored by the Sofidel Group (Booth #1813).
- **International Pavilion** (Aisles 1400/1500) and **Italian Pavilion** (Aisles 1800/1900)
- **New Exhibitor Pavilion** (Aisles 1200/1300/1400/1500)
- **Residential Cleaning Pavilion** (Aisles 500/600), with companies that specialize in cleaning areas around the home.

Show Floor Education

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



- **Solve for X** (Booth #1477). This curated learning area on the show floor will feature facilitated conversations between the speaker and the audience, with plenty of interactivity and documented takeaways from each session's collaboration.

ISSA SHOW
2023 INNOVATION AWARDS

- **ISSA Innovation Showcase and Theater** (Booth #2247). Browse all the products entered in the 23th annual ISSA Innovation Award Program in the ISSA Innovation Showcase. You can also view innovation presentation and industry talks throughout each day in the Innovation Theater! Make sure to attend Innovation Awards

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The Value of Clean®

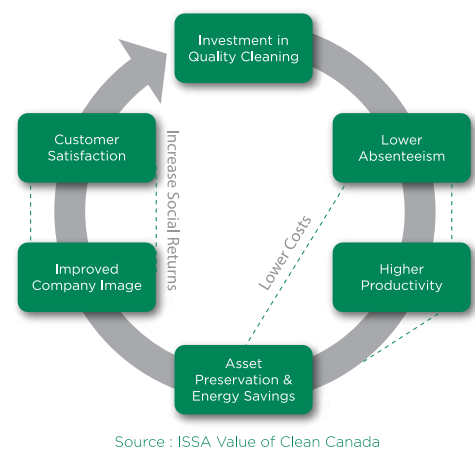
Sick employees are costing you money!

9.3 = \$16.6
Sick Days Per Year / Per Employee Billion / Year

Absenteeism is a global issue that costs businesses billions each year.

Proper cleaning improves your bottom line

Our unique and innovative service offerings help to increase labour efficiency, elevate the wellness of your people, improve customer satisfaction, and reduce product waste – all through the power of clean!



Source: ISSA Value of Clean Canada

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Announcement & Show Floor Happy Hour on Wednesday at 4:00 p.m., where you view the winner of the 2023 Innovation of the Year award and have a celebratory toast in the Innovation Showcase.

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

- **Spotlight Event**, Then, Now, Forever | Celebrating 100 Years of ISSA - Tuesday at 9:00 a.m. in the South Pacific EF, All-Access Pass
- **Spotlight Speaker Doc Hendley**, Wednesday at 9:00 a.m. in the South Pacific EF Ballroom

Rest and Relax

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



citing thing on your agenda:

- **ISSA Sports Bar** sponsored by **Spartan Chemical** (Booth #3028, #3116)
- **CleanMeet Lounge** (Booth #1001)

We wish you all the best for a productive and inspiring week at ISSA Show North America 2023.

ACS is Innovating for Health

Covid-19 has changed how cleaning for health is viewed. As we move forward beyond the pandemic, there are many things that will never be the same. First and foremost is society's expectation of clean. We've come to realize that customers are looking to clean, sanitize and disinfect more efficiently.

ACS understands that floors are high contact surfaces too. Contaminants from coughing, sneezing and even speaking eventually end up on the floor. Many years ago, ACS patented the process to add anti-microbial agents to industry leading green 6 x 9 hand pads.

ACS now is the first and only full line pad manufacturer offering anti-microbial agents baked into ev-



ACS Industries Innovations

ery pad. The broad spectrum performance of anti-microbial additives make them perfect for use in hygiene critical environments.

Visit ISSA booth #1847 to learn more
www.acs-cp.com
cleaning@acsind.com

Charlotte Products Welcomes Martha Davidson as New Inside Sales Representative

Charlotte Products welcomes Martha Davidson to the team as the new Inside Sales Representative for North America, a new role for Charlotte Products.

Martha comes to us with over 20 years of sales & marketing experience in both B2B and B2C environments. Her last 6 years were focused on e-commerce digital marketing for Amazon, where she managed global advertising campaigns and enhanced brand content, to ensure a great customer experience on the platform.

Martha loves to learn new skills and is excited to create partnerships with our distributors and end users, shar-



Martha Davidson

ing her knowledge to help create safe and healthy spaces for people everywhere.

In her spare time, you can find Martha at the hockey rink, the soccer pitch or walking her

dogs around the west end. Please feel free to reach out to Martha directly at 705.868.1595 or via email at: martha.davidson@charlotte-products.com.

YOUR FLOOR CARE & JANITORIAL SPECIALISTS!

From UL® certified green, recycled PET materials, to ISO certified plants and processes, we are leading the way on many fronts in the cleaning products industry.



See Us At
ISSA Booth #1847

At ACS, we know cleaning,
this is what we do!



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Research Shows Cleaning Industry's Need for A Smarter Way to a Healthier Clean

A Battle Against Burnout in the Professional Cleaning Industry

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Using Real-World Evidence for Better Results with Efficient Solutions

CloroxPro is relentlessly focused on understanding the challenges our customers face and we are committed to delivering practical solutions informed by real-world evidence through testing, scientific studies and customer testimonials. Our goal is to provide science-based and trusted solutions that allow our customers to work more effectively and efficiently.

CloroxPro's product portfolio contains a broad assortment of ready-to-use (RTU) cleaner disinfectants that can help lessen the burden on cleaning professionals by addressing existing and emerging pathogen threats, tackling tough daily cleaning tasks like mold and mildew and grease and grime, and providing value and versatility by being safe to use on many surfaces found throughout public spaces.²

In addition to informing product innovation, research has shown that access to quality education and training increases staff retention³. In turn, CloroxPro has developed protocol



CloroxPro HealthyClean® Trained Manager Certificate Course are the only training courses industry-wide to be accredited by the American National Standards Institute National Accreditation Board (ANAB). Additionally, CloroxPro offers the HealthyClean Introduction to Healthcare microlearning module designed to help increase understanding of healthcare-specific considerations and best practices when cleaning for health.

Clorox Instills High Levels of Confidence and Trust

Today, understanding the responsibility we place on cleaning professionals is only part of the solution. Ensuring that they not only have the tools to keep public spaces clean and healthy but also support, training and educational resources is key. For more than a century, Clorox has offered consis-



CloroxPro HealthyClean™ Educational Platform — Helping Cleaning Professionals do their Job Effectively, Efficiently and Safely

and training tools that enable best-in-class implementation and standards. CloroxPro HealthyClean® 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.

tent products and solutions that excel in quality and efficiency to help equip cleaning professionals with the necessary tools to perform their job successfully. Simultaneously, Clorox is helping set a new standard in the industry for educational excellence by offering trainings programs specifically designed for cleaning managers and supervisors.

As the No. 1 choice for disinfecting wipes⁴, Clorox continues to champion public health and provide effective and efficient solutions to its customers. Further, with versatile solutions



Efficient Solutions, Proven Results

that are safe to use on multiple surfaces when used as directed, CloroxPro strives to give professional cleaners confidence in the spaces they clean and manage and help them build consumer trust in the professional cleaning industry. In fact, more cleaning professionals and consumers trust Clorox-branded products to properly clean and disinfect spaces at home

and in public, than any other brand.⁵ CloroxPro is proud to continue to put forward trusted product and training offerings to help support the professional cleaning industry through science-backed solutions that help contribute to cleaner, healthier and safer environments as well as safeguarding public health more effectively and efficiently.

¹Results are from a CloroxPro online survey of 714 Cleaning Professionals fielded in April 2023.

²Assortment of EPA registered Clorox and Clorox Healthcare disinfecting products with kill claims for pathogens known to affect public health (ie SARS-CoV2, Influenza, Norovirus, Rhinovirus, etc). <https://www.epa.gov/coronavirus/what-emerging-viral-pathogen-claim>

³Bersin J. New Research Shows "Heavy

Learners" More Confident, Successful, and Happy at Work [Internet]. LinkedIn. 2018; Available from: <https://www.linkedin.com/pulse/want-happy-work-spend-time-learning-josh-bersin/>
⁴Based on Precision B2B market share unit sales data, 12 months ending April 2023
⁵Results are from a CloroxPro online survey of 714 Cleaning Professionals fielded in April 2023.

Networking Events to Take Advantage of at the ISSA Show 2023

Meet the Movers and Shakers of the Cleaning Industry at ISSA Show North America

There is no better place to meet up with old friends and make new ones. Here's the lineup of this year's events in Las Vegas:



BIG BASH + ISSA's Centennial Celebration

Don't miss this 100-year celebration on Tuesday evening from 6:30-9:00 pm at Hakkasan Nightclub @ MGM Grand. Tickets are limited and only available until November 3.

Spotlight Session: Then, Now, Forever | Celebrating 100 Years of ISSA

Kick off this year's show in a fun, engaging session hosted by ISSA leadership. This complimentary session on Tuesday morning will relive monumental moments over the past 100 years of ISSA and recognize a host of impactful individuals who have made their mark in the cleaning industry.

Doc Hendley Spotlight Session

All show attendees are welcome to attend. Come learn how Doc Hendley has successfully cultivated a

non-profit organization that provides clean water for people in need worldwide. The first 100 guests will receive a complimentary copy of his book, "Wine to Water; A Bartender's Quest to Bring Clean Water to the World" and be able to attend the book signing immediately following.

ISSA Hygieia Network Annual Awards Reception

This event is included with all Show Passes on Wednesday evening. The reception will feature networking with industry leaders and Hygieia's annual recognition awards.

Happy Hour on the Expo Floor

Everyone is invited to join the celebration from 3:00-5:00 pm on Wednesday.



A Smarter Way to a Healthier Clean™



Efficient Solutions. Proven Results.

Clorox provides science-backed products and trusted solutions that save time and allow cleaning and healthcare professionals to focus their efforts where it matters most. Partner with Clorox to confidently create safe shared spaces for patrons, patients and staff.

Learn more at CloroxPro.com
Visit Us At Booth #3316

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Spartan Chemical Awarded 2022 Supplier of the Year by Network Distribution

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Spartan Chemical Company, a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced that Spartan has been selected as Network Distribution (Network) 2022 Supplier of the Year.

Network's pinnacle Supplier of the Year award recognized Spartan for outstanding results, cooperation, and delivering high value solutions to the Network organization.



Spartan Chemical's John Swigart, President, Receiving the Supplier of the Year Award from Network Distribution

"We are extremely honored and thankful to Network and our distributor partners for this superior recognition," said John Swigart, president, Spartan Chemical Company. "I proudly accept this award on behalf of every Spartan employee who services our customer, the distributor. Thank you to Network and its membership.

We are truly humbled."

"We are grateful to be strongly aligned with the best manufacturers in our core categories," said Alan Tomblin, chief executive officer at Network. "We celebrate Spartan Chemical and applaud their commitment to our Distributor Members and mutual customers."

The award was presented to Spartan Chemical by Alan Tomblin, president & CEO, Network and James Timberlake, chief supplier development officer, Network during their

Sofidel's Innovative Web App Nominated for ISSA Show Innovation Award

Sofidel, a leading global provider of paper for hygienic and domestic use, today announced



that its web application, Apper, is nominated for an ISSA Show Innovation Award. The web app is an innovative tool that gives users a better understanding of Papernet products and private-label solutions.

"Apper enables Distributor Sales Representatives (DSRs) and sales representatives to access product data sheets, product images, a cost-in-use calculator and a cross-reference tool at their fingertips," said Giorgia Giove, Marketing Manager, Sofidel America. "Apper is a digital application that eliminates the need to produce and distribute physical catalogs and communication materials, helping to reduce waste."

Apper comes equipped with The Papernet Academy, which features tutorial videos that guide users, step-by-step, on how to properly install dispensers, like the HyTech Seas paper towel and toilet paper dispensers, winners of the 2022 ISSA Show Inno-

vation Award.

"Papernet brand products are sustainable, and many are Forest Stewardship Council®-certified. Several of the paper products also help end users with common restroom issues, like clogging and foul smells that lead to hefty maintenance fees," added Giove.

Apper will be featured at booth 1813 at the ISSA Show North America in Las Vegas, November 13-16.

The Sofidel Group, a privately held company, is a world leader in the manufacture of paper for hygienic and domestic use. Founded in 1966, the Group has subsidiaries in 13 countries - Italy, Spain, the UK, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania, and the USA - with more than 6,800 employees.

A member of the UN Global Compact, the Sofidel Group considers sustainability a strategic imperative and is committed to promoting sustainable development. For more information, visit www.sofidel.com.

Spartan Chemical Promotes Hoffstatter 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 Todd Hoffstatter to the role of regional



Todd Hoffstatter

manager, effective January 16, 2023. Mr. Hoffstatter joins Spartan as the regional manager for the lowa-Illinois region. For the last two years, Todd worked as district manager for Absolent in Raleigh, North Carolina where he managed a thirteen-state district focusing on sales of dust, mist, and weld fume collection equipment. Prior to that, Mr. Hoffstatter also held the role of district manager at Donaldson Torit in Bloomington, Minnesota where he worked for five years in industrial air filtration sales. Todd also gained over ten years' experience at Grainger in Lake Forest, Illinois working in sales and selling to large government and commercial customers.

Todd attended Loras College, in Dubuque, Iowa where he received his Bachelor's Degree in Sports Management.

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

WANTED

By all cleaning professionals



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- Kills bacteria, enveloped and non-enveloped viruses, and fungi
- Disinfects high-touch surfaces in 1 minute
- Patented hydrogen peroxide technology
- Effective, easy and safe

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Hydrogen Peroxide Disinfectant

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or visit spartanchemical.com/how-to-buy

to learn more



100 ISSA YEARS 1923-2023

Celebrate 100 Years of Cleaning Excellence

First 100 daily booth visitors win a 100th Anniversary Journal & Pen



Visit Us at **Booth #647**

DPA 2022 Jan/San Distributor & Supplier of the Year

The DPA Buying Group held its annual Jan/San Buying & Networking Conference at the Hyatt Regency Jacksonville Riverfront in Florida, April 24-26th, 2023. During the awards luncheon, DPA announced its 2022 Jan/San award recipients.

DPA's 2022 Jan/San Distributor of the Year award was presented to The Janitors Supply Co. (Fort Wayne, IN). DPA's 2022 Jan/San Supplier of the Year award went to NPS Holdings (Green Bay, WI), a supplier of towel & tissue and packaging products. "These award recipients each grew their sales with DPA members significantly over the last several years and are very deserving of their recognition" stated Zachary T. Haines, DPA CEO.

The DPA Buying Group is comprised of over 1,400 distributors and approximately 275 preferred suppliers in the janitorial/sanitary, safety, and industrial market segments. DPA connects its independent distributors with its partnered suppliers for increased sales and networking opportunities. More information about the organization can be found at www.DPABuyingGroup.com.



2022 DPA Distributor of the Year
The Janitors Supply Co.
Mark Sholl
Presented by
Zachary Haines & Jeff Tishko (DPA)



2022 DPA Supplier of the Year
NPS Holdings LLC
Jim Fletcher, Patrick Huff & Mike Ammons
Presented by
Zachary Haines & Jeff Tishko (DPA)

DPA 2022 Founders Award

The DPA Buying Group recently held their annual Jan/San Buying & Networking Conference at the Hyatt Regency Jacksonville Riverfront in Florida, April 24-26th, 2023. During the awards luncheon, DPA announced its 2022 Founders Award recipient.

DPA's 2022 Jan/San Founders Award was presented to Essity (Harrodsburg, KY). "DPA's Founders Award recognizes a company that has been with our organization since its inception in 2001. Originally joining DPA as Bay West Paper / Wausau, and now Essity, this is the first time in DPA's history that the Founders Award has been bestowed upon a partner supplier. Our members are very appreciative of Essity's support and dedication to the organization." Zachary T. Haines, CEO, DPA Buying Group.

The DPA Buying Group is comprised of over 1,200 distributors and approximately 250 preferred suppliers in the janitorial/sanitary, safety, and industrial market segments. DPA connects its independent distributors with its partnered suppliers for increased sales and networking opportunities. More information about the organization can be found at www.DPABuyingGroup.com.



2022 DPA Founders Award
Essity Professional Hygiene
Doug Jordan, Matt Jacobs & Ben Young
Presented by
Zachary Haines & Jeff Tishko (DPA)

Spartan Chemical Promotes Dee Womack to Divisional Manager

Spartan Chemical Company, a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, announced the promotion of Dee Womack to the role of divisional manager for the Southwest Division, effective August 1, 2023.

Mr. Womack has been with Spartan for almost seven years leading sales as a regional manager in the Dallas/Fort Worth region. During his tenure as regional manager, Dee finished in the 'Top Ten' regional managers two times and has played a crucial role in growing business with Spartan's distributor partners in the Dallas/Fort Worth area. In his new role, as Southwest divisional manager, Dee will be responsible for managing thirteen regions and regional managers with the ultimate goal of growing distributor sales.

Prior to Spartan, Dee gained over eight years' experience in the janitorial and sanitary industry, working as an account manager for Karcher North America Inc., in North Texas. While at Karcher, Dee was responsible for conducting account management and overseeing the distribution of supplies to industrial and institutional businesses. Dee also worked as a territory manager for Demlow Marketing, in Dallas, Texas.

Mr. Womack attended West Texas A&M University in Canyon, Texas where he received a Bachelor of Business Administration, Management (BBA).



Dee Womack

Lack of training can be expensive!

LIABILITY \$ LABOR \$ SAFETY \$ TURNOVER



Employee training is FREE for Spartan customers

TRAINING ♦ TESTING ♦ DOCUMENTATION ♦ CERTIFICATION

Spartan's multi-lingual CleanCheck® Learning Management System provides all the tools necessary to ensure your staff will master the proper cleaning procedures that promote safe, clean and compliant facilities.

See us at **ISSA Show** booth **3116** to check it out, or visit spartanchemical.com/how-to-buy to learn more



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"We've supplemented business with good margin orders."
DPA membership has opened up business opportunities that are traditionally overlooked by buyers and sellers in our segment.
- Brian Magazine, Gem Chemical (DPA Member)

Spartan Chemical Promotes Gaustad and Valle 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 Robert Gaustad and Rony Valle to the role of regional manager, effective May 16, 2023.

Mr. Gaustad joins Spartan as the regional manager for the Oregon region. For the last eight years, Robert worked as a clinical director for Starkey Hearing covering the Oregon, Montana,



Robert Gaustad

Utah and Washington region where he was responsible for sales and events for the company. Prior to that, Mr. Gaustad was an account manager for three years in Portland, Oregon working at Expect Payment Solutions. His experience also includes seven years at American Family Insurance where he was the owner, managing all of the sales and marketing activities.

Joining Spartan as the regional manager for the Chicago, Illinois re-

gion, Mr. Valle spent the last 20+ years gaining industry experience work-

ing for Johnson Diversey and Georgia-Pacific Professional. He started his career as market manager in Chicago with Johnson Diversey. During his 13 years at Georgia-Pacific, he

worked in field sales, regional distribution, national distribution manager and worked his way up to the role of market sales director. For the last 4 years, as market sales director, Rony was responsible for leading a sales team of eight external sellers and three inside sellers across eight states selling through local and national distribution customers in the Upper Midwest. The team focused on mutual value creation with distributor customers by aligning new business creation and implementation strategies.

Rony attended Roosevelt University in Chicago, Illinois where he received his Bachelor of Science in Hospitality Management - graduating with honors.



Rony Valle

John Anders Recognized as General Paper Company 2022 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 John Anders, Spartan Chemical regional manager, was awarded 2022 Vendor Representative of the Year by General Paper Company in Baton Rouge, Louisiana.

"General Paper Company relies on strong relationships with their vendors, and Spartan regional manager, John Anders, has strengthened that bond even more," said Ann Gerald, CEO, General Paper Company. "Mr. Anders has demonstrated an exemplary level of commitment to our business by providing guidance and leadership to our team's effort to make customer service matter. His dedication to ensuring we have all the tools to succeed is boundless, and for that we are grateful."

General Paper Company vendor of the year is based on the following criteria: strong collaboration, consistent support and services, training of professional sales representatives, training of vendor resources and products, transparent communication, delivery



Spartan's John Anders Receiving Vendor Representative of the Year from General Paper

performance, and sustainable continuous value creation.

The award was presented to Mr. Anders at General Paper Company Headquarters by Ann Gerald, CEO Todd Gerald, president, General Paper Company, and Hudson Gerald, sales consultant, General Paper Company.

WPI
We Provide Innovation.

Know your PROvider....

It all starts with an idea. Wisconsin Plastics, Inc. provides design and development expertise, manufacturing and assembly solutions, storage and distribution capabilities. WPI uses innovation to turn ideas into exceptional products.

....more than just dispensers.

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BOOTH 1717
NOV 14-16, 2023
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ProviderDispensers.com



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to learn more



A Decade of Success at Morcon Tissue

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purchased Morcon, is now on pace to achieve well over \$100M+ in revenue in 2023.

Strategic Investments

Over the past decade, Morcon Tissue has made substantial investments in cutting-edge machinery and technology to enhance its manufacturing capabilities. These investments have played a pivotal role in the company's growth and its ability to deliver high-quality tissue products efficiently.

By leveraging technology and automation, the company has not only increased efficiency but has also ensured that its operations are well-positioned for the future.

Family Owned and Operated

Valerie Raccuia, my better half for over forty years, has been incredibly supportive throughout my career. Most especially so during this most recent chapter when we decided to purchase Morcon in 2013. Owning a business had been a lifelong dream of mine and we made that dream a reality ten years ago. I am also very blessed and privileged to be able to work alongside both of my children. Chris Raccuia serves as our VP of Operations while Tori Raccuia



Saunders is our Director of Marketing and Product Management. They are both incredibly talented and provide passion, focus and leadership to their respective teams every day. Valerie and I are most proud of the people they have become, the wonderful partners they have chosen and the beautiful children they are raising.

Yes, our company is family owned and operated. That does not mean we are small it means we are committed. Relentlessly committed to being a responsive, progressive, reliable, and creative company to meet and exceed our customers, suppliers and employees' expectations.

The Right Team is Everything

Our team of trusted, industry experienced professionals has been actively leading our business transformation for the past 10 years. This transformation has occurred in all aspects of our business from Sales to Supply Chain, HR to Operations, Marketing to Customer Service and from IT to Quality Assurance. We have been particularly selective in hiring the "right people for the right seats on our bus." I am so very proud of the team we have as-



From left to right: Chris Raccuia (VP of Operations), Joe Raccuia (President & Owner), Victoria Raccuia Saunders (Director of Marketing and Product Management) and Jason Saunders (Director of Sales in the East)

sembled.

Something very special to note about a number of our current team members (Phil Hart our VP of Revenue and Supply Chain, Karen Jones our VP of Finance, Tim Goodbred our Director of Operations, Stu Alheim our Director of Transportation, Pete Ashline our Director of Maintenance and Reliability and Peter Brown our Director of Sales West) is that we have worked together in the past. We are very thankful that they have decided to join the Morcon Family in this journey.

Jason Saunders, our daughter Tori's husband, joined our team in March of 2022 and serves as our Director of Sales East.

Throughout our business, many of our employees are actually related to each other. Moms and daughters, fa-

thers and sons, brothers and sisters, in laws, cousins ...and so on. We are overjoyed to have associates feel confident and comfortable with our culture to recommend their family members as potential new team members.

The Future is Now

Morcon has recently acquired another convertor in the northeast and entered into a number of joint venture relationships across the globe to further support our growth, sustainability, and breath of line. Additionally, we have Green Seal Certified on tissue and towel items, with plans to continue to add to the line. Stay tuned for several announcements as we enter 2024, our biggest year yet!

We are family owned and operated and plan to remain that way!

DOWNLOAD THE MOBILE APP

Search "ISSA Show North America" in your app store.



Schedule at a Glance

View the schedule of education sessions, networking events, workshops, show floor hours, and more!

Discover Exhibitors

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American Nitrile Joins AFFLINK As Preferred Supplier

AFFLINK is pleased to welcome American Nitrile, the largest and only fully operational manufacturer of nitrile gloves in the United States, to its network of preferred suppliers.

Senior Vice President of Sales John Ahearn said he hopes American Nitrile can earn AFFLINK's distributor members' business and to mutually grow through hard work and collaboration.

"We are on a mission to manufacture the highest quality medical & industrial nitrile gloves and to deliver reliable products you can trust," said Ahearn. "We encourage AFFLINK Members to help us in our mission of bringing back PPE Manufacturing in the United States."



American Nitrile is a Grove City, Ohio-based privately held company focused on manufacturing medical and research and lab gloves for healthcare, government, and industrial use. The company is currently manufacturing over 120 million gloves per month in their 530,000-square-foot manufacturing facility on six state-of-the-art assembly lines. For more information, visit their website at www.americannitrile.com.

Triple S Adds Two Directors of Business Development

Triple S is excited to announce the addition of two highly accomplished professionals to our sales team. Please join us in welcoming **Susan Schlamersdorf** and **Neil Claverie** as Directors of Business Development. In this role, Susan and Neil will act as trusted advisors and resources to assist Members in maximizing the value of their Membership, and drive Member revenue opportunities through support of Triple S programs and initiatives.



Susan Schlamersdorf

Prior to Triple S, Susan worked for Berry Global. She will serve Members

in the Central region. Neil worked for Essendant and United Stationers, and will serve Members in the West.

Both Susan and Neil share our values and commitment to providing Members with a great experience. Their passion for driving results, combined with their ability to foster collaborative relationships, align perfectly with Triple S' goals.

Triple S is the original network of independent Jan/San distributors. Our national brand, programs and expertise help distributors keep communities clean, safe and healthy.



Neil Claverie

GP PRO Promotes Rising Star Ashley Butler to VP and General Manager of Tissue, Skin Care, and Wiper Business

GP PRO, a division of Georgia-Pacific, is pleased to announce that Ashley Butler has been promoted to vice president and general manager of the company's Tissue, Skin Care, and Wiper business. The promotion comes 11 years after Ashley joined GP PRO's first-ever Jumpstarter class, an immersive program that provides recent college graduates a pathway into permanent sales and category positions within GP PRO.

"During her 11 years at GP PRO, Ashley has proven herself to be a highly valuable team player who not only understands our core markets but also recognizes how to drive our competitive advantage," said Mike Adams, president of GP PRO. "It is my great pleasure to promote Ashley to vice president and general manager, and I look forward to the successes to come under her leadership."

"Ashley is smart, instinctive, tenacious, and intentional, but she's also wonderfully thoughtful and compassionate. She leads with a rare combination of confidence and humility that fosters loyalty and generates respect," said Julie Howard, vice president and general manager of Georgia-Pacific's Towel and Napkin business and Ashley's supervisor and mentor for much of the last decade. "I will definitely miss having Ashley on my team, but she is so deserving of her new role, and I know she will continue to do great things for GP PRO."

In and of itself, Ashley's story of rising through the ranks at GP PRO is certainly noteworthy: After demon-

strating her natural category acuity as a Jumpstarter, she was hired to support the company's Towel business, saw her role expanded time and again, and is credited with helping to commercialize GP PRO's enMotion® Flex Paper Towel System. But it is Ashley's personal story that makes her professional success so sweet.



Ashley Butler

Ashley is the first person in her immediate family to finish high school (she was salutatorian), graduate from college (summa cum laude from the University of Georgia), or pursue a professional career. She was also raised alongside a brother who suffered from a heart defect and endured countless surgeries throughout his life.

"My parents were good hard-working people who provided for our family, faced hardships with hope and courage, and demonstrated values I hold dear today, including resiliency, integrity, dedication, and compassion. My pursuit of a different path in life was out of incredible gratitude and respect for the sacrifices they made and the choices they were unable to make," said Ashley. "I am honored that GP PRO finds value in the contributions my life experience provides me, my colleagues, and the business, and I am very excited to take on this new leadership role to help grow and strengthen our tissue, skin care, and wiper capabilities."

Ashley's promotion is one of several category leadership changes at GP PRO. Julie Howard is now vice president and general manager of the company's Towel and Napkin business, and John Strom is vice president and general manager of Innovation, which includes GP PRO's KOLO™ Smart Monitoring System.

Triple S Adds Four New Members

Triple S is pleased to welcome **JC Nelson Supply Company**, Fairfield, CA; **Clean-O-Rama**, Gorham, ME; **ACTION Janitorial Paper Safety**, Memphis, TN; and **M.A.N.S. Distributors, Inc.**, Carrollton, TX to our family of distributors.

As Members, all companies have the right to market the complete line of SSS® brand cleaning products and systems, and have access to the RDC Logistics Program, Partners in Protection Cleaning Program, Gateway Mobile App, GPO Contracts, and Healthcare Programs.

Triple S is the original network of independent Jan/San distributors. Our national brand, programs and expertise help distributors keep communities clean, safe and healthy.

DPA Forms a Strategic Alliance with Federated Auto Parts Distributors Group

The DPA Buying Group is pleased to announce a new partnership with Federated Auto Parts Distributors, Inc., headquartered in Staunton, VA.



Federated is a nationally recognized auto parts distribution network with over 4,000 Auto Parts stores across the country. Federated strives to provide both the trained professional and the do-it-yourselfer with quality products that meet or exceed O.E.M. specifications and are made by top automotive part manufacturers.

"We are very excited to welcome approximately 50 Federated warehouse distributors with over 4,000 lo-

cations to DPA. From our initial meeting, it became very clear that there were tremendous synergies between our two organizations. This alliance will create new distribution opportunities for DPA's preferred suppliers, giving them access and visibility to a new market of potential customers. DPA's Automotive Division also comes with the prospect of regional and national account opportunities for all members. We look forward to a long and mutually rewarding relationship." Zachary Haines, DPA CEO.

The DPA Buying Group is a member-driven marketing and procurement organization of independent distributors and national suppliers in the Janitorial/Sanitary, Safety Equipment & Clothing, Industrial, Packaging and Restoration industries. DPA distributors work with the groups preferred supplier partners for mutual sales and growth opportunities. www.DPABuyingGroup.com.

Spartan Chemical Promotes Haefer 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 Ashlee Haefer to the role of regional manager, effective, August 16, 2023.

Ms. Haefer joins Spartan in the Fort Wayne, Indiana region. For the last year, Ashlee held the role of technical sales consultant for Unconventional Solutions in Wixom, Michigan where she provided technical support for customers to keep their operations up and running with repair products and coatings. Prior to that Ms. Haefer worked at State Chemical in Cleveland, Ohio where she was account manager; working to grow, maintain and support customers.

Ashlee holds a Bachelor of Arts in Human Biology from Indiana University Bloomington, in Bloomington, Indiana.

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



Ashlee Haefer

Network Distribution Honors Distributor Performance

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



"We're privileged to have the very best distributors as a part of this organization," stated Alan Tomblin, Chief Executive Officer. "Their dedication and engagement are a critical ingredient in Network's success. We're pleased to honor their contributions."

Nassco Inc., received Network's most coveted honor, **Member of the Year**. Through leadership, integrity, and excellence, they significantly contribute to the long-term success of Network. The award recognizes the Member dedicated to serving Network Distribution and their fellow Distributor Members. Nassco is head-

quartered in New Berlin, WI and services throughout the upper Midwest. www.nasscoinc.com

Walter E. Nelson was named **Sales Member of the Year**. The company demonstrated outstanding results in generating growth and strong partnership with the Network Corporate Account sales team. Headquartered in Portland, OR, Walter E. Nelson services the Pacific Northwest. www.walternelson.com

Brady/IFS was presented Network's **Business Development** award which recognizes the distributor demonstrating deep commitment to pioneering, collaboration, growth, and strategic foresight. Brady/IFS is headquartered in Las Vegas, NV. www.bradyindustries.com

Imperial Dade was honored as **Purchasing Member of the Year** for their support of Network's suppliers and purchasing programs as well as posting outstanding growth. Imperial Dade is headquartered in Jersey City, NJ. www.imperialdade.com



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Visit the ISSA Charities booth 647 to help us reach our goal of \$100,000 in donations to celebrate ISSA's 100 Year Anniversary!

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ISSA Announces 2023 Achievement Awards Honorees

Award Winners Set to be Recognized November 14 at ISSA Show North America 2023 in Las Vegas During ISSA 100th Anniversary Spotlight Session



ISSA, the worldwide cleaning industry association, is proud to announce the 2023 ISSA Achievement Awards honorees. The annual awards program recognizes cleaning industry professionals who are committed to driving the cleaning industry forward through their positive contributions in their business and beyond. These five honorees will be recognized November 14 during the Spotlight Event: Then, Now, Forever | Celebrating 100 Years of ISSA at ISSA Show North America 2023, which takes place November 13-16 at the Mandalay Bay Convention Center in Las Vegas.

"As ISSA celebrates its 100th anniversary, it's important to recognize the dedicated and passionate individuals who have championed not only our association but the cleaning industry as a whole," said ISSA 2023 Board President Matt Vonachen. "Congratulations to this year's Achievement Award honorees. I look forward to celebrating their accomplishments with them in person next month in Las Vegas."

The 2023 Achievement Awards and their recipients are:

The ISSA Honorary Lifetime Achievement Award honors an individual who, in the opinion of the ISSA board, deserves recognition for substantial contributions to the advancement of the industry and/or to ISSA over a significant period of time. This year's recipient is former ISSA Executive Director **John P. Garfinkel**. For more than five decades, Garfinkel has been an influential force in the cleaning industry. As ISSA Executive Director from 1991 to 2015, he was instrumental in championing many of the initiatives that have bolstered membership and established ISSA as the leading association for the cleaning industry worldwide.

The Jack D. Ramaley Industry Distinguished Service Award, reserved for individuals with at least 10 years of outstanding service to the professional cleaning industry, will be presented to **Ilham Kadri**, founder of the ISSA Hygieia Network and current CEO of Solvay, a Belgian multinational chemical company. Inspired by her grandmother, Kadri has been a tireless promoter of women in the cleaning industry. She founded the ISSA Hygieia Network during her previous tenure as CEO of Diversey to develop a network to

provide tools and support to help women achieve their full potential.

The Manufacturer Representatives' Distinguished Service Award, which recognizes individuals who support manufacturer representatives, the industry, and ISSA, will be awarded to **Keith Angel**, former president of Angel Cotton Associates. Over the course of his 30-year career, Angel participated in countless manufacturer product and advisory committees, and led his agency to become one of the largest in the country. During his time as the ISSA Manufacturer Representative Council Chair, he was instrumental in developing the Manufacturer Representative Scholarship that continues to provide opportunities to the next generation of reps.

The ISSA NextGen Rising Star Award in Honor of Jimmy Core acknowledges emerging leaders who make positive contributions to their organizations and the industry. **Travis Caldwell**, director of sales, government at Imperial Dade, will be honored for his commitment to educating building service contractors and food service contractors engaged in government work on the intricacies of operating and maintaining proper compliance. In addition, Caldwell serves as an engineer in the U.S. Army National Guard, swiftly responding as one of the initial responders in the aftermath of significant national disasters.

The ISSA Hygieia Network Rising Star of the Year recognizes a woman who has made significant achievements and demonstrated consistent upward mobility in her career within the industry. **Elizabeth Hawver**, Essity Vice President of Omnichannel, Wholesale & Office Distribution, was chosen by her peers for her impressive career trajectory and outstanding achievements within the cleaning industry.

Join ISSA in celebrating these five Achievement Awards recipients at the Spotlight Event: Then, Now, Forever | Celebrating 100 Years of ISSA on Tuesday, November 14, at 9:15 a.m. PST at the Mandalay Bay Convention Center in Las Vegas. Register now for ISSA Show North America 2023 here. For Las Vegas hotel and travel discounts, visit www.issashow.com/en/travel.

Reducing Healthcare-Associated Infections: How Enviro-Solutions Products Lead the Way

In the world of healthcare, infection control is paramount. Healthcare-Associated Infections (HAIs) pose a significant threat to patient safety and can lead to severe complications, increased healthcare costs, and even fatalities. The cleaning industry plays a crucial role in preventing the transmission of HAIs, and Enviro-Solutions® has the products to help. In this blog post, we'll explore the critical issue of HAIs and how Enviro-Solutions® products are contributing to the fight against them.



Enviro-Solutions® Products Help Reduce the Spread of HAIs

Understanding Healthcare-Associated Infections (HAIs)

HAIs, also known as nosocomial infections, are infections that patients acquire while receiving treatment for medical or surgical conditions in a healthcare facility. These infections can be caused by a variety of pathogens, including bacteria, viruses, and fungi, and they often result from exposure to contaminated surfaces, equipment, or healthcare workers. HAIs can affect any patient, from newborns to the elderly, and can lead to severe complications, extended hospital stays, and even death.

The Role of the Cleaning Industry in HAI Prevention

Effective cleaning and disinfection are essential components of HAI prevention. Cleaning professionals play a critical role in maintaining a clean and safe healthcare environment by eliminating pathogens that can cause infections. The use of appropriate cleaning products and procedures is vital to reduce the risk of HAIs.

Enviro-Solutions®: A Leader in Infection Control Solutions

Enviro-Solutions® is a trusted name in the cleaning industry, known for its commitment to environmentally friendly and highly effective cleaning products. The extensive range of products is tailored to meet the unique needs of healthcare facilities, making them an ideal choice for infection control.

How Enviro-Solutions® Products Help Reduce the Spread of HAIs

1. **Advanced Formulations:** Enviro-Solutions® products are formulated

with cutting-edge technology to ensure they effectively eliminate harmful pathogens, including bacteria and viruses. These products have been tested and proven to meet the rigorous standards required for infection control in healthcare settings.

2. **Environmental Responsibility:** Enviro-Solutions® is dedicated to sustainability and eco-friendly practices. Their products are designed to minimize environmental impact while maintaining high levels of performance. This com-

mitment to sustainability aligns with the broader goal of creating a healthier and safer world.

3. **Ease of Use:** Enviro-Solutions® products are user-friendly, ensuring that cleaning professionals can efficiently and effectively carry out their duties. Simplified procedures and clear instructions make it easier to maintain a consistently clean and safe healthcare environment.

4. **Comprehensive Range:** Enviro-Solutions® offers a wide range of cleaning and disinfection products, including surface disinfectants, hand soaps & sanitizers, and cleaning chemicals. This diversity allows healthcare facilities to choose the products that best suit their specific needs and preferences.

Healthcare-Associated Infections are a significant concern in healthcare facilities, but the cleaning industry plays a pivotal role in preventing their spread. Enviro-Solutions® has emerged as a leader in providing infection control solutions that are not only effective but also environmentally responsible. By choosing Enviro-Solutions® products, cleaning professionals can contribute to the reduction of HAIs and the creation of safer healthcare environments for patients and staff alike.

In the fight against HAIs, every step matters. Enviro-Solutions® is at the forefront of this battle, providing the tools and solutions needed to protect those who rely on healthcare facilities for their well-being. Together, we can make healthcare environments safer and reduce the transmission of infections, improving patient outcomes and overall public health.

New Tork Research Reveals Link between Clean, Well-functioning Workplace and Employee Satisfaction

Tork, an Essity brand, announced new research revealing the link between clean, well-functioning workplaces and employee satisfaction. Notably, the research found that 86% of office employees regard cleanliness as the most important aspect of a good work environment.¹ For facility leaders, the new findings signal the importance of hygiene in improving employee satisfaction, and how partnerships with trusted hygiene advisors can enable the delivery of high-quality hygiene more efficiently and reduce complaints with proven products and solutions.

Challenges Facing Facility Managers

Today, facility managers face a challenging landscape. They face a growing list of tasks and demands on a daily basis, yet budget and resources are increasingly squeezed. Additionally, there are higher employee expectations regarding cleanliness, hygiene, and sustainability post-pandemic, and supply chain issues, labor shortages, sustainability legislation and staff turnover are making an already difficult job harder. Facility managers only manage to spend about 18% on their time improving cleaning performance and quality, yet they name cleaning quality as their number one priority.²

Research shows cleanliness is more than just a 'hygiene factor'

The new research from Tork reveals a clear link between a clean, well-functioning workspace and employees' appreciation of it. 85% of employees think that how clean restrooms are reflects how clean the building is overall and 67% of employees say that they are more likely to complain about a restroom than any other aspect of their office.¹ Restrooms are a particular problem area, accounting for over 45% of office building complaints³ - more than any other aspect of the workplace.

The research signals that facility managers can contribute to a significant reduction in complaints from office employees by ensuring restroom maintenance is run efficiently. A more efficient restroom means more time to clean in other areas, and a cleaner workspace means happier office employees and better workplace satisfaction.

Improve workplace satisfaction with the Tork Office Hygiene Package

The Tork Office Hygiene Package™ can help businesses elevate workplace satisfaction with smart hygiene solutions for the entire facility. For example, Tork high-capacity dispensers ensure refills are readily available and designed to be easy to use and quick to refill for cleaning staff,

helping them to work efficiently.

The latest example of how Tork solutions can help ensure a consistently positive user experience by enabling cleaners to work more efficiently is the new Tork Counter Mount Soap System, designed to save cleaners' time when refilling. It comes with a six-foot hose for mounting the dispenser unit where easiest for cleaners to reach. In addition, the system is designed to be easy to service, with front loading design and a refill bottle designed for easy gripping.



Think ahead.

Part of the package is Tork Vision Cleaning - the world's leading

data-driven cleaning solution. Using real-time data from people counters and connected dispensers, Tork Vision Cleaning takes the guesswork out of cleaning operations and shows facility managers and cleaning staff when and where cleaning and dispenser refilling are needed. This not only saves time, for example up to a 91% reduction in dispenser checks,⁴ but also enables consistent, high-quality cleaning, enabling dispensers to be stocked up to 99% of the time⁵.

The Tork Office Hygiene Package also includes tools and support to help businesses improve workplace satisfaction, including the Office Complaints Minimizer™, a new and unique gamified digital challenge for facility managers to test their knowledge against industry data and learn about hygiene and cleaning solutions to reduce complaints and save time.

AFFLINK Announces Partnership with AOPD



AFFLINK, a global leader in supply chain management and creator of the ELEVATE™ process, has announced a partnership with American Office Products Distributors (AOPD) that will allow all members of each organization the opportunity to take advantage of Membership options of each group.

This includes access to all Preferred Supplier programs, National Account contracts, and a host of training, marketing, and technology services, designed to position the independent distributor at the forefront of our industry.

AFFLINK's President and CEO Michael Wilson said partnering with AOPD will strengthen AFFLINK's efforts to surround the end-user with a comprehensive bundle of supply chain solutions.

"The AOPD organization has no ri-

"Taking the pressure off for facility managers is important for us, we're always looking at how our products and services deliver both a great user experience and drive more efficient cleaning. If restrooms are run efficiently, cleaning teams have more time to address urgent needs throughout the facility. This leads to a reduction in complaints related to cleaning. As our research proves, better cleaning quality builds better employee workplace satisfaction," says Anna Königson Koopmans, Marketing Director Commercial for Essity's professional hygiene business.

For more information: www.torkusa.com/officehygiene

val when it comes to office supply groups in the industry today," said Wilson. "From a training and contract sales perspective, they are simply the best."

The AOPD leadership team shares the same positive anticipation for their partnership's future with AFFLINK.

"After months of research, debate, and due diligence on what Facilities Maintenance groups would best fit the AOPD culture and vision, we collectively decided that AFFLINK shares our passion best in keeping the independent distributor relevant in today's everchanging landscape," said Mark Leazer, AOPD's Executive Director.

¹ June 2022 Behaviorally - Qualitative and quantitative office segment research with 600+ respondents in North America and Europe

² Bringing the Office Customer to Life, a quantitative study done in 2020 for Essity

³ Statista: average across 2017 to 2021, 185 respondents North America, building service contractors and commercial cleaning provider

⁴ Based on customer measurements and feedback for dispenser checks over 6 months before vs after installing Tork Vision Cleaning (between June-December 2019). Measured across 16 sites connected to Tork Vision Cleaning, with each dispenser check taking approx. 20 seconds

⁵ Measured across nearly 13,000 connected dispensers between June-December 2019, based on time per month that a dispenser is in an empty status against total time per month.



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Questions and Answers about Citric Acid Cleaning Solutions

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



Lee Chen

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

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

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

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

No mystery here. Mostly, it's made from naturally derived products such as lemons, limes, pineapples, and other citrus fruits. These are very sustainable and renewable ingredients. Because citric acid cleaners are so sustainable, we believe it is one reason they will receive more interest from the professional cleaning industry in the future. The janitor industry, from our perspective, is now going a step beyond Green, becoming much more sustainability-focused.

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

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

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

That's very easy but let me be the first to say that traditional disinfectants have served us well. They have helped keep people healthy for generations. But traditional disinfectants contain ingredients such as quats, phenols, and bleach that can adversely affect the users of these products, building users, aquatic life, and the

environment. Citric disinfectants do not contain any of these potentially harmful ingredients.

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

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

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

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

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

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

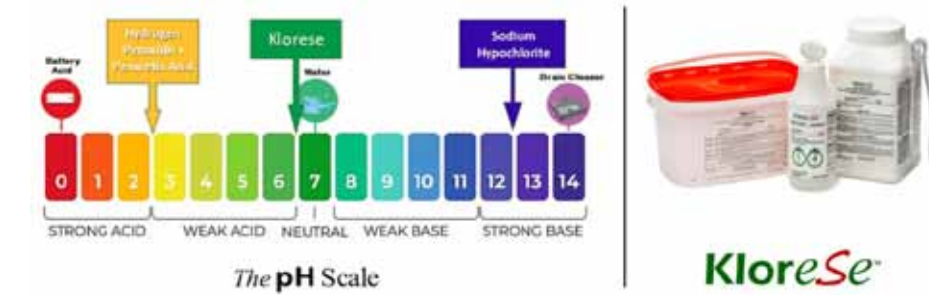
Yes, because of what we've learned over the past couple of years about hygiene theatre - the overuse of disinfectants. During the pandemic, everything was cleaned and disinfected to help control the spread of COVID 19. It's understandable; we were in crisis mode. But since then, we've learned that we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

I believe that as the professional cleaning industry learns more about citric-acid cleaning solutions, they will find them safe, effective and help the

UMF|PerfectCLEAN's Klorese Disinfectant Kills Candida Auris in Just Two Minutes

Klorese disinfectant EPA-registered for reduced C. auris contact time and a new soft surface pathogen claim

UMF|PerfectCLEAN's Klorese® disinfectant is now EPA-registered for reduced contact time against more than 20 pathogens, including the rapidly spreading Candida auris (C. auris) fungus. Klorese kills C. auris in just two minutes, making it a powerful weapon against this superbug which, according to the CDC, kills one in three patients within a month of diagnosis. Registered on all 14 EPA lists covering disinfectants, Klorese now also holds a soft surface pathogen claim, which is significant in that Klorese can help prevent cross contamination from cubicle curtains and other healthcare textiles.



The Centers for Disease Control and Prevention (CDC) reports that C. auris, an emerging fungus considered an urgent antimicrobial resistance (AR) threat, spread at an alarming rate in U.S. healthcare facilities from 2020 to 2021. C. auris case counts likely increased for many reasons, including a strain on healthcare and public health systems during the pandemic.

"The CDC emphasizes the need for adherence to proven infection prevention and control practices to slow the spread of C. auris," said UMF|PerfectCLEAN CEO George Clarke. "Core to this is the process of cleaning and disinfecting all surfaces in all patient care environments with a disinfectant that is EPA-approved against Clostridioides difficile (C. diff) endospores, MRSA, biofilm, and C. auris. The reduced contact time and a neutral pH means Klorese is even more seamless for environmental services (EVS) staff to use and the most proactive disinfectant against all ESKAPE bacteria and pathogens that cause healthcare associated infections (HAIs). Together with its soft surface pathogen claim and inclusion on all 14 EPA disinfectant lists, Klorese is the most versatile surface cleaner and disinfectant combination on the market."

Klorese also excels in the sustainability category. A small, effervescent tablet that is added to water on-site, entire industry become much more sustainability-focused. That's the future, and these cleaning solutions will help us get there.

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

Klorese significantly reduces the storage footprint and cost when compared to ready-to-use disinfectants. Klorese also eliminates dispenser maintenance, labor, and staff health concerns due to exposure to toxic chemical disinfectants.

C. auris protocols

C. auris is concerning because it is often multidrug-resistant; it is difficult to identify with standard laboratory methods; it has caused outbreaks in healthcare settings; and it is a yeast capable of producing biofilm, which protects pathogens from many disinfectant. Added Clarke, "If you are

not disinfecting patient care environments for biofilm, then you are not disinfecting."

C. auris has been found in multiple locations in patient rooms, including high-touch surfaces, such as bedside tables and bedrails, and surfaces farther away from the patient, such as windowsills. C. auris also has been identified on mobile or reusable equipment that is shared between patients, such as glucometers, temperature probes, blood pressure cuffs, ultrasound machines, nursing carts, and crash carts.

Because C. auris can persist on surfaces in healthcare environments, the CDC recommends using a disinfectant from the EPA List P, which includes all EPA-registered hospital-grade disinfectants effective against the fungus. EVS staff should perform thorough routine and terminal cleaning and disinfection of patients' rooms and other areas where patients receive care using an appropriate disinfectant. Healthcare personnel should clean and disinfect shared or reusable equipment after each use. In all cases, users should follow the manufacturer's directions for use of surface disinfectants, and applying the product for the correct contact time.

Klorese is registered on EPA Lists B, C, D, E, F, G, H, K, L, M, N, O, P, and Q. It is the only EPA-registered disinfectant with approved claims for C. diff endospores, C. auris, and biofilm that also is registered for use in electrostatic sprayers. Hypochlorous acid (HOCL), the active ingredient in Klorese, is the most effective disinfectant in the chlorine family. Studies have shown that HOCL is 4 to 10 times more efficacious than chlorine bleach.

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