

Walden's CONVENTION DAILY



A Walden-Mott Publication

Las Vegas Thursday, October 20, 2011 Exhibit Booth 2779

Saalfeld Announces Partnership with Golden Star

Saalfeld Redistribution announces a strategic partnership with mop manufacturer Golden Star. The partnership allows Golden Star customers to purchase

its products directly from Saalfeld - giving their customers access to all the other JanSan products available through Saalfeld's nine distribution centers across the United States.



Earl D. Julo, President and Treasurer, Steve Lewis, President, and Mike Nitto, Manager, Microfiber Division are greeting customers in booth 1555.

"Through this partnership, Golden Star customers now have the ability to mix and match up to 18,000 unique stock keeping units (SKUs) we have available," said John Siegel, director of marketing, Saalfeld. "Also, they'll have a smaller freight pre-paid minimum available when they order through Saalfeld."

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Changing the Way the World Views Cleaning

Focus on improving human health, reducing environmental impact, and positively influencing facilities' and members' bottom lines

ISSA is launching a multifaceted new endeavor designed to help members gain greater acceptance of the positive impact of cleaning and assist in navigating the ongoing challenges facing the industry.

and other health issues continue to reshape the scope and impact of the global cleaning industry.

To help members address these issues, ISSA is rededicating its resources and expertise to more effectively educate the commercial market about the vital impact cleaning has on human health, the environment, and the bottom line (including tenant retention, reduced employee absenteeism, increased savings, and extended asset lifecycles).



The association's new position is meant to reflect the forward direction its members are taking each day to provide state-of-the-art cleaning processes and products, change perceptions of cleaning and protect public health. This focus is reflected in multiple new programs as well as ISSA's new logo and tagline - "Advancing Clean. Driving Innovation."

Ongoing market consolidations, cost pressures, complex environmental considerations, new product innovations, and increasing threats from pandemics

The objective is to ensure facility decision makers take full advantage of the measurable impact cleaning can have on both their operational and financial success, and to ensure they - and the world - view cleaning not as an expense to be minimized, but as the vital investment it truly is.

Moreover, ISSA is improving upon the communications, tools, and advocacy

FIND NEW TOOLS AT THE ISSA RESOURCE CENTER BOOTH 3868



Georgia-Pacific Professional Offers Comptemporary White Design for Several of its Washroom Dispensing Solutions

Innovative Product Lines Now Available In Translucent White

Georgia-Pacific Professional is committed to providing our customers proud to announce the latest design enhancement for 13 of its innovative washroom dispensing solutions. Beginning in September, towel, tissue and skin care dispensers from Georgia-Pacific Professional's enMotion®, SofPull® and Compact® product lines will be available in translucent white, providing a clean, sophisticated look for any facility. The new translucent white offering will also enable customers to purchase a uniform washroom product bundle or pick and choose from options to easily coordinate with existing fixtures in a facility.



Michael C. Dunn, Group VP and GM Washroom Solutions, Eric Jungslager, Category Director Skin Care, and Nick Trainer, VP and GM, Tissue Washroom and Wiper Solutions providing a clean, in booth 1830.

"Georgia-Pacific Professional is

with a wide range of quality, hygienic solutions that can also improve the look and utility of any facility," said Bill Sleeper, president of Georgia-Pacific Professional. "While our products' durable construction will continue to

Continued on page 30

NISSCO AWARDS KUTOL PRODUCTS COMPANY SUPPLIER PARTNER SUSTAINABILITY AWARD

National Independent Sanitary Supply Companies (NISSCO) recognizes the sustainability efforts of Kutol Products Company by awarding the company its 2011 Preferred Supplier Sustainability Award. The presentation will be made by Mark Bozich, president of NISSCO to Joe Rhodenbaugh, president of Kutol Products Company and Bob Bernet, vice president of sales, at the ISSA Show in the Kutol Products Company booth 1887 on Thursday, October 20 at 10:30 a.m.

Kutol Products Company, known for its extensive line of hand hygiene products, recently obtained LEED Silver

Certification for its new headquarters and manufacturing plant located in Sharonville, Ohio. It is one of the first manufacturing plants in the JanSan



its members rely on to help drive their business, stay on top of the latest trends and innovations, and best serve their customers and employees. Specifically, ISSA is pleased to debut the following ground-breaking tools:

industry to earn this distinguished LEED Silver certification and one of just 2,700 in the country.

"Our industry has had a substantial impact on raising the general public's awareness of the environment and health-

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Trebor! Tissue! Booth #527



Tom Olsen, Mark Ray, Jeff Hunter and Eric Bisson with Kruger are in booth 2973 introducing their new embossed towel which increases the strength and absorbency.



Saalfeld is at booth 3025 with Brian Schuster, Tim Vohannes, Bill Finn, Ed Watson, Mike Miller, Bob Doscher and Mike Schumpp.



NSS Enterprises Inc. Show cafe pictured above.



Alfred F. Walden and Charlie Walden are helping exhibitors "Build their Brands" in *Walden's Convention Daily*.



The Gorilla is back in booth 1875 - ETC Henderson, Inc.

How Important is Your Brand?

Did you read the article on page 23 in *Walden's Convention Daily* about how important business cards are? We did, and as a result we are proud to announce a new slogan and campaign for Walden-Mott Corporation - Building Brands Since 1884.

It's hard to believe, but yes, Walden-Mott Corporation is 127 years old and still in the same family. We are honored to be able to serve the jan/san industry and 2011 marks the 18th year that we have been working with ISSA/INTERCLEAN as the publisher of the official *Convention Daily*.

Walden-Mott, a business to business publishing company, connects manufacturers with distributors and provides quality information to the industry. Through its publications we have worked with many companies to develop their brands, launch new campaigns and educate the market place. We view our customers as partners and work with them to ensure that they get a return on their investment.

What is the return on placing an advertisement? How important is your brand? Will they think of you when making a purchasing decision? We believe that branding is critical to answer these questions. You need to invest in your company to maintain current business and even more importantly to achieve growth. What are you doing to grow your business?

Walden-Mott was founded in 1884 by Charles Carol Walden. Originally it was located on Varak Street in New York City. After six generations the firm is now located in Ramsey, NJ, and run by the Walden brothers, Alfred and Charlie. ■



Tim Fischer, Regional Sales Manager West, Andrew W. Bolin, Channel Manager - Hygiene, and Steven S. Sider, Strategic Accounts Manager at ISSA/INTERCLEAN booth 1477.



The Cascades Tissue Group Team in front of their proprietary Tandem Dispenser offering in booth 2566



Convermat is on site at booth 1795 with Roy Ge, Mike Belt, Gary Graf, Frank Shahery, Shaw Shahery, Alex Shahery and Luis Velasco.

Convermat Corporation Welcomes New Quality Assurance Manager

Convermat Corporation, a leader in global supply of parent rolls of tissue is proud to welcome **Felix Norman Macainan II** as the company's new Quality Assurance Manager. Mr. Macainan will be responsible for developing the company's new Quality Assurance Department.

He will be working closely with the company's suppliers and customers to build efficiencies in their production processes as well as assisting in new grade developments.

Felix joins Convermat having been a Quality Assurance Manager at Kimberly-Clarke Philippines for the past 18 years. His responsibilities at KC included materials and quality systems supervisor, process engineer, and quality team leader for personal care operations.

"With our ever increasing supplier network and customer base, Felix will

expand and elevate our services to our customers as well as our suppliers." Said Frank Shahery, Convermat's Director of Marketing. "Our new quality assurance department will further allow our customers to stay focused on their primary business" Shahery added.

Convermat supplies parent rolls of tissue, towel, napkins, and specialty wadding grades to converters and mills in more than 80 countries. Convermat retains the most comprehensive supply network in the industry. Its mills are dotted across North America and Asia enabling them to provide customers with cost efficient parent rolls. ■



Felix Macainan II

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part of
getting the
job done
right, is
choosing
the right
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Learn more about Cascades-IFC's Wiping Solutions® at Booth #2566
or visit www.afh.cascades.com



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GREEN BY NATURE™

SCA MAKES \$70 MILLION INVESTMENT TO EXPAND PREMIUM TISSUE CAPABILITIES

In its latest move to increase value for customers, SCA is growing its offering of Tork premium towel, tissue and napkin products. The company is investing \$70 million in premium tissue technology to expand premium capabilities in North America.

"This investment is part of our ongoing strategy to position SCA and our Tork brand as a leading provider of hygiene solutions," said Don Lewis, president of SCA Tissue North America. "Our strategy is built around staying in tune with our customers' needs while growing all levels of our product portfolio, combined with an increased



SCA Expansion

segment focus."

With premium production expected to begin in late 2012 or early 2013, plans include the upgrade of an existing machine in Menasha, Wisconsin, which currently yields approximately 70,000 tons per year. Overall capacity will not increase.

"Expanding our premium offering provides highly desirable products that continue to drive



SCA has top entertainment Elena Lev, renowned contortionist, performing at SCA booth 2430.

Process Cleaning for Healthy Schools (PCHS) Names Green Works Concentrated Cleaners as a Preferred Cleaning Product to Improve School Cleaning Processes While Saving Money

Clorox Professional Products Company announced today at ISSA/INTERCLEAN trade show that Clorox Commercial Solutions® Green Works® Concentrated Cleaners have been named among the preferred cleaning products by Process Cleaning for Healthy Schools (PCHS),™ a non-profit-based system that is revolutionizing the way K-12 schools are cleaned.



Green Works by Clorox has Brad Ferris, Sr. Group Manager, Clorox, and Rex Morrison, President of "Process Cleaning for Healthy Schools" seen in booth 2643.

PCHS offers an effective, efficient and standardized cleaning process in which schools are cleaned faster, less expensively, more thoroughly, safely and productively, with the results benefiting the health of students, staff and custodians.

Janitorial and sanitation industry veteran Rex Morrison founded PCHS after years of experiencing inconsistent, disorganized and substandard school-cleaning practices early in his career as a custodial supervisor. He developed the breakthrough system to solve process issues and bring custodial order to K-12 schools of any size or type by implementing practical cleaning standards, products and processes that custodians can easily follow and maintain.

"Simplicity and synergy are key to Process Cleaning," said Morrison. "The system relies on a few high-performing cleaning products and equipment within a standardized approach integrating all elements for a complete solution."

Through a "train-the-trainer" system, custodians are taught to be more productive by cleaning classrooms and other areas in a systematic way, with less fatigue, achieving a productivity rate of 27,000 – 30,000 or more square feet during an eight-hour shift, compared to the 22,000 national average. Morrison can quantify the amount of time and money it will cost to Process Clean a school based on its size and number of custodians, and the tremendous savings it will typically experience in the first year.

"On average, schools save thousands of dollars and hundreds of hours a year using PCHS," said Morrison. "One school saved \$650,000 in the first year alone, mainly from attrition and re-allocation of labor, not layoffs. "This is very important as schools seek to protect jobs from budget cuts, privatization and outsourcing."

PCHS sought Clorox Professional Products Company to provide high-quality solutions to help meet the cleaning standard PCHS requires. Green Works® Concentrated Cleaners are 99 percent naturally derived, high-performance cleaners designed to meet the challenges of commercial cleaning, and work

Continued on page 29

value for our distributor partners and end-customers," added Lewis.

Since entering North America in 2001, SCA has made nearly \$1 billion in strategic capital investments.

For more information on SCA's expansion plans and investments, visit www.torkusa.com or stop by SCA Booth: #2430 ■

xpedx Names Danielle Yarber VP Sales - Facility Solutions

Danielle Yarber has been named vice president, sales - Facility Solutions, xpedx. In her new position, Yarber will have lead responsibility for the Facility Solutions sales channels, all national business, and will oversee xpedx group sales directors. She will also lead xpedx's Facility Solutions sales organization, accelerating growth to



Danielle Yarber

achieve profitable marketplace opportunities. xpedx is a business of International Paper.

Yarber brings more than 30 years of distribution experience to her new role, holding positions in sales management and business leadership, including vice president and general manager of two xpedx locations. Most recently, she was xpedx's regional director, sales, Facility Solutions.

Yarber and her husband, Eddie, will relocate to the Greater Cincinnati area. ■

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business.
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Stop by SCA booth 2430 to see how smart products make your business look good.
Tork. It's better business. Hands down.



TORK



PUSH

SCA'S TORK NAPKINS CERTIFIED COMPOSTABLE TO HELP INCREASE FACILITY SUSTAINABILITY

Sustainability has become an important focus for facility managers across all areas of operations. In particular, facilities with foodservice operations need product solutions that fit their sustainability plan to reduce waste and lessen the impact on the environment while delivering value and credibility. Manufacturers such as SCA, makers of the Tork® brand of away-from-home paper products, continue to deliver solutions that advance facility managers sustainability programs.

An example of these types of foodservice solutions is SCA's recently attained certification on its line of napkins from the Biodegradable Products Institute (BPI), one of the largest independent and not-for-profit compost certification groups in North America. This certification ensures the napkin's product lifecycle from development, production, use and disposal remains environmentally responsible.

"As an industry leader committed to providing hygienic and environmentally responsible solutions, it was extremely important for us to obtain independent verification on the proper degradability of this core product in SCA's portfolio," said Mike Kapalko, SCA sustainability

marketing manager. "As more cities across North America develop compostable waste systems, such as those in San Francisco and Vancouver, we're proud to announce to our customers that



SCA quickly biodegradable napkins shown above. Visit booth # 2430

our napkins are safe to compost in large scale facilities and will turn into organic matter, ultimately helping lessen landfill waste."

The BPI certification verifies that **all Universal™ and Advanced™ Tork napkins, including custom print, can be safely disposed of and quickly biodegrade in municipal and commercial composting facilities.** In order for paper products to be approved by the BPI,

they must meet the requirements in ASTM D6868, based on testing in a BPI-approved, independent laboratory and the results must be verified by third-party experts.

Tork's Universal and Advanced napkins also carry the EcoLogo™ and Green Seal™ certifications to provide an even higher standard of cost effective, sustainable product solutions.

Resources on Composting for Businesses

For businesses interested in composting, there are resources available to help initiate a program as well as provide support for existing programs. Josh Radoff, Tork® Green

Hygiene Council™ member and founder of YRG Sustainability, recommends visiting:

- The Environmental Protection Agency's Web page on composting (www.epa.gov/osw/conservation/rrr/composting/) for information on state and regional composting programs, specific materials that can be composted and environmental benefits.

- The United States Composting Council (<http://compostingcouncil.org/>) Web page for information on programs, advocacy, resources and education.



"More and more facilities are looking to compost - from restaurants to offices to university campuses to reduce costs and landfill waste," said Radoff. "Being able to compost napkins as part of this effort goes a long way, and the certified 'compostable' label helps mitigate any confusion about whether napkins can be elements of a comprehensive composting waste program."

For more information on Tork products, Tork's sustainability practices or the Tork Green Hygiene Council, visit www.torkusa.com. In its latest move to increase value for customers, SCA is growing its offering of Tork premium towel, tissue and napkin products. The company is investing \$70 million in premium tissue technology to expand premium capabilities in North America.

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Since entering North America in 2001, SCA has made nearly \$1 billion in strategic capital investments.

For more information on SCA's expansion plans and investments, visit www.torkusa.com. ■

Fact Slips and falls cost American businesses \$70 billion annually in lost time and medical bills.
Use ice melt – avoid a costly accident.

Fact A single winter storm in February 2011 cost Chicago-area businesses \$600 million in lost revenue.**
Use ice melt – protect your bottom line.

Fact Ice melt suppliers can claim just about anything. PELADOW™ states the facts. Trusted for more than 60 years by maintenance professionals.

*National Safety Council, Injury Facts. **Chicago Sun-Times (March 8, 2011).

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No More Water Restrictions

Good news! After four years of serious water shortages, the Long Beach Water Department has put an end to many water use restrictions.

The official explanation for this development is heavy rains. However, the water department also says water conservation on the part of many Long Beach water users has also helped decrease water demand.

For instance, Cal State University-Long Beach has planted drought-tolerant vegetation and installed more efficient landscape irrigation systems to help reduce water consumption.

In addition, the university has installed more than 300 waterless urinals which have helped the school save more than 10.5 million gallons of water and \$42,000 a year in water costs.

The cumulative effect of water conservation and abundant rain has helped this district address its water challenges today and possibly into the near future. ■

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Third-Generation Encapsulation Products Make Big Impact

Mark Warner is president of the Low Moisture Carpet Cleaners Association and director of training for Enviro-Solutions, a leading manufacturer of certified, environmentally preferable cleaning products. While preparing for the Las Vegas Connections Convention and Tradeshow, the annual conference specifically for the professional carpet cleaning industry, we asked him his thoughts on encapsulation carpet cleaning, a carpet cleaning technology that's getting more and more attention.

Mark, before we begin, could you explain what low-moisture carpet cleaning is all about?

Very simply, low-moisture carpet cleaning refers to using carpet cleaning equipment and procedures that ensure carpets dry in two hours or less. This helps the carpet dry more evenly, eliminating spots from wicking back and traffic lanes from developing as a result of moisture in the carpet. Additionally, it minimizes the possibility of mold or mildew developing, especially when there is excessive humidity in the environment.

What exactly is encapsulation carpet cleaning?

In the simplest terms, encapsulation chemicals (encapsulates) are a form of detergent that works its way into carpet fibers. The encapsulates attach themselves to soils, dry, and break down into minute, powder-like particulates that are vacuumed up with regular maintenance. The encapsulates can be applied to carpets using a variety of carpet cleaning methods such as bonnet cleaning, rotary shampoo, and extraction or used for spot-tinting.

Is this a new technology?

No, it actually dates back to the 1950s and 1960s. Just as today, the encapsulates would separate the soil from the carpet fiber, encapsulating the soil;

the soil and chemical were then vacuumed up. However, there were problems with these early methods, such as quick resoiling due to chemical residues left in the carpet. These residues were sticky and tacky. It turned out the carpet did not dry thoroughly or fast enough, which led to the resoiling.

Do these problems still exist?

Yes in some cases, but that is why more advanced encapsulation systems are getting more and more attention among carpet cleaners. In the 1980s, acrylic copolymers, similar to what is in floor finish, were added, which helped the encapsulates dry faster into a hard shell on the carpet fibers. Although a big step forward, this too had some drawbacks, most specifically that the acrylic residues could still collect in carpet fibers. They would then dry to an amber brown, marring the appearance of the carpet. In the 1990s, a second generation of encapsulate technology was born using fluorocarbon chemistry. Although it had great promise, there were still problems and the government had some concerns that there might be long-lasting health effects and environmental concerns.

So where do we stand now?

We are now in the third generation of this technology and I am happy to say nearly all of the bugs in the older methods have been eliminated. These new encapsulate chemicals strip the soil and residue from carpet fibers, so it is much easier to vacuum up. Browning and resoiling are no longer issues. Also, they are getting Greener. For instance, Enviro-Solutions has just introduced an encapsulation



Mark Warner

cleaner (ES-93+) that has been recognized as safer by the U.S. EPA's Design for the Environment Program as well as earning the Seal of Approval from the Carpet and Rug Institute. Some of these third-generation products can also be used to clean grout areas in tile floors or on rubber flooring, which can be difficult to clean.

Is there a downside to this third-generation technology?

It's not so much a downside as it is a reality. Some manufacturers make lower-quality encapsulation products that cost very little but simply do not perform as

well as the higher-quality products that do cost more. These lower-cost products can prove to be a problem for carpet cleaning technicians because the name of the game in this industry is repeat business. If the carpets do not come out well after cleaning, you probably will never hear from that customer again. But if they come out very clean and maintain that "like-new" appearance, the technician now has a loyal customer, which means the costlier encapsulation product becomes an investment that pays dividends. ■

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Managers know building users' perception of their facility starts with the matting systems installed.

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Matts make all the difference booth # 2549 and floor protection.

For more information, visit www.crown-mats.com or call 1-800-628-5463 ■

Vote for the Best and a Chance to Win

Customer Service Awards Ballots Due Thursday at 4:30

Who's been good to you lately? ISSA wants to know. **Cast your votes for the Best Customer Service Awards** by completing the ballot you received in your badge holder. Then, drop it off into one of the ballot boxes—located at show floor entrances, the ISSA-TV Live Area (Booth 466), and the ISSA Resource Center (Booth 3868).

Voting closes Thursday, October 20, at 4:30 p.m. But don't wait until then to vote because casting your ballot makes you eligible for a daily drawing to win a Samsung Galaxy tablet or show tickets.

You can enter up to three choices in five categories: Chemicals; Disposables; Power Equipment; Supplies and Accessories; and Other Products, Services, or Technology.

The 2011 Best Customer Service Award winners will be announced at 10:45 a.m. on Friday, October 21, in the ISSA-TV Live Area (Booth 466).

Twenty companies earned Best Customer Service Awards during ISSA/INTERCLEAN North America 2010. They were:

Chemicals

ChemBlend International, LLC
Diversey, Inc.
Spartan Chemical Co., Inc.
Zep Professional

Disposables

Kimberly-Clark Global Sales
National Tissue Co.
Mint-X Corp.
SCA Tissue N.A.

Power Equipment

Advance
Atrix International, Inc.
Oreck Corp.
ProTeam, Inc.

Supplies and Accessories

Aluf Plastics Division
The Lebermuth Co.
Progressive Products, LLC
SonicScrubbers, Inc.

Other Products, Services & Technology

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Georgia-Pacific Bucket Brigade Funds Life-Saving Equipment for Community Heroes

We read news headlines about children being rescued from house fires, fire crews containing wildfires, and drivers being pulled from automobile crashes all the time. The common theme behind each is the fire and rescue teams who put their lives on the line to protect their communities. They must be prepared to walk into dangerous situations, often using outdated equipment or without the specialized gear they need. Many of these individuals are unpaid volunteers.

Georgia-Pacific rewards the dedication to serve through the Georgia-

Pacific Bucket Brigade™, a national program that contributes to fire departments in communities with Georgia-Pacific facilities. These grants are used to purchase much-needed equipment that helps protect the lives and property of residents as well as their firefighters.

"We are grateful for the brave men and women who put their lives on the line to keep our local communities safe,"

said Jim Hannan, chief executive officer and president of Georgia-Pacific. "The Georgia-Pacific Bucket Brigade program allows us to show our appreciation for their service and helps ensure that they are equipped with the critical resources they need to do their jobs."

Launched in 2006, the initiative has contributed nearly \$800,000 to rural and small town fire units across the United States. The program supports firefighters with cash donations to purchase necessary equipment, and provides safety education materials for presentations in local schools.

The program is meeting critical needs during a time when increased demand for volunteer firefighters is putting additional strains on available resources. Volunteers comprise 71 % of all firefighters in the United States, according to the National Volunteer Fire Council and the National Fire Protection Association. ■



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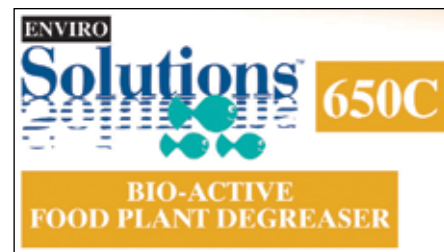


BOOTH 1123 • www.kaivac.com

Help Prevent Slip & Fall with ES650C: It Eats Grease

Most of the slip and fall accidents in restaurants occur not in the dining rooms but in the kitchens.

That's because commercial kitchen floors can get coated with a film of grease that becomes increasingly difficult to remove.



ES650C from Enviro-Solutions eats grease away.

- ES650C is a biotechnological product specially formulated to digest oils, grease, and other soils on floors.
- And ES650C keeps on digesting oils and grease even after regular cleanings.
- Not only is it effective, it's proven Green and EcoLogo™ certified.

For more information, visit www.enviro-solution.com or call toll-free: 877-674-4373. ■

BUILDING FOR THE FUTURE

Stephen H. Swigart, Chairman of the Board & CEO of Spartan Chemical has announced the company is building a 106,000 square foot expansion to the

square feet while providing additional manufacturing space to allow for future growth.

Spartan is also adding an additional 12 shipping docks bringing the total to 35. Approximately 5,400 sq. ft. of the new space will be used to house more tank storage for raw materials and finished goods.

This investment in capacity will enable Spartan to continue their timely and accurate order fulfillment to authorized Spartan distributors as the company and customer base continues to grow. A spring 2012 completion date for the expansion is forecasted.

Since 1956 Spartan's commitment to research and development has created innovative technologies, products, and services to serve the ever-changing needs of the industrial, institutional and commercial markets. Their chemical specialty maintenance products include lines such as industrial cleaners, disinfectants, skin care, food processing, warewash, wipes and floor care products. Additionally,

Spartan supports sustainability with a diverse mix of sustainable products including Clean by Peroxy®, Green Solutions®, Consume® Nature's Way, BioRenewables®, SparClean Warewash products and Clothesline Fresh Laundry Care. ■



Spartan Chemical's 106,000 square foot expansion at its world headquarters in Maumee, Ohio

company's distribution center at its world headquarters located in Maumee, Oh.

Currently, Spartan has over 500,000 sq. ft. of exceptionally clean, well-maintained manufacturing facilities positioned on 133 acres in Maumee, Oh. This expansion grows the company to over 600,000

eLev8™ Your Expectations

Turning information into insight to make sound, strategic decisions for your business

Though many have tagged 2011 as a recovery year for our nation's economy, there is no doubt that we are struggling through extremely challenging economic times both at home and abroad. In times like these, businesses must make management decisions which balance efficient operations and removing waste with maintaining the customer service levels that their client's demand. And while there is not a shortage of information available on which to base these decisions, busi-

strategic decisions.

That's where AFFLINK can help. As a global leader in supply chain optimization for more than 35 years, we provide innovative process and procurement solutions to help drive efficiencies throughout your business operations. Powered by eLev8™, our proprietary, diagnostic approach to the marketplace, AFFLINK will take an analytical look at your business intelligence, current processes, needs and objectives and provide efficient product, process and supply chain solutions coupled with a quantitative forecast of the potential impact to your business.

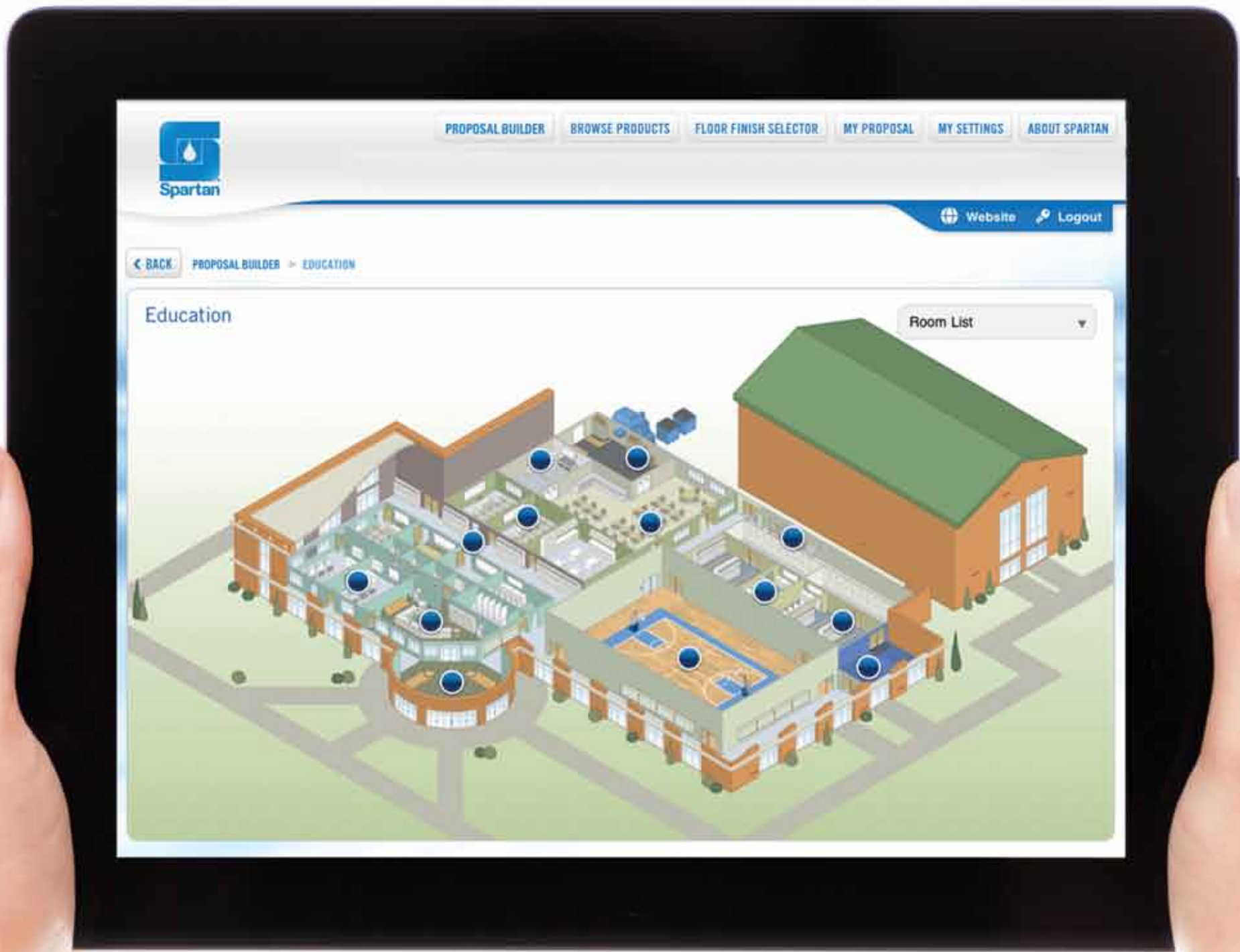
And the eLev8 process delivers more than solutions – it creates true business partnerships between AFFLINK and its client's. In an economic climate such as this, you can't afford to do business with a company that takes no ownership in your success...you can't afford not to do business with AFFLINK.

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See eLev8 in action in booth 3201

nesses struggle with harnessing this information and using it to make informed,



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Spartan introduces CompuClean® v10.2 Custodial Maintenance Management Software

Spartan Chemical Company, Inc. introduces CompuClean® v10.2 Custodial Maintenance Management Software. CompuClean v10.2 offers significant mobile platform enhancements, now supporting inspections on a wide range of mobile devices including iPhone, iPad, iPod Touch, Android 2.0 and later, Blackberry 6 or later and Windows Phone 7 based devices. This new functionality is made possible with the addition of the Mobile site to the application.

Licensed CompuClean users can perform inspections on these compatible mobile devices in real time with no app or software to install to your device.

Numerous enhancements were made to various reports with a focus on the workloading and quality modules, the most popular aspects of the application.



www.compuclean2000.com Spartan Booth # 1655

User experience improvements were also incorporated to help our end-users document, track and report on their day-to-day

Cascades Supports Hand Hygiene Campaign

Cascades Tissue Group partners once more with the Association for the Defense of Victims of Nosocomial Infections' campaign (www.lavetesmains.net) which

operations in an efficient and consistent manner.

CompuClean 10v2 is program that can truly meet the workloading, quality assurance, personnel and capital equipment management needs of any cleaning operation regardless of size or geographic separation.

CompuClean is a comprehensive software program written specifically for large, in-house janitorial departments and building service contractors. It is offered as a value added service through local, Spartan authorized distributors. For details on CompuClean licensing or training, go to www.compuclean2000.com. ■

promotes good hand hygiene to reduce the risk of nosocomial infections.

The goal of ADVIN's campaign is to raise awareness in order to break the chain of bacterial contamination by hand contact. Each year, in Quebec, 90,000 people get sick from a nosocomial infection and 4,000 die from it. A large number of these infections could have been prevented with control and preventive measures such as hand washing.

Cascades has been promoting hand hygiene since the 2010 launch of its Intelligent™ antibacterial hand towel, so teaming up with ADVIN was a natural



partnership. And, to make this message even more powerful, Cascades had a giant mobile made-to-measure sink to reach the general public at major fairs and exhibits throughout Quebec.

This year, the mobile sink made its start at the "Musique en vue? Festival of Cowansville," from July 12 to 17 and at the Agricultural Exposition of Saint-Hyacinthe until August 7. The sink will next be seen at the Hot Air Balloon Festival until the end of the month and will move to Brome's Ecosphere Project in September.

Since good hand hygiene eliminates, on average, only 90% of bacteria, Cascades Tissue Group developed an Intelligent™ antibacterial hand towel which has won five Innovation Awards since its launch in May 2010. With its unique release process, the antibacterial hand towel eliminates residual bacteria almost instantly and provides a 30-minute additional protection. More information about the antibacterial hand towel is available at: www.cascades.com/bacteria. ■

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Airx Laboratories turns 30

Airx Laboratories, manufacturer of the three dimensional odor and pathogen control line, is proud to announce its 30th anniversary. Airx products are available worldwide at over 250 exclusive distributors.


Thirty years ago there was little scientific knowledge of how to control odors and pathogens. Airx was fortunate to have the foremost research in the world being done at leading universities close to our plant in the Philadelphia area. They led us to a complex we call Airicide®, that is much more than a "mask" and is part of every Airx formula. Airx, with its extensive product line, is able to counteract the source of odors by cleaning, disinfecting or changing the odor molecules so they are no longer perceived as foul or distasteful.

Airx will be celebrating its 30th year at the show in booth #2114. ■



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DPA Recognizes 10-year Members

DPA Buying Group recognized its 10-year members at the 2011 DPA buying and networking conference in Indianapolis, IN. Six distributor companies were honored with a special 10-year member lapel pin at the group's awards

banquet. "These members have been a valuable part of DPA's success over the past 10 years and we want to thank them for their loyal support," said Zachary T. Haines, DPA Executive Director. ■



Front (Left to Right): Commercial Chemical Products, Tom & Diane Churchwell (Houston, TX); Basic Supply Company, Joseph L. Williams, Tony Walker, Shirley Williams and Joseph P. Williams (Huntington, WV) Back (Left to Right): Diamond Products, Mary Ivers Granson (Helena, MT); R.H. Crown, Rick Reynolds & Kevin Capobianco (Johnstown, NY); Beacon Distributors, David Champagne (Lincoln, RI); Expert Chemical & Supply, Dan Burrows (Hazel Crest, IL)

DPA Safety Awards 2010 Distributor and Supplier of the Year

The DPA Buying Group, a member-driven marketing & networking organization, announced its 2010 DPA Safety Distributor and Supplier of the Year recipients. The awards were presented at DPA's annual Buying & Networking Conference in Indianapolis, IN. These prestigious honors recognize sales quotas achieved and exemplary support of

the DPA Buying Group.

Congratulations to DPA Distributor of the Year, Safety First Services, Inc. (Scottsboro, AL) and DPA Supplier of the Year, Logistics Supply (Charlotte, NC).

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



Zachary T. Haines, DPA Buying Group Presents 2010 Distributor of the Year Safety First Services, Inc. (Scottsboro, AL) Hank & Louise Moghani (Right)



Zachary T. Haines, DPA Buying Group Presents 2010 Supplier of the Year Logistics Supply (Charlotte, NC) Chuck Matrazzo (Right)

DPA Safety Excellence Award

DPA's 2011 Buying and Networking Conference was held at the brand new JW Marriott in Indianapolis, Indiana on May

1-3, 2011. One of the group's most prestigious honors is the DPA Safety "Excellence Award", an award given to a

company or person that demonstrates extraordinary support of DPA and excellence in the Safety Industry. This year's DPA Safety Excellence Award was presented to Charlie Hall, Marshal Safety

(Evansville, IN).

Charlie Hall strives to keep workers safe and embraces his responsibility as an ambassador of safety. He holds the Canadian version of the accreditation of CSP, the CRSP, which puts him on par with those at the top of his field. He is also the ASSE (American Society of Safety Engineers) delegate for his local chapter, often sponsoring ASSE events at



Zachary T. Haines (DPA Executive Director), Charlie Hall (Marshal Safety) (left to right)

his new 20,000 square foot facility that has a dedicated training room. Charlie brings safety to his community, including inviting state and local OSHA representatives to Marshal sponsored training events, continually adding value and substance to the local safety market.

It was with great pleasure that DPA Safety recognized Charlie Hall of Marshal Safety (Evansville, IN) with DPA's 2010 Excellence Award. Charlie is a true safety professional that DPA Safety is proud to call a member. ■

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10 Years Later, SCA Continues to Drive Dispenser and Paper Product Innovation

Over the past 10 years, facility managers have placed a laser focus on their bottom line. This focus has led them to call on manufacturers and suppliers for product solutions that address their everyday needs such as maintenance, efficiency and sustainability. Since entering the North American market 10 years ago, SCA, makers of the Tork® brand of away-from-home (AFH) paper products, has been listening to its customers and creating innovative products that improve efficiency and hygiene while reducing waste, labor and environmental impact.

Examples of customer-driven product innovation, such as the Tork Elevation™ and Performance™ lines of dispensers, will be showcased at SCA's booth #2430 during ISSA/INTERCLEAN®.

Tork Elevation

Tork Elevation continues to set the standard in restroom dispensers. Elevation is a comprehensive line of towel, bath tissue, and skin care dispensers that offer hygienic solutions that reduce cost and waste in the restroom, with a design that fits beautifully in any décor. Elevation dispensers are sleek and seamless, offering Functional Design™ features that complement any environment while providing easy, intuitive maintenance, refills and use.

At this year's ISSA, attendees can stop by SCA's booth to experience the benefits of the Elevation line in a variety of restroom settings - from high traffic stadiums and airports to office buildings and healthcare. The dispensers, designed by world-renowned designer Thomas Meyerhoffer, meet the demanding needs of owners and managers by controlling consumption and reducing labor costs. The line offers a range of dispensing options from roll and center feed towels to interfolded. Bath tissue dispensers offer high capacity options, and the skin care systems have liquid and foam soap options, as well as hand sanitizer dis-

pensers.

Tork Performance

Also featured at SCA's booth is the

variety of wiper options that work well in foodservice kitchens, industrial settings, and healthcare facilities. The Performance line ranges from wall mounted dispensers to mobile floor



www.torkusa.com Booth #2430

stands that carry high-capacity, heavy-duty wipers for bigger, tougher jobs. The line comes in a red/black industrial look, as well as a turquoise design for healthcare environments. Tork Performance offers a wide range of wiper and dispenser solutions designed for the highest levels of absorbency, durability, and strength.

In addition to dispensers, SCA innovates its paper products to meet and exceed customers' maintenance, efficiency and sustainability needs. Tork tissue and towels are designed to be the most eco-conscious products in the AFH market while maintaining a commitment to hygiene and quality. Tork Universal and Advanced products are made with 100 percent recycled content and are EcoLogo™ and GreenSeal™ certified.

Tork Performance line of wiper dispensers. The only wiper dispenser line on the market, Tork Performance offers a

Upgrade to Premium

As part of this commitment to innovation and its customers, SCA is investing \$70 million in premium tissue technology to expand capabilities for its North American tissue business. With production expected to begin in late 2012 or early 2013, plans include the upgrade of an existing machine in Menasha, Wisc., which currently yields approximately 70,000 tons per year. This upgrade will support SCA's commitment to offering a complete range of premium products for the commercial, foodservice, and healthcare segments.

Compostable Napkins

Innovation and a focus on sustainability now spread even further for facilities with foodservice spaces. Tork

napkins recently received certification by the Biodegradable Products Institute, one of the largest independent compost certification groups in North America. This certification ensures Universal and Advanced Tork napkins, including custom print, can be safely disposed of and quickly biodegrade in municipal and commercial composting facilities.

Future expectations of the industry will continue to challenge manufacturers to create better solutions. SCA will continue to deliver products and solutions based on customers' needs through ongoing improvement to efficiency and quality while continuing to reduce waste, labor and environmental impact.

For more information on Tork product innovation visit www.torkusa.com or see them in **Booth: # 2430** ■



Stephen Ashkin Sees BSC's Becoming Green Cleaning Guides

Cleaning Professionals Guide Managers on How to be Greener and More Sustainable

Stephen Ashkin, president of The Ashkin Group and founder of Green Cleaning University, suggests that more cleaning workers will be attending the show "not so much for 'procedural' training, but to help educate their customers on becoming Greener, more sustainable, and more environmentally responsible."

One of the unexpected benefits of Green Cleaning he says is how it has increased the admiration for cleaning professionals and the cleaning industry in general—specifically, the importance of cleaning to help keep people healthy.

"Now it has gotten to the point where some building managers are actually turning to their cleaning professionals as

guides to take them to the next level in healthier facilities overall," says Ashkin.

Among the reasons this is happening, according to Ashkin, are the following:

- Cleaning professionals are often more aware of their customers' facility cleaning needs than anyone else
- Cleaning workers are more attuned to the negative health effects of traditional cleaning products
- More facilities that have long "intended" to go Green are now actually following through
- Confusion persists among consumers and managers on what makes a chemical, product, equipment, or cleaning service Green

• Green Cleaning is viewed as a "plus" for building managers seeking to keep tenants and look for perspective tenants

• Green Cleaning often reduces overall building operating costs

"What we are witnessing is almost a complete reversal of how cleaning workers have been perceived in the past," says Ashkin.

"Instead of being unseen and almost forgotten, many are now sitting at the conference table, helping managers run their facilities in a healthier, more sustainable, and more efficient manner."

*GreenAhead is a service of The Ashkin Group to help the professional cleaning industry as well as building professionals stay up-to-date on the latest changes, trends, and new directions involving Green Cleaning. ■

ISSA/INTERCLEAN Chicago 2012



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During the show, don't forget to stop by the ISSA Sales Office to start planning for next year's ISSA/INTERCLEAN North America, to be held **October 16-19** at McCormick Place in **Chicago**.

Staff will be on hand to help you book your exhibit space or hotel room—or just to answer your questions about the 2012 event.

The ISSA Sales Office is located in **Booth # 100** ■



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Take a Trip Through Time The ISSA Then and Now Showcase

Feel like there is nothing new in commercial cleaning? Think again. The intriguing products in the Then and Now

als like aluminum or plastic did not inhibit the imagination and initiative of the pioneers in the cleaning industry.”



Take a Trip Through Time in Booth 161

Showcase, located in Booth 161, reveal just how far the industry has come.

ISSA is partnering with the Don Aslett Museum of Clean to display a selection of antique cleaning products alongside a showcase of some of the industry's newest cleaning tools.

“The past is a big part of where we are and where we want to be,” says the museum's brainchild Don Aslett, founder and chair of Varsity Contractors. “Anyone—contractors, vendors, and suppliers—will be fascinated to see our primitive beginnings. The lack of materi-

More than 100 artifacts from the 5,000-piece collection were transported from the 75,000-square-foot Museum of Clean in Pocatello, ID, to ISSA/INTERCLEAN. These relics—some of them from around the turn of the century—provide a contrasting backdrop to the progressive products also on display.

“The things you will see will surprise you,” says Aslett. “This one-of-a-kind collection will give you a whole new appreciation for how far we have come in the quest to clean faster, better, cheaper, safer, and greener.” ■

Carroll Company Celebrates 90 years

Carroll Company is commemorating a milestone in the history of the company. 2011 will bring 90 years of quality steadfast service in the chemical manufacturing industry. Over the years Carroll has built a strong reputation based upon outstanding Quality, Value and Integrity.



This anniversary marks the founding of the company by M. W. Carroll. The business started as a wholesaler and source for Model T parts and accessories. Soon selections of cleansers were being carried and continued to evolve Carroll Company into one of America's leading independent manufacturers of chemical specialties including private label products.

Three generations of the Carroll family have guided the growth through acquisitions and expansions. Carroll Company has grown to total manufacturing space of over 562,000 SF between 3 manufacturing locations across



Celebrate with Carroll in booth 1855

the country. Headquartered in Garland Texas in the central section, Havre de Grace Maryland on the east coast, and Santa Fe Springs California on the west coast the company has expanded to cover the United States and beyond.

Carroll Company produces an extensive and broad line of industrial and institutional sanitary maintenance chemicals. The offering includes liquids, powders, aerosols, cartridge soap and dilution control systems. All products are manufactured with the same quality and performance that has given Carroll Company the years of success it has enjoyed.

For information on Carroll Company products contact Customer Service at 800-527-5722. ■

CASCADES TISSUE GROUP INTRODUCES SERVONE ITS NEW "ONE-AT-A-TIME" NAPKIN SYSTEM

Cascades Tissue Group is proud to introduce ServOne™, a new one-at-a-time interfold napkin dispensing system which is:

- **MORE ECONOMICAL:** by better controlling the quantity of napkins taken by patrons, thus reducing waste and cost for restaurant owners by up to 25%*.

- **MORE HYGIENIC:** Customers only touch the napkins they take. The innovative dispensing pack can also be directly loaded in a dispenser further minimizing cross-contamination.

- **MORE ENVIRONMENTALLY PREFERABLE:** In addition to reducing waste and consumption, Cascades® for ServOne white and Moka® napkins are also made of 100% recycled fiber and are certified Ecologo™ and Processed Chlorine Free®. Their smaller case size offers a reduced environmental footprint and storage savings of up to 50%*.

*When compared to traditional napkins/dispensers

The ServOne product offering includes two types of dispensers: a high capacity one for counters that can also be mounted on walls, and a second, more compact, that can be placed on tabletops. Both dispensers double as an advertising vehicle with a window insert feature to display promotions, new menu items or special events. Easy to customize templates are available for download at: www.afh.cascades.com/Brochures.aspx.

"In this economy restaurant owners

are looking for ways to improve their margins. The Cascades ServOne system allows them to reduce their costs with a



Cascades ServeOne System in Booth 2566

positive impact on customer satisfaction. This hygienic and quality product offering will also enhance the image of their establishment" says Isabelle Faivre, Away-from-Home U.S. Marketing Director at Cascades Tissue Group.

Cascades Tissue Group is a division of manufacturing and packaging leader Cascades, Inc. (CAS Toronto Exchange), is a pioneer in recycled paper manufacturing. The division has 17 mills spread throughout North America, including 10 in the United States. ■

10 Tips on Maintaining Cork Floors

Cleaning professionals are starting to see something new on their customers' floors. More facilities are installing Green and sustainable floors and one type of floor that is becoming increasingly popular is cork.

The Library of Congress in Washington, DC, now has cork floors in sections of the building. Hilton Hotels is installing cork floors in some of its locations as are schools, restaurants, office buildings, and even hair salons.

To help cleaning workers keep these floors clean, safe, and healthy, a manufacturer of professional floor care machines and equipment, offers the following tips.

1. Ask the flooring manufacturer for care and maintenance recommendations. Some cork floors are treated with finishes that can impact how the floor is to be maintained.

2. Make sure matting systems are installed at all entries to help prevent soils, which can lodge in porous areas of the cork, from being tracked in.

3. If placing mats on cork floors, make sure they are "breathable;" rubber or non-porous backings can trap moisture which can damage the floor

4. Vacuum the floor regularly. Backpack vacuum cleaners work well on cork and help remove sand and dust that can scratch the floor.

5. Clean up spills immediately. Moisture that sits on the floor for long periods can damage cork.

6. Damp mop regularly (depending



on use) with a neutral pH cleaner-do not use harsh chemicals. Wring the mop to remove excess moisture and chemicals.

7. Mop the perimeter of the floor first, and then work to the center.

8. Buff the floor using soft buffing pads. Buffing helps remove scuff marks and restore the natural shine of the cork.

9. Be careful not to drag cleaning equipment or carts over cork as this may cause deep gouge marks

10. Use Green certified cleaning chemicals on the floor; they have fewer volatile organic compounds (VOCs) and less impact on indoor air quality. ■



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Trebor Booth 527

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BOOTH #3522

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Saalfeld Redistribution Booth 3025

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Business cards are one of the oldest sales tools, dating as far back as 15th century China and 17th century Europe. After all this time, business cards remain amongst the strongest networking tools a business person has in their arsenal.

This Piece Of Paper Can Pack A Punch.

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6 Tips For Getting The Most Out Of Your Business Card.

Tip #1) Always Keep Some On Hand: You never know when an opportunity will present itself. You may encounter someone whose business might benefit you or your business. Having a business card on hand will make information exchange seamless.

Tip #2) Exhibit Proper Etiquette: When presented with a business card, reciprocate by offering yours. Show the other person that you take them seriously and are interested in their area of expertise.

Tip #3) Pay Close Attention to Card Design: The look and feel of your business card can say a great deal about you, make it a lasting impression. Strike the right balance between aesthetic appeal and the quality of paper you use.

Tip #4) Include Your Slogan: A 5 to 8 word slogan that cleverly describes your business will help your business card get noticed. Strong slogans add to the effectiveness of your business card and help build brand recognition for you and your business.

Tip #5) Business Cards Are An Active Tool: Business cards are a tool for active networking. Seek out networking opportunities and keep your ear to the ground; then, go out to events and deliver your business cards with every handshake.

Tip #6) Follow Up After Handing Out: Conducting a follow-up phone call or sending an email after a business card exchange will be the fastest way to increase sales. Make a proactive call to the person you exchanged cards with - if not, you run the risk of being just "another business card" in a person's desk drawer. Remember, "out of sight equals no sales opportunities."

Executive Summary:

For the serious businessperson, the business card has been, and will remain, an invaluable tool for networking. Even with all the technological advances in communication the past two decades - mobile phones, text messaging, e-mail, online messengers - classic sales tools like the telephone and the business card remain the most recognizable, understood and direct means to connect with prospects. If for no other reason than that, it is important you put some time and effort into the design of your cards.

Diversey Releases Annual Global Responsibility Report

Company Reports on Environmental, Social and Customer-focused Sustainability Performance

Diversey, Inc. reported improvements across key environmental metrics in 2010 and highlighted performance in social and customer-focused initiatives in its annual Global Responsibility Report.

The company's annual report summarizes Diversey's accomplishments across six sustainability focus areas: operations, customers, communities, workforce, partners and governance.

"We continue to make significant progress toward incorporating sustainable practices into all areas of our business," said Diversey President and CEO Ed Lonergan. "This report shows the passion and commitment of our employees to provide a cleaner, healthier future for the world while helping our customers do the same."

Significant milestones highlighted in the Global Responsibility Report include:

- Sponsorship of a Climate Change Summit, bringing together some of the industry's leading businesses to address climate change and mitigate its risks;
- The first installation in the Upper Midwestern United States of a combined heat and power fuel cell, providing 40

percent of the power and 80 percent of the heat necessary for its 278,000 square-foot global headquarters building in Sturtevant, Wisconsin;

- Performance improvements against four key environmental measures, including an 8 percent reduction in net water consumption, a 4 percent reduction in total water consumption and a small decrease in total energy;

- Introduction of innovative solutions that improve cleaning and hygiene processes for customers to achieve superior results while improving overall sustainability; and

- Leadership of the Bottle School Project, a groundbreaking initiative in the Philippines that addresses a pressing shortage of school buildings by using discarded plastic soda bottles to build efficient schools.

The report is global in scope, covering all Diversey business units around the world. The Global Responsibility Report content is tracked against the Global Reporting Initiative, a widely accepted standard of sustainability reporting. ■

Changing the Way the World Views Cleaning

Continued from page 1

The Value of Clean Calculator

This first-of-its-kind calculator will measure the impact cleaning has on critical areas, such as occupant productivity, absenteeism, asset preservation, and sustainability. By using this tool, ISSA members can directly show facility managers the unrealized savings achieved through proper cleaning, justify necessary new investments and garner increased appreciation by management for the true value cleaning can provide an organization

Transpare™

This is the first online platform to help purchasers of green cleaning products easily differentiate options using an unprecedented level of comprehensive and transparent environmental, safety and health attributes. Users will be able to easily identify what makes up a product's overall environmental attribute profile and ensure that these qualities are in line with purchasers' specific sustainability needs. Manufacturers also are able to leverage Transpare to better promote their products' innovative environmental, safety, and health attributes in a harmonized platform for the first time.

"Cleaning has a direct impact on human health, the environment and facilities' bottom lines," says ISSA Executive Director John Garfinkel. "Our new brand identity speaks to this far reaching impact, and we are taking concrete steps, through the introduction of new tools, services, and information, that will enable our organization and our members to change the way the world views cleaning."

In addition to the Value of Clean Calculator and Transpare, ISSA will feature other valuable tools and services it provides association members during ISSA/INTERCLEAN. Located at the ISSA Resource Center, Booth 3868, visitors will also find information and demonstrations about:

Cleaning Industry Management Standard (CIMS)

The first facility management standard, developed in conjunction with experts from all segments of the industry, which outlines the primary characteristics of a successful, quality cleaning organization. It is the only certification program for facility managers that provides a detailed roadmap for evaluating and improving the management of their cleaning processes, ensuring they have implemented the most efficient, quality processes for their needs.

ISSA Certification Experts (I.C.E.)

A program that enables ISSA members to provide training and consulting services to cleaning organizations interested in complying with and preparing to be certified to the Cleaning Industry Management Standard (CIMS). I.C.E.-certified members can become an indispensable resource to their

customers or their own organization, helping them achieve certification goals in an effective and efficient manner.

ISSA.com

The ISSA Web site is the cleaning industry's No. 1 online resource, averaging nearly 90,000 product and educational video views per month and providing comprehensive industry data, daily news, and regulatory updates. It features an online buyers guide - searched more than 15,000 times each month—to help users find ISSA member companies that meet their needs for cleaning supplies and services.

These products and services form the foundation of ISSA's renewed commitment to fostering innovation, setting standards, helping members make valuable business connections, and educating the commercial cleaning industry on cleaning as an investment," says Garfinkel. "Our new logo and tag line represent our promise to our members and the importance of our shared values. The cleaning industry is evolving, and ISSA is determined to stay ahead of the trends and better serve our members." ■

Floor Cleaning System That Is Smaller, Simpler, and Oh So Effective

Kaivac, makers of the No-Touch Cleaning® system, is getting a lot of attention thanks to a totally new cleaning system just introduced: the OmniFlex™ Dispense-and-Vac System.

The Dispense-and-Vac is a low-cost dispense and vac system that dispenses



Kaivac Booth 1123

fresh cleaning solution on floors.

Solution and contaminants are then vacuumed up. It's faster, cleaner, healthier, and safer than using conventional cleaning tools such as brooms and mops. Plus floor dry much faster.

Simple to use, the Dispense-and-Vac System is also compact, making it easy to store.

For more information, visit www.kaivac.com or call toll-free: 800-287-1136. ■

New Product & Exhibitor Highlights

Cascades Tissue Group Booth 2566

Cascades moka
 INTRODUCING NEW CASCADES MOKA.

ANOTHER FIRST.
 WHO SAYS BATHROOM TISSUE HAS TO BE WHITE?
 INTRODUCING NEW CASCADES MOKA.

Who says bathroom tissue has to be white? Introducing new Cascades Moka. Fully recyclable. 100% recycled paper. The Cascades Moka bathroom tissue matches 100% unbleached recycled fiber, is the most environmentally responsible choice on the market, by adding 20% recycled fiber to its top ply and eliminating bleaching chemicals. Cascades has achieved an amazing feat without compromising softness. This innovation reduces the environmental impact of its new product by 20% and guarantees you emissions by 20% compared to our premium white bathroom tissue also made from 100% recycled fiber.

Cascades Moka, a new roll model for the environment.

1-800-246-0111 (CASA) | 1-800-361-8979 (CASA)
www.cascadesmoka.com
 ISSA Booth # 2566

Georgia-Pacific Booth 1830

WE'RE EVERYWHERE FOR A REASON.

enMotion
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Why are there so many enMotion® sheet dispensers around? And is there one better than all the others? It's the new way of getting the most out of your paper. enMotion® lets you save money and time, reduce waste that would otherwise end up in landfill. There are lots of reasons why. Visit www.enmotion.com or stop by ISSA booth 1830 and we'll give you some more.

San Jamar Booth 935

DISCOVER THE **TREASURE** TO MAKE YOUR BUSINESS THRIVE.

Looking to increase sales? Your current customers have needs beyond mainstream products in other areas of their facilities, including kitchens, cafeterias and self-service customers. Learn how you can fit these needs by visiting booth #935 at the upcoming ISSA show. www.sjamar.com

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 TREAT • SAFE • SERVICE

VISIT US AT BOOTH #935 TO ENTER FOR YOUR CHANCE TO WIN IN OUR GIVEAWAY!

Occidental Chemical Booth 4117

Peladow™
CALCIUM CHLORIDE PELLETS
 PREMIER SNOW AND ICE MELTER

Occidental Chemical Corporation (OxyChem) introduces a 40 lb. square pail to its package offering of PELADOW™ Premier Snow & Ice Melter Calcium Chloride Pellets. It is ergonomically friendly and readily available for the 2011-12 winter season early-buy. Made in the USA. To locate a distributor, please visit www.oxycalciumchloride.com.

SCA Tissue Booth 2430

Let's talk about you.

Your growth is our goal. Whether it's cost savings, green initiatives or industry insights, whatever matters most to you is our first order of business.

Come start a conversation at SCA booth 2430. Tork. It's better business. Hands down.

SCA Tissue Booth 2430

In the last 10 years, SCA has used **12 billion pounds** of recycled paper to make its Tork™ towels, tissue, and napkins in North America.

That's equal to the weight of **1.5 million elephants.**

Sometimes big steps are needed to make a lighter footprint

Stop by SCA booth 2430 to find out how Tork can help your business reduce its environmental impact. Tork. It's better business. Hands down.

Kruger Products Booth 2973

IT'S ONE THING TO SAY YOU'RE COMMITTED TO SUSTAINABILITY. IT'S ANOTHER THING TO GET THE EXPERTS TO AGREE.

At Kruger Products you will find the largest portfolio of Forest Stewardship Council (FSC) Chain of Custody (COC) certified products in North America. The certified products are 100% certified, including 70 Recycled Fiber products available. It's your assurance of responsible production and consumption. From forest to product to waste and beyond, from the pulp to the finished product, we manage the entire process. The commitment is real and it comes from the leadership of our sustainable management. The commitment is real and it comes from the leadership of our sustainable management. Learn more about it at www.kruger.com

EMBASSY SWAN ESTEEM 2015 Kruger Products

Convermat Booth 1795

Convermat. Your strongest tissue link, from source to supply.

Convermat is the world's leader in green rolls of tissue, with unparalleled starter expertise, industry knowledge and financial resources to strengthen your supply chain and enhance your bottom line.

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Wausau Paper/Bay West Booth 3341

Colorful.

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Research Roundup: SCA Uncovers Valuable Insights on Sustainability and Hygiene

SCA's focus continues to be that of "better business" for its customers, an approach that will be highlighted at this year's ISSA/INTERCLEAN® show. To SCA, better business goes beyond customer service, using a segment-driven approach to understand the challenges and unique needs of target customer groups. These insights are then applied to focus product, service and tool development to better meet customer needs. As part of this approach, SCA is committed to providing customers with valuable resources and research aimed at helping them understand the expectations and needs of patrons of their businesses.

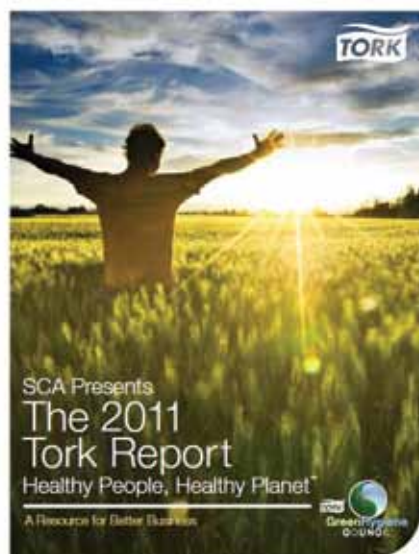
Working with a variety of third-party research organizations, including Harris Interactive®, and academic authorities and experts, such as the Tork Green Hygiene Council™ (TGHC), SCA commissioned research over the last year that provides key insights and perspectives aimed at helping customers grow their business.

Tork Report: Healthy People, Healthy Planet™

The second annual Tork Report is designed to provide customers with information focused on conducting better business. This year's results showed that customers are paying attention to the details, specifically those related to hygiene. When facilities appear unclean, they are not shy about sharing their opinions, as 75 percent of American adults would be at least somewhat likely to complain to the manager or staff member of a public facility if it seemed unclean. However, the Tork Report showed that the other 25 percent of American adults keep their disapproval to themselves or tell a friend about the unhygienic facility, ultimately endangering the reputation of the facility. These and other valuable insights from the report can help businesses take an educated approach to how they manage the cleanliness of their facility and ultimately, improve their bottom line. To review the rest of the survey's findings, visit www.betterbusiness.torkusa.com.

Tork "Better Business" Podcasts

Released in August, the Tork podcasts include discussions by the TGHC members regarding the benefits of sustainability and hygiene to create first-hand understanding for listeners on why these topics are vital to any business. The first podcast, Clean Business, Happier Customers, is led by hygiene experts Dr. Allison Aiello and Donna Duberg. It enforces how prioritizing hygienic practices can lead to happier customers and a thriving business. The experts also provide valuable insight into both consumer and professional perspectives on hygiene and infection control. The second podcast, Driving Success with a Sustainable Business Model, features commentary from sustainability expert Josh Radoff and SCA sustainability marketing manager Mike Kapalko on best practices to consider when incorporating sustainability into a business and the benefits it has



on profitability. The TGHC members provide actionable advice for businesses looking to prioritize sustainability and hygiene in their business models. To download and listen to these podcasts, visit www.betterbusiness.torkusa.com.

Third Annual Green Business Survey

For the third consecutive year, SCA has conducted a survey to help customers better understand how environmental standards affect consumer buying and loyalty habits. This year's Green Business Survey found that 77 percent of American adults purchase green products or services, including 57 percent who do so because they believe it's better for the environment. These results, as well as those from the 2009 and 2010 surveys, showcase sustainability as a new way of life, with both of the previous surveys revealing more than seven in 10 adults continued purchasing "green" products and services, even during the down economy.

Consumers are also careful about how they verify companies' claims to sustainability, with 72 percent of American adults indicating they know how to determine if a green claim or statement is true. The survey also revealed that only six percent of American adults rely on reputation, awards or news stories about the company to verify green claims or statements. However, 21 percent feel that independent third party certification is the most reliable method to determine viability. These findings show that green is truly here to stay—something that businesses must be willing to embrace for the benefit of their consumers, as well as that of their organization.

With a focus on "better business," SCA is more committed than ever to helping customers drive successful business platforms through the prioritization of sustainability and hygiene and fulfilling their needs as a strategic partner. As part of this, SCA understands that constructing better business includes developing research that educates customers on how consumers are interacting with a facility and what they are seeking when they patronize a business. As it looks towards the future, the company remains committed to providing these resources to customers and helping them stay on top of the ever-changing needs of their

patrons.

More information on these and other SCA-sponsored research initiatives are available at www.torkusa.com and www.betterbusiness.torkusa.com.

Visit SCA in Booth #2430 ■

Zephyr Announces Expansion of Microfiber Product Offering

Zephyr Manufacturing is proud to announce the expansion of our microfiber product offering. Our selection now includes flat mop pads as well as colored towels and scrubber pads. Color-coding your microfiber cleaning system

allows you to improve training, elevate employee performance, and prevent cross-contamination. For more informa-



Zephyr Microfiber Products

tion on microfiber and Zephyr's extensive offering of hard floor care products, please visit us at booth #1687. ■

Triple S Awarded Premier Group Purchasing Agreement

Triple S is pleased to announce that the company has been awarded a Premier Group Purchasing Agreement as Authorized Distribution for Paper and Janitorial Supplies. The 3-year agreement becomes effective November 1, 2011. Premier is the nation's largest healthcare alliance with 1,700 hospitals, and more than 49,000 other healthcare sites. This contract gives Premier members' the option of purchasing their products from a locally owned business that focuses on service and solutions.

"The Triple S Membership is very proud to be awarded this contract. Both organizations share similar goals in holding healthcare costs down and improving the patient experience", stated Alan E. Sadler, President of Triple S. "Triple S Member-dealers look forward to partnering with Premier facilities in their market, and offering the lowest total cost solutions for their paper and janitorial needs. The local Triple S Member is well positioned to provide the facility maintenance expertise required to insure that the proper systems, supported by training, are in place. Our collective efforts to combine the most labor efficient systems with regular staff training better position

us to help our healthcare facilities achieve lowest total cost facility maintenance solutions."



Premier is a performance improvement alliance of more than 2,500 U.S. hospitals and 75,000-plus other healthcare sites using the power of collaboration to lead the transformation to high quality, cost-effective care. Owned by hospitals, health systems and other providers, Premier maintains the nation's most comprehensive repository of clinical, financial and outcomes information and operates a leading healthcare purchasing network.

Triple S is a Member-owned, national distribution services and logistics company that provides facility maintenance solutions to the education, healthcare, commercial, retail, industrial and government markets through a network of independent Member-dealers and regional distribution centers. ■

Cleans Surfaces; Eats Contaminants

One of the unique things about the effective, high-performing bioactive product ES680 Super Floor Degreaser from Enviro-Solutions is that it not only cleans surfaces but eats contaminants as well.

What's more, it keeps on eating con-



taminants long after cleaning is over.

Green-certified ES680, made from bacteria, enzymes, nutrients, and surface cleaning agents, makes soiled, contaminated, and sticky surfaces in theaters and

kitchens cleaner, less slippery, removing mal-odors. In fact, it is so effective it even eliminates the feeding sources for insects, helping to get rid of them too.

For more information, visit www.enviro-solution.com or call toll-free: 877-674-4373.

About Enviro-Solutions

Enviro-Solutions is a leading manufacturer of environmentally preferable cleaning products. An ISO-9001 certified company, Enviro-Solutions was established in 1994 with very focused goals: To develop and market a superior line of environmentally preferable cleaning products and solutions. Using advanced technology, the company manufactures products that offer proven safety, health, and environment benefits without sacrificing product performance and are competitively in price. ■

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Process Cleaning for Healthy Schools™ (PCHS) Names Green Works® Concentrated Cleaners as a Preferred Cleaning Product for School Cleaning

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seamlessly within the Process Cleaning system to clean high-use areas: desktops, bathrooms, door handles and more.

Prior to becoming a preferred cleaning product by PCHS, Green Works® Concentrated Cleaners were tested by the International Executive Housekeepers Association's (IEHA) High Performance Cleaning Product (HPCP) Testing Program in conjunction with the University of MA Lowell TURI Lab. Green Works® Concentrated Cleaners met the HPCP program's rigorous standards and proved the product line's efficacy.

"We are extremely proud to be associated with such an important organization breaking ground in the

education space," said Lynda Lurie, marketing manager, Clorox Professional Products Company. "As part of the Process Cleaning Consortium, we are honored to have a voice among industry leaders to continue to meet the diverse cleaning needs of schools."

Process Cleaning has been implemented in more than 150 schools nationwide, with as many as 200 more schools joining next year. PCHS also plans to serve other facility types in the future.

To learn how Process Cleaning can benefit your school, visit www.PC4HF.org or contact Rex Morrison at (530) 559-9116 or Rex.Morrison@att.net. ■

SofPull® Automated Touchless Towel Dispenser Voted Cleaning Industry's Most Innovative Paper/Plastics Product

Garnering the most votes by industry distributors and end-users, Georgia-Pacific Professional's SofPull® automated touchless towel dispenser edged out two competitors to win the 2011 ISSA Innovation Award in the

recognizes notable products and services developed by manufacturers in the sanitation industry. Award winners will receive a trophy and a display in the special 2011 Innovation Award Winner section of the "Then & Now Product Showcase," featuring Don Aslett's Museum of Clean, at ISSA/INTERCLEAN.

This is the fifth year Georgia-Pacific Professional has received an ISSA Innovation Award. The company was recognized for its enMotion® recessed towel dispenser in 2005, Safe-T-Gard® door tissue dispenser and trash receptacle in 2006, enMotion® Impulse® 8 towel dispenser in 2007, and most recently for its SmartStock Ultra® cutlery dispenser and carousel in 2008.

The Sofpull automated dispenser is available in both translucent smoke and new translucent white, and it can help enhance a facility's image while its touchless technology can help reduce the risk of cross-contamination and create a healthier workplace. Additionally, its one-at-a-time dispensing and adjustable sheet settings can help reduce usage over kitchen roll towels*, helping to provide low-maintenance upkeep with fewer roll changes.

For more information about SofPull® dispensers and other efficient, hygienic Georgia-Pacific Professional solutions, please visit <http://www.gppro.com> or call 1-866-HELLO GP (435-5647). ■



Georgia-Pacific SofPull®

Paper/Plastics Category. This innovative touchless towel dispenser provides a hygienic, cost-effective solution, with a slim, innovative profile that allows it to fit in virtually any washroom, break room, or 'back-of-house' work area.

"Georgia-Pacific Professional is honored to receive this year's ISSA Innovation Award," said Alex Volpe, vice president and general manager – towel category, for Georgia-Pacific Professional. "This recognition validates our ongoing commitment to meet and exceed our customers' needs and expectations by producing washroom solutions that improve hygiene, reduce waste and increase cost savings."

The ISSA Innovation Awards

NISSCO AWARDS KUTOL PRODUCTS COMPANY SUPPLIER PARTNER SUSTAINABILITY AWARD

Continued from page 1

ier cleaning alternatives," points out Bozich. "Now, our industry is moving from promoting green to the larger picture of supporting sustainability. KUTOL is a shining example of a manufacturer that fully embraces sustainability in its production and leads the industry by obtaining one of the industry's first LEED Silver certifications."

The new KUTOL facility was built from the ground up, with a focus on sustainability and the environment, choosing to build on a defunct government storage site. "As construction workers cleared the site, approximately 8,000,000 pounds of old concrete was pulverized and used creating new concrete," points out Joe Rhodenbaugh, president of KUTOL Products Company. "Overall, we were able to recycle over 95% of construction waste and more than double our capacity with our expanded space and investment in state-of-the-art equipment."

The new facility depends upon geothermal energy generated from an adja-

cent pond to conserve energy costs. Some statistics show geothermal heat pumps use 25% - 50% less electricity than conventional heating or cooling systems. Best of all, about 70% of the energy used is renewable energy from the ground.

For greater energy savings, KUTOL installed high efficiency lighting with motion-sensor controls. Special CO2 monitors control the mix of fresh air to inside air to assure consistent indoor air quality. The company chose low-to-zero VOC carpet and paint, and used opportunities for natural light.

KUTOL Products Company manufactures hundreds of different hand hygiene products from moisturizing liquid soap to hard-working pumice-based options, all in the United States, at this manufacturing facility. There is a full range of antibacterial soaps and sanitizing foams and gels, as well as environmentally certified, Green Seal products. The company also offers a bio-based hand sanitizer that is dye and fragrance-free. ■

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Booth 1555!

Trade Show Schedule

Thursday, October 20: 10:00 A.M - 4:30 P.M.

Show Floor Happy Hour - 4:30 P.M. - 5:30 P.M. Booth 466

Friday, October 21: 9:00 A.M. - 1:00 P.M.

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Saalfeld Partners with Golden Star

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"Also, they'll have a smaller freight pre-paid minimum available when they order through Saalfeld."

Golden Star President Steve Lewis says the ability to order smaller shipments than those available directly from the manufacturer will be a major benefit for his customers.

"With this option, our customers will have more flexibility in keeping an adequate amount of product on hand for their customers and at the same time have better control of their cash flow," Lewis said. "While we'll continue to serve those customers who order directly from us, this partnership represents an additional tool our customers can use to manage their businesses, and their inventories, more effectively."

A company that has been in the cleaning industry for more than 100 years, Golden Star carries a wide assortment of dust mops, wet mops, microfiber mops and other microfiber products.

Saalfeld representatives will be on hand to discuss the new partnership, along with Saalfeld's other products and services, at Booth #3035 at the trade show during exhibit hours today through Friday, Oct. 21. Saalfeld repre-

sentatives will also be promoting their new Green Buyer's Guide, which offers detailed information about environmentally-certified products available from major suppliers.



Through its new partnership, Golden Star customers now have the ability to mix and match up to 18,000 unique stock keeping units (SKUs) available through nine U.S. warehouse locations operated by Saalfeld Redistribution. Visit them in Booth 3025

For more information about Saalfeld Redistribution, visit www.saalfelddistribution.com.

Georgia-Pacific Professional Offers Comtemporary White Design for Several of its Washroom Dispensing Solutions

Continued from page 1

withstand heavy usage, this new sleek design will help convey a contemporary look for washroom areas."

In addition to enhancing facility image and décor, all translucent white products offer waste-reducing benefits and require low-maintenance upkeep. The enMotion® touchless towel, soap and sanitizer dispensers and SofPull tissue one-at-a-time dispensers have been shown to minimize use and help reduce the risk

of cross-contamination.

The translucent white color option is available for enMotion classic towel dispensers, enMotion® Impulse™ towel dispensers, SofPull mechanical towel dispensers, SofPull centerpull towel and tissue dispensers, Compact tissue dispensers, enMotion soap and sanitizer dispensers, Georgia-Pacific manual soap and sanitizer dispensers, and Georgia-Pacific air freshener dispensers. ■

Golden Star Acquires MIMA Towel and Supply LLC

Golden Star Inc. is pleased to announce the acquisition of MIMA Towel and Supply LLC, Asbury Park, New Jersey. Since its establishment in 2003 MIMA has become the industry's leading innovator in microfiber products and appli-



cations. Mike Nitto, Founder and CEO of MIMA, will be joining Golden Star and championing Golden Star's new MIMA Microfiber Division with his knowledge and expertise in this field.

"The opportunity to broaden and

deepen our microfiber line with MIMA's opens a new era for us," according to Steve Lewis and Earl Julo, Co-Presidents of Golden Star. "Combining MIMA's antimicrobial microfiber cloths; luxurious, soft towels; and custom blended wipes with our microfiber and conventional mopping line further advances our goal of providing the entire spectrum of hard surface cleaning solutions."

"I am thrilled to be joining an organization with such a rich history and tradition," stated Mike Nitto. "Our shared philosophies can only enhance our offering while enabling us to develop and provide the most innovative microfiber solutions." ■

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The enMotion® dispenser is only available for lease through an authorized GP distributor.

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