

Walden's CONVENTION DAILY



A Walden-Mott Publication

Las Vegas

Wednesday, October 21, 2015

Booth 756

Spartan Selected as Interline Brands Supply Chain Leader of the Year!

Spartan Chemical Company, a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, was recognized this

Each year, Interline Brands is proud to present its Annual Partnership Awards to recognize vendor partners for superior performance in key areas that improve efficiency and profitability companywide.



Spartan Chemical sets an industry example for true Supply Chain Leadership and proudly accepts the Interline Brands Supply Leader Award for 2015

year as **Interline Brands Supply Chain Leader** for 2015.

Vice President Merchandising, Interline Brands. "From their effective communi-

Nominees are selected by Interline associates and leaders from multiple departments, and winners are chosen from a group of finalists that have distinguished themselves in one or more of the award categories.

"Spartan was chosen as a result of superior operating efficiencies, excellent service levels and continuing lead time improvement," said DJ Christensen,

continued on page 4

Q&A with SCA's Don Lewis

Following a recent corporate restructuring, SCA announced that Don Lewis will now lead the company's Away from Home (AfH) Professional Hygiene business in North America and in Europe. Don, who has been president of SCA in the Americas since 2011, officially transitions into the new role on January 1. With more than 27 years working in professional hygiene, Don's experience is hard to surpass and with his expanded responsibility, he becomes one of the most influential leaders in the industry. Walden's conducted a Q&A with Don to talk about his new role and the key trends he sees in the AfH sector.



Don Lewis

WALDENS: Congratulations on your new role. What's the strategic advantage in having you take on the European and North American responsibilities for SCA's Away from Home category?

DON: Our restructure, as well as my new role, is aimed at deepening our customer-centric approach. The Tork brand is the only global brand in the AfH category.

Our innovations are based on insights we get from our customers around the world every day, and we know firsthand that a key learning from one market can benefit our customers in other parts of the globe. This new structure keeps our fingers on the pulse of customer needs and expectations.

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Here's Your Punch List for ISSA/INTERCLEAN 2015

With so many people to see and things to do, it can be hard to decide where to go first, when you arrive at ISSA/INTERCLEAN® North America 2015. So here's a list of "can't miss" events and places at the largest international show for facility solutions.

New Outdoor Exhibits Offer Open-Air Experience

ISSA/INTERCLEAN is bringing some of its exhibits out into the fresh air this year. Exhibitors will showcase cleaning equipment, including live demonstrations of high-pressure washers, rider sweepers, and floor strippers in the Outdoor Exhibit Area. Hungry? Grab a bite from the food trucks that will join the large branded trucks showcasing their wares.

While you're there, make sure to check out the classic cars that will be there from October 21-23. Don't forget to take a selfie with one of the showgirls or celebrity lookalikes and post it to social media with hashtag #ISSA2015!

Keynote Speakers Will Rev up the Crowd

If you're looking for inspiration and insights all wrapped up in one, plan to attend the ISSA Keynote Addresses on the show floor at the ISSA Keynote Stage, Booth 281.

- Afterburner Inc., a team of real-life fighter pilots, will reveal "The Secrets of Flawless Execution" on Wednesday, October 21, at 8:00 a.m.



Jim Murphy

- Comedian and talk-show host Jay Leno will make you think twice about your business perspective during "Funny Business," a private performance on Thursday, October 22, at 8:00 a.m.
- Investor Kevin O'Leary ("Mr. Wonderful" from the TV show "Shark Tank") will share what it takes to be successful in today's volatile economy during the ISSA Excellence Awards Luncheon on Friday, October 23, at 1:00 p.m. He will also reveal whom he chose as winner of the ISSA Excellent Idea Contest.



Jay Leno



Kevin O'Leary

And That's Not All ...

At ISSA/INTERCLEAN 2015, you can also:

- *Come to the ISSA Keynote and Education Stage.* At ISSA/INTERCLEAN 2015, you can attend sessions right on the show floor from Wednesday through Friday. Just stop by Booth 281.
- *Win prizes with the ISSA Mobile App, presented by title sponsor R3.* Check out the ISSA Innovation Showcase, Booth 399, and cast your vote for the ISSA Innovation Award Program Visitors' Choice awards using the app's built-in QR code scanner for a chance to win an Apple iWatch. You'll also be eligible for a cash card when you select exhibitors for the Best Customer Service Awards, or win an Apple iPad Mini when you participate in the app's Scavenger Hunt. Download the app by visiting issa.com/app on your mobile device.
- *Talk shop at the Meeting Hub.* Visit Booth 3601 to reserve a quiet spot where you can meet with customers or colleagues.
- *Rest up!* Recharge yourself—and your electronic devices—at the ISSA Recharge Lounge, Booth 399 (sponsored by YES). While you're juicing up, you can share highlights of the show (including live video courtesy of the ISSA-TV live stream) with your friends and colleagues by using the #ISSA2015 hashtag.

ISSA/INTERCLEAN Trade Show Hours

See the latest innovations from more than 700 exhibitors in the exhibit hall and Outdoor Exhibit area, which will be open during the following days and times:

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



Trebor Tissue!

Booth #155

Kruger Products AFH L.P. Unveils New Brand Identity at ISSA

Kruger Products AFH L.P. has been working on the integration of Metro Paper Industries since acquiring its assets in June 2014. The Away From Home (AFH) integration team has been focusing on executing the strategic plan including investing in new assets and merging portfolios and SKUs, along with creating a new legal entity for the organization.



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"This move was a strategic business decision and the result of careful consideration regarding the business' long-term direction and continued success," said Rob Latter, Corporate Vice-President, AFH Business and Strategic Planning, Kruger Products AFH L.P., who is attending the ISSA/INTERCLEAN NORTH AMERICA Trade Show here in Las Vegas.

Latter says that going forward the new company will focus on the hallmark brands from both sides of the business in the Premium (Embassy®), Classic (White Swan® and Chalet) and Value tiers (Metro). Some of the existing brands will be discontinued and others will be transitioned over time as the company looks to provide the market with a North American

product bundle to serve all segments from Premium to Value. Brands have undergone a refresh for a more attractive and contemporary look. Customers will begin to see new branded packaging from Kruger Products AFH L.P. in the very near future.

"We're very happy about this latest development in Kruger's evolution," said Latter. "And we're excited to unveil our

new look, plus the first products in our new brand line-up -- the redesigned Embassy® brand -- right here, at the industry's premier show. We believe our new product line-up provides a broader range of choice for our customers and we look forward to hearing their impressions. This has been a much-anticipated launch for us internally, and so we're really looking forward to hearing the response from show attendees -- we encourage them to stop by our booth."

Kruger Products AFH L.P.'s new booth will feature Kruger's bathroom tissue dress models wearing garments created from Kruger Products' bathroom tissue base sheet to showcase the luxuriousness of the product.

Visit Kruger Products AFH L.P.'s new booth, #3529, situated on the ISSA/INTERCLEAN NORTH AMERICA Trade Show floor for more information about the company and to have a photo taken with Kruger's bathroom tissue dress models. ■

Q&A with Don Lewis

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I believe it will lead to further innovation and insight that strengthen our customer relationships and differentiate our brand in the marketplace.

WALDENS: Let's talk about innovation. Tork has won some prestigious awards for the design of its dispensers including a recent International Design Excellence Award. How innovative can you get in this category?

DON: I think you'd be surprised. On the surface you'd think there is not much that's exciting about a towel or soap dispenser, but today the world expects innovation in virtually everything, especially things that touch daily life. SCA's products impact people every day, even if they don't think about it consciously, and the Tork brand is committed to offering surprisingly simple ways to reduce hassles and empower our customers to be ready to improve their businesses. We have to innovate to stay relevant and provide the best possible customer and user experience, and you'll see some examples of that innovation at the ISSA show this year from design to technology to functionality.

WALDENS: What are some of those innovations?

DON: At SCA, it's form plus function that really differentiates our products in the marketplace. We look at things holistically. New this year, our Tork Image Design line of dispensers marries beautiful design with functionality. They not only look elegant, but are designed to meet the higher-end demands of end users. Whether it's Image Design for the washroom or our Xpressnap Image napkin dispensers, we believe there's an art to creating impressions, and we offer systems and solutions that address the needs of customers who expect a better experience from the tabletop to the washroom. You can see our Image products on display at the show this week. We ensure the needs of our customer's customers are met. Let me give you

an example, if you're using the washroom in your office or at a stadium and the soap dispenser is empty that's pretty frustrating. If you've ever realized too late that the stall is out of bath tissue? Now that's a bad experience. With the new Tork EasyCube Intelligent Restroom System, we've got an "app" for that. Tork EasyCube lets facilities managers track and predict -- using a mobile app -- when washroom supplies are running low. That's information they'd rather know before a problem arises from an irate employee or customer. It's one new way we're taking the next step in supporting our customers.

WALDENS: SCA was also just named to the Dow Jones Sustainability Index. How much is sustainability driving the business?

DON: We're very proud and honored by third-party recognition, and it's not the first time SCA has achieved accolades for our work in sustainability. When we tell customers about Tork systems that come from SCA, we want it to mean something. It starts with our commitment to being a sustainable company, which has defined who we are for our 300 year history as a company. For the Tork

brand that may mean creating tissue made from recycled materials or producing dispensers designed to give an end user the right amount of towels or napkins every time without excess. That allows our customers to control their cost of use, cost of materials and the cost to the environment, without sacrificing quality. It's a core part of who we are, and you can feel it when you visit our manufacturing plants. Our people are committed to making a difference in their communities and around the world. It's a key source of pride for us.

WALDENS: Why has Tork been so successful as an Away from Home global brand? And do you expect that growth to continue?

DON: Yes, I expect SCA and the Tork brand to continue to grow. Tork is now sold in 90 countries, we install six million dispensers a year globally and this year we introduced Tork to the Brazilian market. We are still focused on growth and we will continue to invest. At the end of the day our customer centricity, commitment to listen and innovate, and our corporate values around key issues like sustainability have created an environment where Tork and SCA are brands customers want. That's a win-win situation. ■



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Terry Neal receiving ISSA's 2015 Manufacturer Representatives' Distinguished Service Award

ISSA announced on August 25, 2015 that Terry Neal, President and CEO of Impact Products, will be receiving the **Manufacturer Representatives' Distinguished Service Award**.

This honor recognizes a person within the cleaning and maintenance industry who has had a positive impact on the in-

dustry with a focus on supporting manufacturer representatives.

This award is presented on behalf of all independent manufacturer representatives. The award will be presented at the ISSA, Manufacturer Rep Forum & Reception, which takes place October 22, 2015 in Las Vegas. ■

OUR PREMIUM REVEAL...



Exciting things have been happening at Kruger Products AFH L.P. since our last appearance at ISSA. We've been busy behind the curtain updating our product lines to provide our Away From Home customers with the best offerings within our premium, classic and value tiers.

VISIT OUR **BOOTH #3529** TO SEE OUR NEW LOOK AND HAVE A PHOTO TAKEN WITH OUR BATHROOM TISSUE DRESS MODELS.



Kruger Products
Away From Home

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SCA Launches Tork Image Design Line of Dispensers at ISSA/INTERCLEAN 2015

When creating any business space, be it a restaurant or office, every part of the experience should contribute to a flawless impression. Tork Image Design dispensers deliver continuity and elegance that begins at the front door and carries through to the washroom.

Premiering at this year's ISSA/INTERCLEAN show, attendees are the first to see how the premium line of dispensers provides a timeless design with



Tork Image Design

level of satisfaction.

"Tork continues to innovate within the washroom space by focusing on image-conscious customers, who want to provide a consistent, clean and high-end experience for their visitors, guests and employees," says Cheryl Rickert, washroom marketing director for SCA's Away-from-Home Professional Hygiene business in North America. "The full line of towel, bath tissue and skincare dispensers combines form, function and premium quality to enhance and seamlessly complement washrooms."

While good design is highly important, functionality remains the backbone of any washroom upgrade. Businesses and institutions continue to incorporate modern elements with a focus on functionality in a wide range of facilities, such as



Tork Image Design Dispenser

reliable functionality that complements any washroom environment so that businesses can offer patrons an even greater

restaurants, hotels, and office spaces. The Tork Image Design line responds to the demands of an image-conscious customer while continuing to improve upon performance.

"This is a step that Tork is taking to ensure customers do not have to choose between stylish design and functionality," continues Rickert. "Businesses are judged in part by their facilities and amenities and often functionality and design make a real difference in how those businesses are perceived. The Tork Image Design line of dispensers was developed to

improve the overall guest experience."

ISSA show attendees and Tork customers will have access to the full line of Tork Image Design dispensers at the show, as well as online (torkusa.com/imagedesign). Employing touch-free and automatic capabilities, the dispensers deliver on hygiene standards and are made of premium materials including brushed stainless steel exteriors featuring anti-fingerprint protection. Tork Image Design dispensers continue to deliver on a premium promise with a wide range of dispensing options and corresponding Tork Premium refills to improve upon any washroom.

Stop by the SCA booth (#2047) to be one of the first to get a look at the premium line of Tork Image Design dispensers. ■

Visit the ISSA Resource Center and Say Cheese

Head to the ISSA Resource Center, Booth 899, to learn how ISSA's member resources can help you shift your future into high gear.

As part of its mission to help its members change the way the world views cleaning, ISSA recently launched several new resources.

- **The new ISSA Clean Standard: Institutional and Commercial.** Find new ways for facilities to objectively assess the effectiveness of their cleaning processes.
 - **New Value of Clean Safety Tool.** Demonstrate how cleaning improves safety, leading to savings for customers.
 - **New distributor sales market study.** Find valuable information on distributor sales of chemicals, janitorial supplies, paper/plastic products, power equipment, and more.
 - **New Spanish technical training materials.** View the newest Spanish translated ISSA technical DVDs.
 - **New issa.com tutorials.** Discover big advances on issa.com, including tours of the issa.com website, convenient access to personalized content, and custom playlists.
- While you're touring the ISSA Resource Center, browse ISSA's extensive bookstore. Here is a sampling of some of ISSA's most popular offerings.
- **612 Cleaning Times.** This booklet lists industry time standards for performing cleaning tasks and includes all of the most common cleaning tools and equipment, along with an operating time for each.



- **ISSA Custodial Training videos.** ISSA has a series of custodial training DVDs. Topics include hard floor and restroom care.
 - **Smart Staffing: Bidding and Estimating Guidebook.** This guidebook explores time-proven methods and techniques that generate accurate and meaningful staffing plans.
- Don't forget to ask how CIMS (the



Cleaning Industry Management Standard) and CITS (the Cleaning Industry Training Standard) can improve your operations and save you money.

Before you leave the ISSA Resource Center, be sure to visit the ISSA Selfie Station to capture your memories of ISSA/INTERCLEAN® North America 2015. And remember to collect your free swivel dashboard/window smartphone holder. It's time to press your foot to the floor! ■



Finding the right buying group is easy once you know where to look.

If you're puzzling over which group to join, The United Group® (TUG) offers a clearly outstanding solution. Our full-time **SUPPORT** staff provides Members with assistance, information and training. **TRANSPARENCY** means that we don't hide our vendor contracts from Members. We encourage collaborations among Members and Suppliers to promote their mutual **PROFITABILITY**.

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Visit us at ISSA Booth #574 or check out www.unitedgroup.com

Call Bob Klief, VP of Marketing at 318.348.0806 or Ty Huffer, VP of Sales at 318.331.6762.



Spartan Supply Chain Leader of the Year!

continued from page 1

tion to their uncompromising standards for packaging, labeling and truckline, Spartan Chemical sets the industry example for true Supply Chain Leadership."

"It truly is a team effort," said John

Swigart, President, Spartan Chemical Company. "Service and supply chain execution are at the core of our values. We are so honored to accept this award on behalf of the hundreds of Spartan employees that work to deliver supply chain excellence to Interline each and every day."

Spartan was presented with the award during the Interline Brands Partner Conference on Friday, August 28, 2015 in Orlando, Florida. ■

The art of creating impressions



Tork Image Design™

Gently brushed stainless steel provides a first class impression. Touch-free towel, bath tissue and soap dispensers deliver a complete look that complements any washroom design, and keeps your washroom running smoothly. Your guests experience nothing but your best.

Discover how our range of new Tork Image Design dispensers can enhance your washroom.
torkusa.com/imagdesign



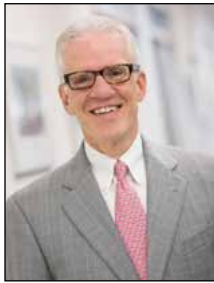
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SMA Names Board Leaders, Directors and Committee Chairs

Three Directors have recently assumed new leadership roles on the Strategic Market Alliance Board of Directors; **John Vozzo**, Executive Vice President and Chief Operating Officer at Singer Equipment Company, has been named Board Chairman; **Travis Brady**, President and CEO of Brady Industries, formerly the group's Secretary / Treasurer has been appointed Board Vice Chairman, and **John Caldwell** has assumed the post of SMA Secretary / Treasurer.

Joining these three leaders on the SMA Board are **Robert Tillis**, CEO of Imperial Bag & Paper, headquartered in their new mega-warehouse in Jersey City, NJ; **George Abiaad**, President of Royal Corporation, a nationally recognized solutions provider to the entertainment industry, located in Santa Fe Springs, CA; Newly appointed Director **Mark Melzer**, President of NASSCO, "broad line" distributor serving Wisconsin and Illinois, and newly appointed Director **Greg Rogers**, President of Cosgrove Enterprises serving the



John Vozzo, Executive VP and COO, Singer Equipment: Board Chair, Strategic Market Alliance



Travis Brady, President and CEO, Brady Industries. Board Vice-Chair, Strategic Market Alliance



John Caldwell, VP of Sales, Joshen Paper and Packaging. Board Secretary-Treasurer, Strategic Market Alliance



George Abiaad, President, Royal Corporation, Board Member, Strategic Market Alliance



Robert Tillis, Chief Executive Officer, Imperial Bag and Paper Company, Board Member, Strategic Market Alliance



Mark Melzer, President of Nassco, Inc, Board Member, Strategic Market Alliance



Greg Rogers, President of Cosgrove Enterprises. Board Member, Strategic Market Alliance

Florida, Georgia and Tennessee markets and located in Miami Lakes, FL.

"I am honored and proud to chair the board of directors at Strategic Market Alliance," commented Mr. Vozzo. "SMA is a dynamic, vibrant organization that is defined by a collaborative spirit and driven by a constant desire to improve and maximize value and benefits to its members, vendor partners and end-users. These differences make SMA a special place, and it is a privilege to take on this new role." Mr. Vozzo previously served since 2012 as the Group's Vice Chair, following SMA's merger with CDI, a foodservice packaging distributor cooperative that included Singer Equipment.

"At the heart of the SMA's success, is

the ethic of collaboration and a spirit of interdependence among our members, suppliers and end-using customers. This is reinforced by the examples set by our Board of Directors", said Richard McGann, SMA's President and CEO. "This spirit is also demonstrated by the vigorous involvement and activities of our various committees, each playing a vital role in helping chart the future direction of Strategic Market Alliance", added Mr. McGann.

SMA has also named the following Executive Committee chairpersons for the coming term:

- > **Mercer Stanfield**, President, Brame Specialty Company – Member Relations
- > **David Scalen**, President, Regional

Distributors, Inc. – Foodservice

- > **Mike Nelson**, President, W.E. Nelson Company – Commercial Wellness
- > **Ryan Law**, Chief Operating Officer, Brady Industries – Operations and Logistics
- > **John Poole**, President, Daycon Products Company – Technology

"SMA is fortunate to have so many distinguished companies under our banner. The contribution made by our Board and our Executive Committees, in concert with their expertise and experience that is freely shared for the benefit all, has created an operating environment where individual success is in harmony with the greater good of the membership", commented Mr. McGann said.

Strategic Market Alliance, a member-owned cooperative of leading Foodservice packaging and Commercial Wellness distributors in the United States and Canada.



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Bring Home the Bacon with Eastman Omnia

This year at the ISSA/INTERCLEAN show, Eastman Chemical Company is demonstrating how Eastman Omnia™ high-performance solvent can help formulators and cleaning professionals "bring home the bacon" thanks to its superior performance, exceptional safety profile, and value in use as an ingredient in formulated cleaners.

On October 22nd, the popular Bacon Boys of Las Vegas will have their food truck at the convention center to provide hot-off-the-griddle bacon samples and encourage people to visit the Eastman booth (#2995). Bacon grease will be used at the booth in live cleaning demonstrations to highlight the superior performance attributes of Omnia in a formulation. Attendees who visit the Eastman booth can also sign up to win one of two six-month supplies of bacon. Drawings will be held at the Eastman booth on Thursday, October 22nd at 4:45pm, and on Friday, October 23rd at noon.

Omnia is unique in that it offers an exceptional human and environmental safety profile along with powerful cleaning ability. This solvent is changing the chemistry of clean to deliver performance, safety, and value benefits to formulators, end users, and other safety-conscious stakeholders. Additionally, Omnia meets CARB's LVP-VOC criteria, which enables its use in cleaning products designed for all 50 states. ■



See for yourself at ISSA booth **1847**

Learn more today at www.spartanchemical.com

But What Does It Cost to Own It?

Jansan distributors report that the summer months are often their busiest of the year because this is the time when many school districts, universities, and other facilities make purchasing decisions.



“Total Cost of Ownership” the Kaivac way

However, when making purchasing decisions, what buyers invariably focus on is the sticker price. But, ultimately, the purchase price of a piece of equipment, such as an automatic scrubber or carpet extractor, may have little to do with how much it costs to own the machine.

This is often referred to as the “total cost of ownership (TCO)” of equipment and according to Matt Morrison, communications manager for Kaivac, these costs can be a real eye-opener. “Many managers and [cleaning] contactors have no idea just how much the cleaning equipment they select costs them over time.”

So what are some of the factors that go

into the TCO?

As an example, Morrison suggests managers and cleaning contractors consider the following information before purchasing an automatic scrubber or similar floor machine:

- Initial purchase price of the equipment including accessories, taxes, shipping cost, extended warranties, and training if and where applicable.
- Preventive maintenance/operating costs: “These are ‘scheduled costs’ recommended by the manufacturer to prevent equipment downtime; they are often overlooked but refer to such things as replacing belts, filters, brushes, pads, and other parts along with the labor and parts charges involved.”
- Repair costs, which are “unscheduled costs,” would include not only the costs to service and repair the equipment but also shipping and transport costs to and from a service location, added labor costs if the work normally performed by a machine must now be completed manually, equipment rental costs to replace a machine that’s down, etc.
- Soft costs: Often overlooked when considering TCO is the “soft” items such as the amount of time it takes to train a worker to use a machine and worker productivity issues; these soft costs can add up to big money.

The New Face of Crown Matting Technologies “Gutsy” Site Compares Products to Competitors Products

Crown Matting Technologies announces the launch of an entirely new and improved website, www.crown-mats.com.

With its release, the new website presents users, from the moment they visit the site, exactly what the company is all about. For instance, the first things visitors see, in very large print, are the following:

- We Make Mats
- Working Harder for the Hard Working®.

Along with these bold, to the point items, the homepage includes a timeline of key events and developments in Crown’s 70-year history. Crown is one of the oldest and largest mat manufacturers in the U.S.

“The goal of the site is all about empowering our customers and visitors so they can better understand all the features and benefits of mats, [helping them make] thought-based purchasing decisions,” says Adam Strizzi, marketing manager for Crown Matting Technologies.

The homepage is also sectioned into three key categories, referencing the many types of mats Crown makes. These are mats for facilities, such as schools and office buildings, industrial mats, as well as logo mats.

“We also include a ‘feature section’ at

“With this information, compare machines used for the same or similar purpose,” says Morrison. “Invariably you’ll

the bottom of the homepage so visitors can quickly find the type of mat they are looking for, what it is engineered to do, and



Adam Strizzi

where it should be installed,” adds Strizzi.

An important part of the site, which some would say is actually quite “gutsy,” is called “Competitor Cross Reference.” Here, visitors can compare

another mat manufacturer’s products with similar mats or mats made for the same purpose from Crown.

“After 70 years, we feel we know the mat industry and what our end-customers are looking for and need,” says Strizzi. “We have a lot of confidence in our product line and feel no hesitation comparing our products on price or quality with other suppliers.”

Strizzi adds that plans for the new site began almost two years ago “and that it is a work in progress. We expect to add more content and enhance the site on an ongoing basis.” ■

discover that some machines cost far more to own than others, often making the sticker price irrelevant.” ■

THE RISE OF A NEW PROVIDER.

Introducing the PROvider series of towel, tissue and soap dispensers by Wisconsin Plastics, Inc.

Customizable faceplate, braille encoding and easy load design are just a few of the revolutionary features that are part of this brave new world.

Discover the whole line of dispensing products for yourself at ISSA booth 3091.

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DPA Members Are "Stronger Together, Growing Together"

DPA's 2015 Buying and Networking Conference was held at the Myrtle Beach Marriott at Grande Dunes on April 12-14, 2015. Over 150 of the industry's leading distributors and suppliers were in attendance for the group's annual networking and sales meeting.

DPA distributor members and preferred suppliers met 1-on-1 over the course of two days, attended sales presentations and took part in distributor roundtable discussions. Distributors also took advantage

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

For more information about DPA visit, www.DPABuyingGroup.com or call (800)562-7826. ■



DPA Honors Distributor with Founder's Award

Distributor Partners of America (DPA), a member-driven buying & marketing group, recently announced the recipient of its prestigious Founder's Award at DPA's annual Buying & Networking Conference in Myrtle Beach, SC. This year's Founder's Award was the eighth given in the group's history and the honor went to United Sanitary (Baltimore, MD).

The DPA Founder's Award recognizes a company or individual that has been with DPA from the beginning, and that embodies the spirit of the organization. United Sanitary was founded in 1930, and strives to give their customers the best tools to help provide a safe and sanitary environment for their business. "They have been a part of DPA for over 14 years



Zachary Haines and Jeff Tishko (DPA) Present DPA Founder's Award Recipient to United Sanitary (Baltimore, MD) Beth Brown

and are always looking for opportunities to support our preferred vendors. We would not be where we are today as a group without their loyal dedication." says Zachary T. Haines, DPA Executive Director. ■

Advisory: Common Questions about Aqueous Ozone Cleaning Technology Is it Safe?

Now that more facilities such as schools, restaurants, office buildings, and health-care settings are selecting engineered water or no-chemical cleaning systems such as aqueous ozone, it is becoming clear that

custodial workers often have questions about them, including why they are being adopted in the first place.

To help us address some of these issues,



Matt Montag, sales manager for Clean-Core™ Technologies, manufacturer of aqueous ozone equipment, lists some of the questions that usually come up:

Is ozone safe?

Yes it is safe. Ozone is found naturally in the atmosphere and is safe to use for both commercial and residential cleaning.

Do I need to wear protective clothing?

It is not necessary to wear protective clothing when working with Aqueous Ozone; however, as with all cleaning, custodial workers are encouraged to wear recommended PPE.

How does it work?

Aqueous ozone systems create ozone mechanically and then infuse it into water; when this solution is applied to surfaces it has proven to be effective at removing soils and eliminating germs, odors, stains, mold, mildew, and other contaminants.

Is there a residue left on the surface after cleaning?

No. This is one of the key benefits of this technology. After cleaning, the water simply evaporates and the ozone reverts back to oxygen.

Why are we transferring to aqueous ozone cleaning systems?

"The best way to answer this question is to say that these systems are proven effective and are often referred to as one step beyond traditional green cleaning says Montag. "Essentially they have no impact on health or the environment." ■

AMERICA'S PREMIER BUYING GROUP

OVER 600 INDEPENDENT DISTRIBUTORS AND 180+ VENDORS TAKE ADVANTAGE OF DPA'S OFFERINGS.

Booth #697

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annual buying conference

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The SSS Hytouch™ Smart Door Handle Hand Hygiene System is a sophisticated sanitation system designed to reduce the risk of HAIs, by making good hand hygiene as intuitive as walking through a door. The system, created by a unique team of doctors, engineers and designers, combines both a sanitizing method that seamlessly integrates with workflow, and the SSS HyStat™ Online Monitoring software which gives you access to key sanitation data from your facility. In both cases, the tools for a cleaner facility are in the palm of your hand.

The SSS Hytouch Smart Door Handle is an easy to install door handle that dispenses hand sanitizer. The simple yet sturdy design fits push style doors and utilizes recyclable sanitizer cartridges. The bottom of the handle features a push pad which releases a precise amount of hand sanitizer when a healthcare professional walks through the door.

The handle also comes with built-in sensors that will link to a web application, the SSS HyStat Online Monitoring System. This web based tool allows administrators to see how often the dispensers are being activated in relation to how frequently the doors are opened. Hospital management will be able to collect data, and synchronize with the SSS HyStat web portal to track hand hygiene adherence rates by shift and location. This leads to better hand hygiene practices and more accountability, in a simple instinctual way, without impacting workflow.

Clinical trials at John Hopkins Bayview Medical Center and several Kentucky hospitals have been very successful. One study found that the SSS Hytouch system increased the baseline of hand hygiene

compliance from 23.5% to 77% leading to a highly significant increase in hand sanitation within the hospital. Key links have been found between hand hygiene adherence and lower infection rates, so



SSS Hytouch Smart Door Handle

the results of these successful trials are welcome news to facilities looking to take a proactive approach in preventing HAIs.

For more information on the SSS Hytouch System and how it could help your facility reduce the risk of HAIs, please contact your local Triple S Member-Dealer or call 1-800-323-2251.

Established in 1960, Triple S is a national distribution services and logistics company that provides facility maintenance solutions to the healthcare, education, commercial, retail, government and building services contractor markets. Local service and support solutions are made available through a network of Member Distributors and regional distribution centers. For more information please visit www.triple-s.com. ■

Spartan's CleanCheck Verified by ISSA Training Program Among Integral CITS Advance Certification Options

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 CleanCheck® Training System has been verified through International Sanitary Supply Association (ISSA) as a Cleaning Industry Training Standard (CITS) Advanced Certification Program for cleaning professionals.



ISSA, the premier cleaning industry association, created CITS, specifically to help address the need for training and improved professionalism across all segments of the cleaning industry. CITS is the sister program to ISSA's Cleaning Industry Management Standard (CIMS), which focuses on management of an organization. The CITS program was developed to verify training programs and training facilities to a set industry standard, as well as, improving the skills of industry trainers through a comprehensive workshop.

CITS verification demonstrates that the programs comply with the training best practice elements as outlined in the CITS Standards and are committed to promoting professionalism and increasing pride within the cleaning industry. The following CleanCheck modules (Hard Floor

Care, Health Care/Acute Care/Long Term Care, Carpet Care, Restroom Care, Safety/Hazcom, Classroom, and Office) have been verified by ISSA as advanced specialty training programs.

"Training is a core focus at Spartan and key benefit provided to Spartan customers," said John Swigart, President, Spartan Chemical Company. "Trained workers are safer, more productive, and more efficient. Standardization through ISSA, advances our industry and we wholeheartedly participate and support."

About CleanCheck® Training System

Spartan's CleanCheck® Training system ensures that staff will master the proper procedures that promote a safe and clean environment. CleanCheck offers modules covering basic and advanced topics for cleaning Offices, Restrooms, Hard Floors, and Carpeting, as well as, Health Care and Educational facilities. In addition, comprehensive Safety modules demonstrate Bloodborne Pathogen Standard and GHS OSHA HAZCOM. All modules include bilingual, online and DVD based tutorials, laminated training cards, interactive tests, and an instructor manual. CleanCheck is a thorough program that trains employees and keeps cleaning operations compliant. ■

Xcelenté Selected as a 2015 Sanitary Maintenance Distributor Choice Award Winner

Spartan Chemical Company, Inc., a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and

institutional market, was awarded the **2015 Sanitary Maintenance Distributor Choice Award Winner** for Xcelenté™ multi-purpose, hard surface cleaner.

The Sanitary Maintenance Distributor Choice Awards Program recognizes the most innovative and useful sanitary sup-



ply products of the year, as determined by sanitary supply distributors who voted in an online campaign. Out of nearly 280 possible products, Spartan's Xcelenté finished in the Top 40!

The voters, who determine the winners, are readers of Sanitary Maintenance magazine, which reaches 15,000 of every type of distributor active in the sanitary supply marketplace, including janitorial, paper, foodservice, industrial and wholesale.

"This award means a lot to us," said John Swigart, President, Spartan Chemical Company. "Being selected by the distributors is a great honor and one that we appreciate very much. We are dedicated to product development; always looking to find ways to increase our customers' profitability while delivering sustainable solutions. Xcelenté is a perfect example of that focus." ■

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NETWORK IS DESIGNED FOR SUCCESS

In 2015, NETWORK has been honored to receive recognition from its customers, across each of its core market segments.

Healthcare - Novation awarded NETWORK the **Specialty Distributor of the Year** award in recognition for its critical role in improving overall business for the entire Novation community. Among the selection criteria that assisted NETWORK in earning this distinction in the category of Specialty Distributor, Novation staff

leadership celebrated NETWORK's expertise in designing and executing a national program with centralized spend management controls and enhanced service levels.

Industrial Packaging - ITW nominated NETWORK for the **EPIC Award** which recognizes procurement and supplier professionals who demonstrate excellence at managing categories of indirect spending. EPIC Award recipients are selected by a panel of leaders in procurement who use



pointed to enhancing member value, creativity in contracting, responsiveness, and providing best-in-class distribution.

Commercial Real Estate - Sodexo recognized NETWORK as its **2015 Innovation Vendor Partner of the Year**, Facilities Management. This award recognized NETWORK for innovation, collaboration, responsiveness and overall impact on the Quality of Life by creating ease and efficiencies for Sodexo's operators. Sodexo's

rigorous criteria to judge nominees on how they meet challenges in managing indirect spending and help their stakeholders, and their organizations, meet their goals.

These are just a few examples of the award-winning sales, service, and support NETWORK provides to its corporate account customers.

For more information visit NETWORK, www.networkdistribution.com. ■

ISSA Awarded the Safer Choice Partner of the Year Award

ISSA, the worldwide cleaning industry association, was named a **2015 Safer Choice Partner of the Year Award** winner for the association's outstanding efforts in promoting the U.S. Environmental Protection Agency (EPA)'s Safer Choice Program (formerly known as Design for the Environment) and its goal of safeguarding human health and the environment through safer chemistry. ISSA is among the 21 Safer Choice Partner of the Year Award winners announced by the EPA this year.

This award is reflective of the ongoing efforts of ISSA in promoting green cleaning products and practices that create a safer environment and healthy conditions for schools, work places, and communities. Partner of the Year Award winners represent a wide variety of leadership organizations, such as Fortune 500 companies, small- and medium-sized businesses, state governments, and nongovernmental organizations. The 2015 Safer Choice Partner of the Year awards was presented during a public ceremony on June 22, 2015, at the Ronald Reagan Building and International Trade Center in Washington, DC.

"We are excited and proud that the EPA recognizes us as a Safer Choice Partner of the Year," said ISSA Director of Legislative and Environmental Services William C. "Bill" Balek. "We will continue to support the EPA Safer Choice program as part of ISSA's mission to change the way the world views cleaning."

Over the years, ISSA has worked to create awareness and stimulate demand for green cleaning products and services. The

promotion of the EPA Safer Choice Program to institutional purchasers, government agencies, and suppliers is a critical component of this effort.

Some of the communications and promotional activities that ISSA has undertaken in support of the EPA Safer Choice Program include:

- **Advancing the Safer Choice Program** and environmental protection through sponsorship and promotion of CleanGredients, an online resource featuring ingredients with superior environmental, safety, and health characteristics for use in the formulation of green cleaning products.
- **Promotion of the Safer Choice Program** (along with other established ecolabels) to industry, institutional purchasers, government agencies, and others.
- **Advocating the use of safer surfactants** to ISSA's manufacturer, distributor, and cleaning service provider members.
- **Inclusion of the Safer Choice Program** as a path to compliance with the ISSA Cleaning Industry Management Standard—Green Building (CIMS-GB).

As the leading association for the commercial cleaning industry, ISSA will continue to work with the EPA in support of the Safer Choice Program (and other major ecolabels) as part of its ongoing mission to change the way the world views cleaning.

More on the 2015 Safer Choice Partner of the Year Award winners, and registration for the Awards Ceremony, can be found at <http://www2.epa.gov/saferchoice/safer-choice-partner-year-awards>. ■

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SEGMENTATION DESIGNED FOR SUCCESS

NETWORK® utilizes a customer-centric approach, and takes pride in its ability to meet and exceed customers' expectations. To respond to complex customer requirements, NETWORK employs a customer segment go-to-market strategy.

Implementing a segmentation plan takes discipline, commitment, and support from across the organization and all of its stakeholders. Many benefits have been realized, and NETWORK is confident the benefits will continue to add up. Here are just a few examples of the operational changes NETWORK has benefitted from as a result of customer segmentation:

SALES –the professional corporate account selling organization now includes contract management experts from multiple disciplines across the segment supply chain. Their role is to bridge the gap between the requirements of a centralized corporate program and the high-touch service model required at the local level. They include clinical/technical experts, manufacturer and product experts, and corporate account operations and distribution experts.

MARKETING – focus and immersion within its core market segments has enabled NETWORK to generate much stronger messages to the marketplace, proprietary value propositions and market-specific tools, like Healthy Measures®, ANPLIFY™, BALANCE®, and NetGreen™, all designed to deliver value and better business outcomes for its customers.

"Our segmentation sales and marketing strategy has proven to deliver operational benefits across the NETWORK organization," stated Kevin Rudd, Chief Sales and Marketing Officer.

CUSTOMER SUPPORT – with a concentration of customers in its core market segments, NETWORK is positioned well to identify best practices and business insights; and its manufacturer connectivity and global sourcing capabilities enable NETWORK to meet even the most rigorous customer requirements.

"Our top manufacturing partners utilize a segmented sales and marketing approach. By aligning our segment teams with our manufacturing partners' segment teams, we increase our probability for mutual success."
- Warren Noble, VP of Supplier Relations

OPERATION AND SUPPLY CHAIN IMPROVEMENTS – segmentation has helped NETWORK standardize processes and improve efficiencies, thereby making it easier for customers to transact business with them.

"We are able to pass along the benefits we've realized to our customers and manufacturing partners, and that ensures more sustainable relationships for the future."
- Kevin Rudd, CSMO

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CompuClean Custodial Management Software Now Offered as a Mobile App!

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 addition of the CompuClean® Mobile App for iPhone, iPad, iPod touch and Android™ devices.

CompuClean®, Spartan's Custodial Management Software, is making it easier than ever to track and manage cleaning operations whenever and wherever you are, through the new CompuClean App. Featuring custom inspection capabilities, CompuClean Mobile makes documenting performance and tracking cleaning issues easy. Inspections are quick and convenient using your mobile device and can even be performed offline. Use the app to capture rich, multi-media content including images that reinforce inspection results and create and generate charts and graphs to

deliver immediate feedback.

"It's very important that we keep our customers on the cutting edge of technol-



Spartan's CompuClean Mobile App

ogy as the software application landscape evolves," says John Swigart, President, Spartan Chemical Company. "Our CompuClean app takes advantage of smart-

phone and tablet convenience allowing supervisors and managers to conduct inspections on their mobile device even when offline."

The CompuClean Mobile App is now available on the App Store for iPad,

To start using CompuClean today, contact your Spartan authorized representative. For more information about CompuClean or to find distributor near you, visit www.spartanchemical.com.

About CompuClean Custodial Management Software

CompuClean® offers solutions for a host of custodial management challenges with the convenience of cloud-based accessibility. Perform quick and effective mobile inspections with the CompuClean Mobile App for iPad, iPhone, iPod touch and Android™ devices. Streamline inventory purchasing and tracking to reduce costs and eliminate shortages, take control of labor costs and standardize cleaning and maintenance procedures to gain efficiencies. Enhanced with enterprise level security, complimentary upgrades, free training and data migration assistance, CompuClean is truly the ultimate custodial management tool. ■

iPhone and iPod touch, as well as Google Play for Android devices. For any licensed CompuClean customer, the app is free!

Konie Cups International to Partner with Waypoint

On November 1, 2015 Konie Cups International, the leading manufacturer of single-use disposable paper cone cups and paper funnel cups is joining forces with Waypoint, the premier national sales and marketing agency in the Foodservice arena.

This new venture will further allow Konie Cups International to serve its customers with a national footprint and to introduce their products to new and emerging markets in the janitorial and foodservice industries.

Konie Cups International and Waypoint both see this alignment as a strategic move to introduce more customers to the value of Paper Cone Cups in a climate where consumers are demanding domestically

made, environmentally friendly products. "We are proud to represent Konie Cups, they are a best in class manufacturer with the solutions our customers need," said Larry Silence, President of the Non-Foods Division at Waypoint. "Waypoint shares our values and the passion we have for our product and customers," said Gustavo Roversi, CEO and Owner of Konie Cups International.

This partnership further demonstrates Konie Cups International's commitment to their customers, to provide Paper Cone Cups that are high quality, environmentally friendly, economical and versatile.

"Konie Cups. Beyond Water"

For more information on Konie Cups visit www.koniecups.com. ■

Spartan Chemical Recognized for Field Service Excellence Receiving SMA Navigator Award

Spartan Chemical Company, a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, was recognized by Strategic Market Alliance (SMA) and presented with the **Navigator Award**.

During the SMA Supplier Summit in Denver, Colorado, Spartan received the 2015 Navigator Award. Spartan was recognized specifically for Field Sales Excellence, as judged and voted on by SMA Distributors.

SMA established the Navigator Award program in 2014 to recognize and

celebrate superior performance by Qualified Suppliers in areas that are critical to



Spartan Receiving SMA Navigator Trophy

mutual success. Categories of recognition include Exemplary Sales Growth, Field Sales Excellence and Product Innovation, with criteria in each area judged both by reported data and in collaboration with SMA Member Distributors.

"Winning an SMA Navigator trophy is acknowledgement of extraordinary partnership and commitment to the Distributors of Strategic Market Alliance, in service to their end-user customers," said Dick McGann, President and CEO of Strategic Market Alliance. "Spartan's field sales team is highly regarded across SMA for their expertise and active engagement with SMA member distributors."

Spartan was presented with the award during the SMA Supplier Summit on June 11, 2015 in Denver, Colorado.

Spartan Chemical Company has been a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market since 1956. A proud US employer, Spartan manufactures high quality products from its state-of-the-art manufacturing facility in Maumee, OH and sells both domestically and internationally through a selective network of distribution. Spartan's chemical products and services are used in building service contractor, education, healthcare, food service and processing, lodging/hospitality, and industrial markets. ■

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CASCADES EXTENDS TANDEM+ NANO DISPENSER LINE

New Tandem+ Nano paper towel dispenser provides the perfect hand hygiene solution for limited space areas

Cascades announces the launch of Tandem® + Nano™, the small footprint, no touch hand towel dispenser, which is the latest addition to the popular Tandem+ towel and tissue dispensing systems line. The Tandem+ Nano roll towel dispenser is engineered as a hygiene solution fitting smaller, away-from-home spaces like doctors' offices, nurses' stations, classrooms and food preparation areas.

Tandem+ Nano is the ideal substitute to folded towels, cutting down on paper usage by more than 40 percent. Like all Tandem+ products, it is ergonomic, easy to use, and provides reliable dispensing for Cascades natural and ultra-white paper towels made from 100 percent recycled fiber.

"It just makes sense that in business environments where physical spaces as well as operating costs are tight, it's the little things that make a difference," said Cascades Tissue Group President and Chief Operating Officer Jean Jobin. "We've thought hard about the practicality of hand hygiene where space is at a premium, looking at it from the perspective of both the business owners and the end users. Ultimately, we've created a hand towel dispensing solution that works for everyone."

The Tandem+ Nano not only mitigates cross-contamination of bacteria, but also reduces unnecessary paper consumption. To reduce maintenance, and save labor time and cost, it delivers one sheet at a time and does not require batteries. It is ergonomic, quiet and conforms to ADA

guidelines when properly installed.

Available in white and black to fit different décors, Tandem+ Nano, like Tandem+,



Cascades New Tandem+Nano

features a customizable OnDisplay™ advertising window. Facility managers can change signage inserts promoting their organization's news and events, or reminding users about recommended hand hygiene practices.

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

Spartan Chemical Voted NETWORK'S 2014 Supplier Innovation Award Winner

Spartan Chemical Company, a recognized leader in the formulation and manufacture of sustainable cleaning and sanitation solutions for the industrial and institutional market, was awarded the 2014 Supplier Innovation Award for its CompuClean®, Cloud-Based Custodial Maintenance Management Software.

NETWORK Suppliers were asked to submit innovative products and services that gave their members competitive differentiation. Spartan was selected as Network's 2014 Supplier Innovation Award winner in the jan/san category for outstanding innovation as voted by a select group of Network Member Principals for the CompuClean Custodial Operations Software.

"Being selected by our customers for the NETWORK Supplier Innovation Award is a great honor for Spartan Chemical and all of us who work with our CompuClean customers every day," said Mike Fabian, Manager of CompuClean and Business Technologies. "CompuClean provides Spartan's distributor partners with a unique and powerful value added tool to

provide differentiation from the competition. The cleaning management tools that CompuClean offers help Spartan's Network partners retain business and opens doors to new opportunities."

Warren Nobel, Vice President of Suppli-



NETWORK Supplier Innovation Award to Spartan

er Relations presented the award to Spartan during the Network Supplier Trade Show in Hollywood, Florida. Spartan Chemical was represented by John Swigart, President, Greg Ford, Vice President of Sales, Cali Sartor, Director of Marketing, David Reed, Vice President of National Accounts and Doug Peterson, National Account Manager. ■

The DPA Buying Group Welcomes New Member Companies

The DPA Buying Group (Cincinnati, OH) is pleased to welcome eleven new distributor members to its Janitorial and Packaging product divisions: Ramayan Supply, Inc. (West Columbia, SC); Complete Packing & Shipping Supplies Inc. (Freeport, NY); HFD Packaging, LLC (West Valley City, UT); Fikes Fresh Brands, LLC (Indianapolis, IN); Fikes of Minnesota (Maple Grove, MN); Stickel Packaging Supply (Lakewood, NJ); Alpha Supply Warehouse (South Elgin, IL); Crest Environmental Products (Hudson, WI); Mark's Vacuum, Inc. (Greenwood, IN); National American Sales (Thibodaux, LA); Sigma Supply, Inc. (Hot Springs, AR).

Additionally, the group recently welcomed three new preferred suppliers: Deb USA, Inc. (Charlotte, NC); Minuteman International (Pingree Grove, IL); Multi-Clean (Shoreview, MN).

DPA is a national buying and networking organization of over 600 distributors and 180 preferred suppliers in various product industries. For more information about the DPA Buying Group, please visit www.DPABuyingGroup.com.

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Can Health Clubs Be Cleaned Without Chemicals?

A couple of years ago, Phillip M. Tierno, Jr. Ph.D, director of clinical microbiology and immunology at New York University, commented that “germs are all around us...but most germs are not going to make us sick...unless your immune system is compromised.” In other words, germs are everywhere, and while the immune systems of a healthy adult can typically fight them off, that does not mean we should ignore some basic precautions...especially in health clubs.

According to Tierno, some of the areas in a health club that may be the most germ ridden – with the greatest potential of spreading disease from one person to another – include the following:

- Floors, especially the floors in locker rooms
- The steps and platforms used in a cardio class as well as fitness balls
- Controls on cardio equipment
- Restroom sinks, counters, and fixtures
- Water fountains (norovirus has been known to spread as a result of contaminated water fountains)
- Steam rooms
- Spinning bikes
- Kids' play areas

Most gym owners and managers today are well aware that their facilities can be germ “hot spots” and have taken steps to address this problem. For instance, many if not most gyms now provide disinfecting

wipes for their members to use while at the gym to help stop the spread of disease.



However, it is regular and proper cleaning that is the most effective way to keep a gym healthy. At one time most health clubs were cleaned just once – after hours – just as most offices or schools might be cleaned after hours. Today we know that

by the end of a long day, germs and bacteria can build up significantly on all the areas mentioned above, increasing the potential for health problems. While a thorough cleaning is necessary after hours or when the gym is being used the least, it is wise to have staff clean and sanitize gym areas and equipment throughout the day, to help minimize germ buildup.

Also, gym owners and managers have turned to specific disinfectants and sanitizers, even chlorine bleach in some cases, to help keep their facilities healthy. By specific disinfectants, we mean EPA-certified disinfectants that are designed to kill the specific types of germs and bacteria most commonly found in a workout facility.

What's a disinfectant and what's a sanitizer?

While there are other differences, generally the key difference between a disinfectant and a sanitizer is the kill rate. In the simplest terms, an EPA-registered disinfectant used properly should kill all germs and bacteria on a surface within ten minutes. Read the products label to ensure it will eliminate those germs and bacteria of concern in your facility.

A sanitizer is designed to clean most all germs and bacteria on a surface. Again, read the label for specifics and use the product as instructed by the manufacturer.

These chemicals can and do help tremendously, but they also have their drawbacks. For instance, as helpful as they are, disinfectants and chlorine bleach can be detrimental to the health of the user as well as the environment...especially if they are not used or diluted properly. Another concern is costs. While bleach is relatively inexpensive, this is typically not the case for many disinfectants and sanitizers. Because most health clubs use a lot of disinfectants during the course of the day, the cost of these chemicals can take a big bite out of the cleaning budget.

The Non-Chemical Option

It is because of these issues that some facilities including gyms as well as schools and medical centers – also very reliant on disinfectants and sanitizers – are looking into new no-chemical cleaning options. Many of these systems have proven their effectiveness in other types of cleaning, as well as proving to be cost effective and safe to use. What we are referring to is “engineered water,” which is coming on strong in the professional cleaning industry.

Engineered water refers to equipment that can turn water into a powerful cleaner. While there are different types of technologies, a good example of one that appears to be taking center stage is called aqueous ozone.

As explained by Matt Montag, Distribution Sales Manager for CleanCore Technologies, manufacturers of these machines, ozone is naturally found in the atmosphere “but it can also be engineered or created through the interaction of electricity and oxygen. It is then infused into water, creating aqueous ozone, which can be dispensed through a wall-mounted ‘fill station’ connected to a water outlet or from a rolling ‘caddy,’ a rolling portable

machine.”

According to Montag, the ozone becomes a powerful cleaning and disinfecting agent, similar to chlorine, but with no environmental impact. Because of this it is often discussed as the next step in green cleaning.

One of the first commercial uses for aqueous ozone was in the food processing industry. Because food processing companies historically struggle with bacteria and cross contamination issues – just as some gyms do – they have turned to aqueous ozone spray systems to clean conveyors and other equipment. In a food processing facility, these machines can get very contaminated very quickly. Using these machines, the facilities have found that contamination problems are lessened if not eliminated.

It is now believed that similar successes will be found in more traditional cleaning, such as cleaning walls, floors, counters, carpet, and restrooms in all types of locations including health clubs. It should be



Clean Core

mentioned that engineered water technology is not new, having been used in many industries and for treating water for decades. What is new, and why the professional cleaning industry is taking a closer look at these tools, is that equipment costs have become much more competitive and that systems are being designed so that they can be used “anywhere at any time,” adds Montag.

As the good doctor mentioned earlier said, germs are all around us. And while most healthy people can protect themselves from the potential health risks these germs pose, health club owners and managers know they must have ongoing systems in place to keep their members healthy...just in case. Fortunately, we are now seeing technologies come online that are effective and environmentally protective to boot.

Dawn Showmaker is a frequent writer for the professional cleaning and building industries. ■

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Spartan Chemical Named HP Products 2014 Supplier of the Year

Matt Ward Recognized as HP Products 2014 Supplier Representative of the Year

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 the

supplier representative that contributes to overall growth and support of HP's staff, the award is also based on feedback from the sales field organization and management.



Spartan is HP Products Supplier of the Year

company has been selected as **HP Products 2014 Supplier of the Year** and that Matt Ward was named HP Products 2014 Supplier Representative of the Year.

Spartan Chemical Company was named HP's Supplier of the Year for 2014 based on overall growth rate, logistics performance, on-time deliveries, completeness of orders, sales support, and overall profit return to HP Products.

"Spartan partners with us to train our people and conduct field visits," said Jim Smith, Executive Vice President at HP Products. "They also continually work with us on national accounts, helping us grow this important segment of our business."

In addition to the company's recognition, Matt Ward was honored as Supplier Representative of the Year. Given to a

Products, and Ames Shuel, Chairman of HP Products during HP Annual Corporate Awards Ceremonies in Indianapolis,



Matt Ward Receives Award from HP Products

lis, Indiana. Spartan was represented by Greg Ford, Vice President of Sales, Bryan Mangum, Divisional Manager, and the following Spartan Regional Managers: Mark Nosiglia, Jim Miller, Matt Ward, James Rodriguez, Gary Ford, Brian L'Heureux, Camila Salazar, and Rick Molnar. ■

4 Reasons Your Business Should Be On Social Media

Networking Online Is Crucial, But It Needs To Be Done Right, CEO says

When they need to make personal connections with the rest of humanity, more and more Americans are doing so via the Internet.

A 2014 study by the Pew Research Center showed that 74 percent of adults who go online use a social networking site, whether it's Facebook, Twitter, Instagram or something else.

"It's clear that nearly everyone makes an effort to connect some way through social media," says Doug Vermeeren, CEO of Business Networker (www.businessnetworker.com), an online site that helps small and independent business owners make professional connections.

"A lot of that time is spent sharing vacation photos, debating politics or chatting about everyday events in their lives.

"But businesses are missing out if they don't understand how powerful online networking is, and how it can help them connect with potential customers and other businesses they could form partnerships with."

Vermeeren says there are several rea-

sons business professionals are making a mistake when they fail to take advantage of online-networking opportunities.

• **If you are not networking, you are not working.** Networking itself is nothing new. Business people have always found ways to connect with potential customers and clients, whether by joining organizations, playing a round of golf or working the tables at a Chamber of Commerce breakfast, Vermeeren says. "These days, social media is replacing real-world relationships," he says. "That can have the downside of removing the personal touch, but it doesn't have to be that way. A good business-networking site can help you keep that personal touch in both your online and live networking."

• **The customer and you.** No matter how good the idea behind your business is, all business transactions still require two essentials: you and a customer, Vermeeren says. Networking in general helps you identify some of those customers, but online networking can do so even more quickly and efficiently, helping you cast a

Impact Products announces promotion of Todd R. Frenndt to VP, Operations

Impact Products has announced that Todd R. Frenndt has been promoted to Vice President, Operations.

Frenndt, 51, has been in the industry for 32 years, beginning his career with Hammons Products, a private label skin care company. Todd has held executive manufacturing and operations positions with Steiner Company, Canberra Corporation, and Betco Corporation. He has a track record



Todd R. Frenndt

of bottom line growth initiatives through process improvement activities, along with multiple ERP and QMS implementations.

Frenndt's previous position at Impact Products was Director of Quality. His responsibilities were varied and included leading the company's quality initiatives and providing leadership throughout the ISO 9001 Certification process. He has worked with all functional areas to improve processes; supporting the mission of providing quality products at competitive prices, while using a team environment to ensure superior customer service. ■

wider net than you could by dropping in on a local business-networking function.

• **An extra problem solver.** The better networked an individual is, the more solutions they have access to in order to solve challenges that affect their businesses, Vermeeren says. It's the old "two heads are better than one" concept extrapolated many times over. "Someone probably has already dealt with a problem similar to one you are facing now," he says. "Being able to draw on their experience could save you a lot of time, trouble and money."

• **Social media is more than social.** In the past, much of the networking through social media was designed for connecting on an entertainment or personal level, Vermeeren says. Some businesses have come to realize what a powerful tool social media can be for them, he says, but they had to try to adapt to sites that weren't necessarily designed with their goals in mind. That's why Vermeeren saw the need for a networking site that could serve as a resource to help businesses identify customers, strategic alliances and joint-venture partners.

It's important to understand that not all sites are created equal or serve the same purposes, Vermeeren says. Some are great for connecting socially. Others might be good for job recruiting. But businesses also need to be able to build professional relationships online, and have those relationships evolve and eventually turn into mutually beneficial transactions.

"Yes, online networking is important," he says. "But you also don't want to waste your time. You need to make sure your online-networking experience is allowing you to build strong relationships with other business owners to help make your business grow."

Doug Vermeeren is an internationally renowned public speaker, author, movie producer and director. His life coaching strategies help those from all walks of life, with clients including business executives, celebrities, professional athletes and more. He has written three titles contributing to Guerilla Marketing, the best-selling business book series. His most recent venture is the launch of Business Networker (www.businessnetworker.com), a social networking site for small and independent business owners that helps people make professional connections and provides a simple solution for online retail. ■

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Kutol Offers S.A.F.E. Advice: How School Custodians Can Reduce School Absenteeism, Promote Hand Washing

Each year, it is estimated that 32 million school days are missed due to flu while up to 180 million school days are lost due to the common cold. School administrators are well aware that increasing proper hand washing is effective in decreasing illness. The experts at KUTOL PRODUCTS COMPANY, manufacturers of commercial hand soap products, help schools go beyond hand washing basics and provide advice on how schools can use custodial services to promote better hand hygiene habits and help decrease sick days.

"We call it the S.A.F.E. approach and it specifically addresses what can be implemented by custodians to assure optimum hand washing habits," notes Dan Renner, marketing director for Kutol Products Company. "S.A.F.E. goes beyond encouraging hand washing after using the restroom and singing 'Happy Birthday' twice while lathering. These are four easy steps that school custodians can implement to promote better hand hygiene."

The S.A.F.E. approach:

S = Sanitizers. Install hand sanitizing stations throughout the building to supplement hand washing activity. A study of school-age children (Morton, Schultz 2004) found that using sanitizer in combination with hand washing is effective in reducing absenteeism due to infectious illness by 43%. There is a wide array of

sanitizers available on the market, however non-alcohol based hand sanitizers, such as Kutol's Foaming Instant Hand Sanitizer (No Alcohol), are much safer for school environments than alcohol-based products.

A = Allergen-Free. Avoid hand soaps with allergens. Have custodians stock



hand soaps that are free of dyes, fragrances, parabens, sulfates, and peanut or tree nut ingredients, as these are best suited for users who might have allergic reactions. An extra dimension of security is added by using allergen-free products that do not contain formaldehyde preservatives, such as Green Seal™ certified Kutol Foaming Ultra Green Hand Soap.

F = Foam for Fun. Foaming hand soaps and hand sanitizers are more cost-effective and children love them. It is easy for custodians to switch out liquids for foaming products in most dispensers. In a Minnesota study, it was found that using

foaming hand soap in schools increased hand washing rates by 75%!

E = Explain with Posters or Signage. Custodians can post signs to encourage proper hand washing. Studies show having signage in restrooms almost doubles hand washing activity, as well as increasing the

likelihood of using hand soap.

Following the S.A.F.E. approach, custodians become an important factor in implementing a comprehensive hand hygiene program to help reduce lost school days.

Free hand washing signs for schools can be downloaded at www.Kutol.com under "Tools & Resources/Product Literature." Additional posters and educational materials are available from It's A SNAP (School Network for Absenteeism Prevention) at www.ItsASnap.org. ■

Spartan Chemical Appoints Conrad to Corporate Account Manager, National Accounts

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 appointment of Michael Conrad to the National Accounts organization in the capacity of Corporate Account Manager, effective June 1, 2015.

Prior to his appointment with Spartan, Mr. Conrad spent more than twenty five years at SupplyWorks (formerly JanPak, Inc., Interline Brands, Inc.) in Charlotte, North Carolina, most recently serving as Vice President of Sales, National Accounts. Throughout the years, his roles and responsibilities evolved as he occupied



Michael Conrad

various leadership roles with JanPak, including Vice President of Supplier Relations and Executive VP National Accounts.

Michael brings a wealth of experience to Spartan Chemical, having managed field sales and extensive involvement in building and developing national accounts. Additionally, Michael has operated all functions of a distribution facility and ran the National Accounts Program for Interline Brand's institutional business. ■

Free ELEVATE Process Introduced by AFFLINK

Free service for building owners and managers to uncover business goals and objectives, spot trends, help predict outcomes, and reduce operating costs

AFFLINK, a leading sales and marketing organization for the professional cleaning, hotel, hospitality, and building management industries, has just released its new ELEVATE™ process, a free service for building owners and managers to uncover business goals and objectives, spot trends, help predict outcomes, and reduce operating costs.

The web-based technology asks the users a series of questions taking about 15 to 20 minutes to complete. These questions cover a variety of subjects including:

- The type of image a facility wants to present to visitors and staff
- The role of green cleaning and sustainability and why they are important to the facility
- Steps a business or facility has taken to protect employee health
- Efforts in place to reduce supply costs.

"This is a very unique service and one reason it is so unique is [that] it asks users a number of 'why' questions," says Leah Waldrop, marketing manager for AFFLINK's ELEVATE systems. "Answering the 'whys' helps an organization better understand what its true goals and focus are."

As an example of this, Waldrop says one of the issues the ELEVATE process narrows in on is sustainability. While most organizations are becoming more focused on sustainability issues, "why they are doing so is not always clear," says Waldrop.

"Is it due to regulatory and compliance mandates or social and environmental re-



sponsibility, or some other reason? Understanding the 'why' provides much greater clarity and allows organizations to make more sound, strategic decisions."

Altogether, the ELEVATE process asks the user questions on five different issues that most organizations must grapple with and helps them better understand which are most important to them and why. These are:

- Enhancing corporate image
- Satisfying sustainability objectives
- Promoting a healthy workplace
- Increasing worker productivity
- Reducing overall operating costs

"We wanted to make this an easy and free service because building owners and managers often do not investigate these issues either due to lack of time or costs related to hiring consultants," says Waldrop. "As users complete the process, the results are posted which report the unique priorities for each facility."

AFFLINK, www.afflink.com, provides an array of comprehensive sales and marketing solutions to more than 300 distributors and 250 supplier organizations in key segments across various channels. ■

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Effective Floor Care Starts with Daily Maintenance

The Betco U Certification Program offers three important components to floor care: daily maintenance, interim care, and restorative care. Of the three, daily maintenance is the most important. Not only does daily maintenance help keep the floor looking its very best every day, but properly performed, it can delay interim and restorative floor care, which are typically more costly and more labor intensive.

So what does daily floor care entail?

The tools typically used for daily maintenance include buckets, mops, dust mops, dust pans, and a putty knife to remove such things as gum and grit that may stick to the floor. As to the mopping of the floor, it should be performed using a figure 8 technique. A figure 8 motion overlaps floor areas and helps ensure all floor areas are mopped clean.

Additionally, cleaning professionals must know the mop and cleaning solution should be changed frequently. As the mop or cleaning solution becomes soiled, the mop and water can spread soils and contaminants over the floor that not only discolor the floor, but over time can increase interim and restorative cleaning needs.

Additional tips: If you can use a light "back pack" vacuum cleaner to clean the floor instead of a dust mop, the removal of dry soiling is much more thorough. As to the actual cleaning, if you can move from mopping to machine scrubbing, daily cleaning will be far more effective. Automatic scrubbers now come in all shapes and sizes, allowing them to be used just about anywhere a mop and bucket is used, so there should be a system available to address your scrubbing needs.

Further, and this is very significant, an automatic scrubber reduces the amount of time to clean a floor to a fraction. According to a report by the University of Minnesota, "an automatic scrubber or riding automatic scrubber can reduce the time it takes one person to clean 5,000 square feet with a mop and bucket from one to two hours down to 15-30 minutes. Furthermore, choosing riders over walk-behinds reduces fatigue."

Whether using an automatic scrubber or mopping a floor, a highly effective floor-



care cleaning chemical is also required. The chemical helps dissolve and "suspend" soils so that they can be removed with the machine or by the mop. Because this chemical will be used daily, a highly-concentrated heavy duty floor cleaner, diluted correctly, is the economical way to go.

Eventually, daily cleaning tasks may need to be increased a notch or two. After several cleanings, a Restorer should be applied. Some Restorers can also be applied by an automatic scrubber or mopped on the floor. An effective Restorer provides the following benefits:

- Cleans and reconditions the floor, improving its appearance
- Increases the slip resistance of the floor, which regular daily cleaning may reduce
- Further helps delay interim and restorative cleaning
- Some Restorers also leave a fresh, appealing fragrance that most building users appreciate

When selecting a Restorer, be sure and read the manufacturer's instructions. Some Restorers require that the floor be burnished after application. The burnishing not only helps remove soils from the floor's surface but puts a high-gloss shine to the floor as well, giving the floor the look and appearance you and your customer can be proud of and appreciate.

Betco U Certification Program is one of the most comprehensive teaching and learning programs in the professional industry. Information is available on a number of topics from floor care to green and sustainable issues. Sign-up for free access to Betco U and take advantage of this important resource. ■

IndustryHuddle.com Reaches 30,000 Member Milestone

IndustryHuddle.com, a B2B social networking website for companies and professionals reached an all-time high of 30,000 registered users. Since its inception, IndustryHuddle has helped companies and professionals connect, save money, and grow their sales. Members include manufacturers, distributors, retailers, reps, and contractors in over 60 product and service industries.

IndustryHuddle was founded in Cincinnati, Ohio, with the goal of being the only social networking website that focused exclusively on business. There have been



many new features added to the site, the most prominent being HuddleMall.com, a marketplace that allows users to buy and sell their products. HuddleMall currently has more than 150 vendors and over 500,000 SKUs.

For more information about IndustryHuddle.com and how to join for free, please visit <http://www.industryhuddle.com> or call (513) 794-3340. ■

Ten Tips on Safe Floor Refinishing

As the weather changes, expect to see more floors in commercial settings being stripped and refinished. This is invariably true in educational facilities but has become somewhat of a tradition in all types of locations, from offices and healthcare locations to retail outlets.



Powr-Flite.com Troubleshooter

Floor refinishing can be complicated and many cleaning professionals overlook the fact that it can also be dangerous. Because of this, the Powr-Flite Troubleshooter, which focuses on floor care issues, offers the following ten tips on making floor refinishing safer:

1. Know how to use the equipment before operating
2. Always select the right floor pad for the task at hand; for instance, the darker the pad, the more stripping power. This

means the machine will do more of the work, reducing stress and fatigue

3. Select a floor machine with a thumb activated safety switch to prevent accidental start-ups

4. Review the cleaning solution's label and SDS (formerly MSDS), even if you have used the product before

5. Barricade the area, even if you are the only one in the building; some of the most serious slip-and-fall accidents have occurred when building users pay an unexpected visit to a facility unaware floor refinishing is being performed

6. Wear proper protective equipment to avoid eye and skin contact, especially when dealing with chemicals and if manual scrubbing is involved

7. Wear waterproof and rubber soled shoes

8. Make sure the area is well ventilated; fresh outdoor air is preferable to using a facility's HVAC system

9. Do not over dilute or under dilute strippers or cleaning solutions; there is a myth that if using less water, the product will be more effective—this is rarely the case

10. Use cold water when diluting; heat can cause fumes to be released that can be potentially harmful; also, heat can cause the chemical to evaporate more quickly, rendering the product less effective. ■

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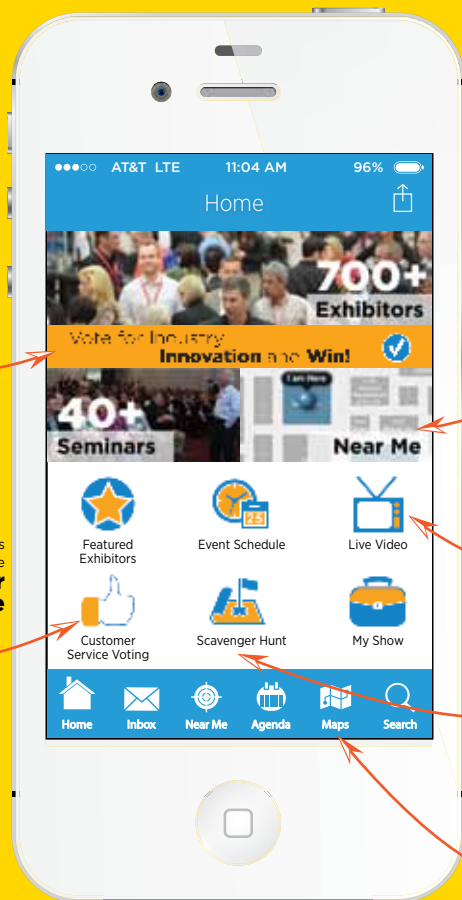
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