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A River of Energy Solutions

Green Cleaning Goes Mainstream

Bill Balek, Director of Environmental Services, ISSA

Overview

- Green Cleaning
 - Substantial environmental, health and safety benefits
 - Biobased cleaners
 - Widespread adoption
- What is Green Cleaning?
- Why Green Cleaning?
- Green Cleaning Goes Mainstream!
- Biobased Cleaners

Who is ISSA?

- Non-Profit Trade Association
- Commercial & Institutional Cleaning Industry
- 5,500 Member Companies
 - Manufacturers, Distributors, Cleaning Service Providers
- Green Credentials
 - Proponent of Green Cleaning
 - CIMS-GB
 - Transpare

ISSA®

The Worldwide Cleaning Industry Association

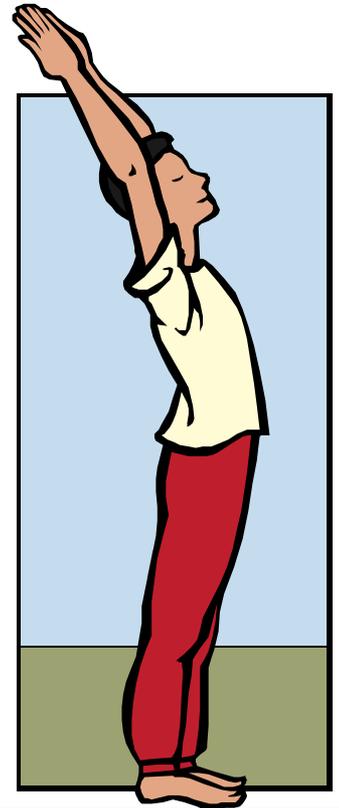
What is Green Cleaning?

- Cleaning to
 - Protect **Health**
 - Without Harming the **Environment**



Why Green Cleaning is Important?

- Protects Health
 - Custodians, Occupants
- Cleaning Removes Harmful Contaminants
 - Dust mites, allergens, microorganisms
 - Healthy, sanitary indoor environment
- Traditional Cleaning Products
 - Skin, eye irritation
 - Respiratory problems



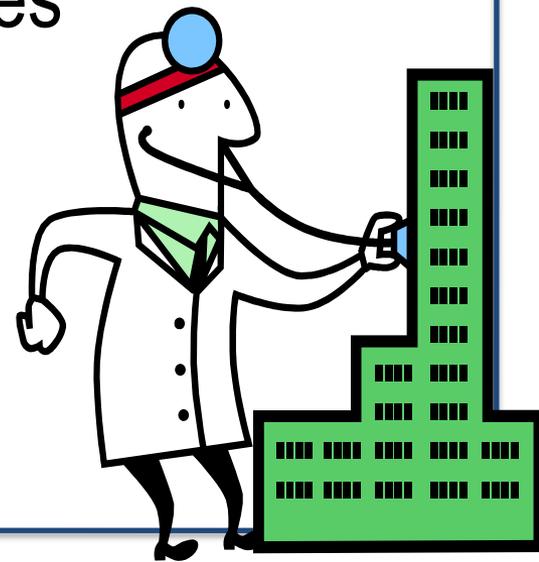
Why Green Cleaning is Important?

- Preserves the Environment
- Production Cycle Less Harmful
 - 6 billion pounds of chemicals annually
- Products, Waste Streams are not Hazardous
- Concentrates Save Energy in Transportation
- Packaging
 - Concentrates
 - Recycled content, recyclable



Why Green Cleaning is Important?

- Preserves Our Capital Investments
- Green cleaning is about proper maintenance
- Green cleaning procedures support longevity of institutional facilities, buildings, finishes, carpets
- Green cleaning is about using resources appropriately



Green Cleaning Goes Mainstream

- Ecolabels, Certified Products
- Public, Private Procurement Policies
- Market Statistics
- Biobased Products



Green Cleaning Goes Mainstream

Ecolabels: The Early Days



50+ Certified Products

Green Cleaning Goes Mainstream

2,500+ Certified Products



the collaborative for high performance schools



Green Cleaning Goes Mainstream

- More Mature, Information Based Systems
- Transpare®
- Web-Centric, Info-Based System
- Comprehensive EHS Info
- Commercial, Institutional Cleaning Products
- Available Fall 2011

Cleaning Industry Management Standard— Green Building (CIMS-GB)

- Environmentally Preferable Cleaning Services
 - Based on Green Cleaning components of USGBC LEED-EBOM
 - Framework for a Green Cleaning Program
- High Performance Cleaning Services
- www.issa.com/cims-gb

Green Cleaning Goes Mainstream

- Public Procurement Policy
- States
- Federal Government
- Direct Impact on Suppliers to Public Sector
- Indirect Impact on Private Sector



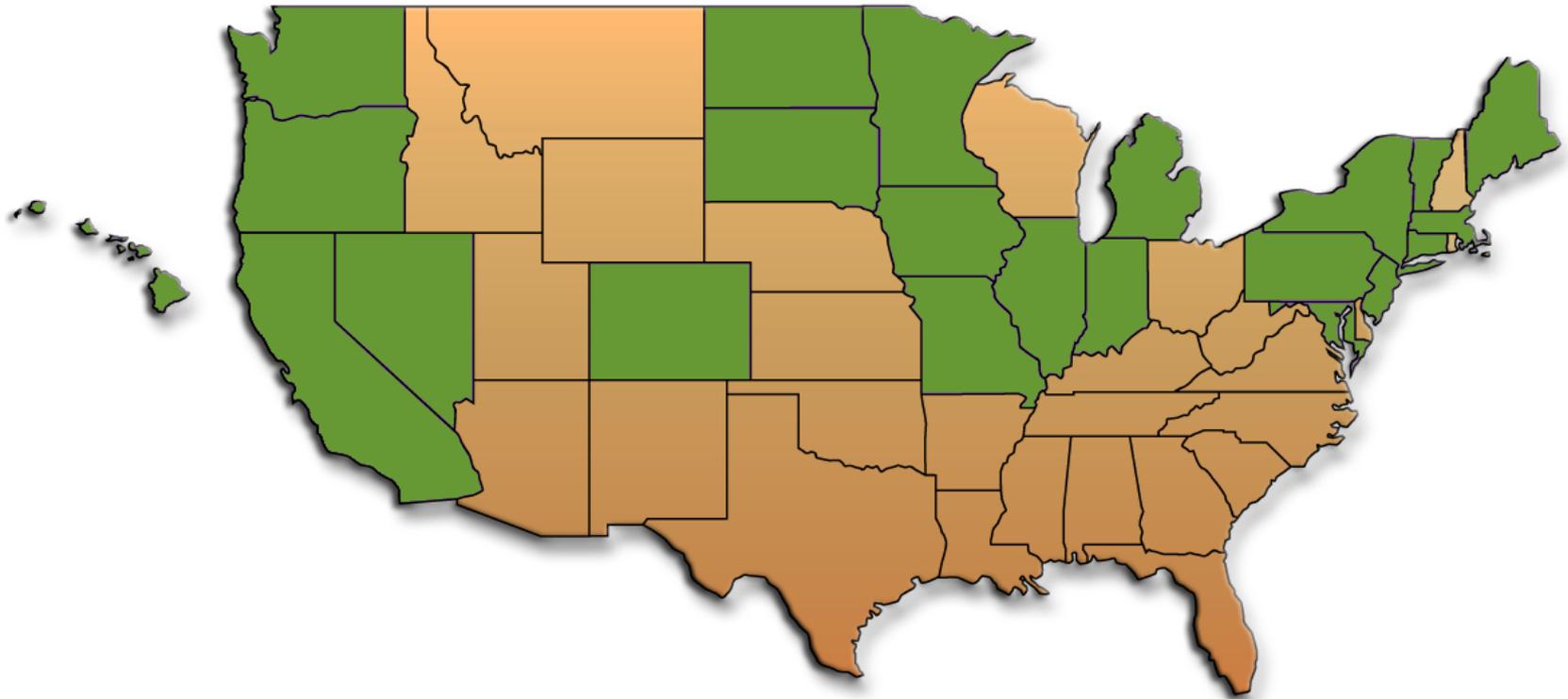
Green Cleaning: Goes Mainstream

States: Green Cleaning, Mid-90's



Green Cleaning Goes Mainstream

States: Green Cleaning Today



Green Cleaning Goes Mainstream

- Federal Procurement Policy
- Executive Order 13514
- Office of Federal Procurement Policy
- General Services Administration
- Department of the Interior
- Defense Department
- Office of the Federal Environmental Executive
- Environmental Protection Agency

Green Cleaning Goes Mainstream

- Private Sector: Key Markets
- Schools
 - Healthy Schools Campaign
- Health Care
 - Practice Greenhealth
- Commercial Buildings
 - USGBC



Green Cleaning Goes Mainstream

- Market Statistics
- Distributor Sales
- Contract Cleaning Service Providers



Green Cleaning Goes Mainstream

- Distributor Sales
- Chemical Cleaners: 25% Green
- Powered Equipment: 22% Green
- Supplies/Accessories: 17% Green
- Paper/Plastics: 35% Green



Source: Report on 2008 Sanitary Supply Distributor Sales, ISSA and Sanitary Maintenance

Green Cleaning Goes Mainstream

- Contract Cleaning Service Providers
 - 43% of customers requesting GCS's
 - 83% of CCSPs introducing GCS's
 - 70% of CCSPs: “important to buy from suppliers that embrace sustainable initiatives”

Source: Report on The Building Service Contractor Market, Contracting Profits Magazine, July 2010

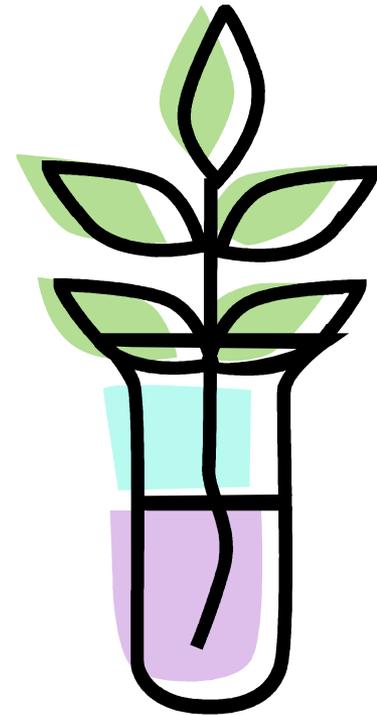
Biobased Cleaning Products

- Inherent Environmental Benefits
 - Renewable resource
 - But not all biobased products = green
- Consider the Complete Environmental Profile
 - Low toxicity
 - Not flammable
 - Biodegradable
 - Min. haz. ingreds.
 - Non-corrosive
 - Concentrated
 - Dilution systems
 - Packaging



Biobased Cleaning Products

- USDA BioPreferred Program
 - Spurred greater interest in biobased cleaners
 - Many are environmentally preferable
- Cleaning Product Categories
 - Graffiti removers
 - Hand cleaners
 - Carpet cleaners
 - Carpet spotters
 - Glass cleaners
 - Adhesive removers
 - Bathroom cleaners
 - Dust suppressants
 - Floor strippers
 - General purpose cleaners
 - Industrial cleaners
 - Trash can liners



Green Cleaning

- Green Cleaning Goes Mainstream
 - Firm hold in the marketplace
 - Growth will continue to outpace demand for traditional cleaning products
- Biobased Cleaning Products
 - Continue to play a critical and supportive role
 - Proliferation and development of greener cleaners

Thank You!!

Discussion



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