

# Green Leadership

*Multi-Clean's Commitment  
to Provide Our Partners  
with Green Resources*



**Lead by Example**



**Inspire our Customers**



**Share Knowledge**



**Promote Education**



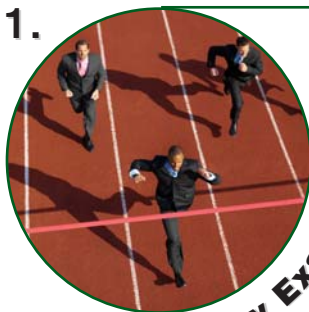
**Better & Safer Products**

**Multi-Clean**<sup>®</sup>  
Your Guide To Clean

# Multi-Clean...Your Green Cleaning Resource

## Five Core Principles That Guide Our

1.



**Lead by Example**

When it comes to green cleaning and sustainability, Multi-Clean is the industry leader. **Lead by Example** means reducing the carbon footprint of our operations, pro-actively eliminating harmful raw materials from our formulations, utilizing more sustainable materials and packaging, and exceeding all applicable environmental regulations.

When looking for a company to do business with, you should expect nothing less.

2.



**Inspire our Customers**

We believe our customers want to green their cleaning, they simply aren't sure how. Our mission is to **Inspire our Customers** to make the transition to green cleaning a goal that is pursued with enthusiasm and a sense of purpose.

With "green" becoming increasingly popular, how do you know who to trust? Multi-Clean is proud to offer a line of third-party certified products, such as EPA's DFE and Green Seal, along with credible resource information to support the "how to" of green cleaning.



3.



**Share Knowledge**

Multi-Clean is an expert in green cleaning. We believe we have a responsibility to **Share Knowledge** to ensure going green is not overwhelming or difficult for our customers. Multi-Clean provides support from experienced chemists, technical guides, green cleaning guides and numerous additional online resources.



This information is accessible to our distributors, clients and anyone interested in green cleaning practices.

# Business and Support Our Partners

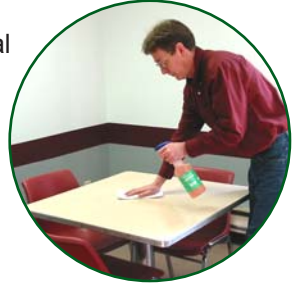
4.



**Promote Education**

Multi-Clean **Promotes Education** by offering training resources to learn the best practices of green cleaning. We supplement our products with instructional and educational materials that assist our dealers, customers and potential clients in making environmentally sound decisions while using products safely, effectively and with respect for the environment.

Through our online educational tools, Multi-Clean teaches not only our distributors, but seeks to increase public awareness about indoor air quality issues and the solutions found through green cleaning practices.



## FACT

Bag-in-Box packaging reduces plastic use by greater than 90% compared to pails. Multi-Clean has reduced plastic use by more than 1,000 tons by utilizing more sustainable packaging.



5.



**Better & Safer Products**

At Multi-Clean, we produce **Better & Safer Products** that perform identically or better to traditional cleaning products, yet protect human and environmental health. We continue to re-evaluate the raw materials and manufacturing processes that go into our products, continuing to exceed regulations and our own environmental goals.

With the support, training, education and products needed to succeed, Multi-Clean helps our clients make the decision to clean green an easy one.



“The difficulty lies not so much in developing new ideas as in escaping the old ones.”

~ John Maynard Keynes



**Your Guide to Green**

At Multi-Clean, we understand that to be a leader, we have to hold ourselves to a higher standard. Delivering quality products that are safer for humans and the environment is only the beginning. We have taken our commitment to sustainability beyond the raw materials of our products.

We understand the prospect of adopting green cleaning initiatives can be overwhelming, especially when considering personnel and budget constraints. To help our clients, Multi-Clean has developed a six step process, **"Your Easy Guide to Green."** It is designed to simplify the adoption of green cleaning practices. To learn more about **"Your Easy Guide to Green"** and implementing green cleaning in a facility, please visit [www.yourguidetoclean.com](http://www.yourguidetoclean.com).

Multi-Clean sells products through authorized distributors. If you are involved in cleaning a facility, call 1-800-433-6816 to find a local Multi-Clean Distributor and unlock the true value of Multi-Clean products.



If you want to partner with a green cleaning leader by becoming an authorized Multi-Clean Distributor, we welcome the opportunity for further discussions. Call 1-800-433-6816 or e-mail [multi-clean@minutemanintl.com](mailto:multi-clean@minutemanintl.com) for distributor opportunities.




**See Us on TV!**

Multi-Clean is educating the public on the importance of green cleaning and will be featured on the **"Sustainable Planet"** TV show in recognition of our industry leading sustainability initiatives and products.



As seen on the National Geographic Channel.

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