

Cleaning Times

Multi-Clean[®]
Your Guide to Clean

February 2010

White Paper: *The Science of Cleaning Series*

By now, just about everyone has heard of the new scrubbers and spray cleaning devices that use ordinary tap water and low levels of electrical current that claim to produce a 'powerful cleaner'. These devices are marketed under the name **Activeion**[™] by Activeion Cleaning Systems LLC and **ec-H2O**[™] by the Tennant Company.

This month, Multi-Clean is releasing a new White Paper in our '**Science of Cleaning Series**' that examines this technology from a scientific viewpoint and raises some pointed questions in regards to cleaning effectiveness.

As you read this White Paper, you will understand that we have respect for our competitors and appreciate their efforts at innovation. At the same time, we believe in questioning any technology that, when held up to the mirror of science, doesn't seem to deliver the performance claimed.

This White Paper will only be available for download when you visit the Multi-Clean blog site. www.yourguidetoclean.blogspot.com

You Decide....

Magic Water?

OR

"A Powerful Cleaner from Ordinary Tap Water"

*Get this '**Science of Cleaning**' White Paper and other interesting content on the Multi-Clean sponsored blog.*

What's a blog????

A **blog** (short for the term "web log") is a type of website, maintained by an individual or business with regular entries of commentary, descriptions of events, or other content such as graphics, white papers, or video.

More Resources: Your Guide to Clean blog site.

With this edition of the **Cleaning Times Newsletter**, Multi-Clean is excited to announce a new resource for our dealers. The new blog site will be filled with content important to the cleaning industry. It will include white papers, video, and regular article contributions by our blog team of experts. You can access the site from the Multi-Clean home page at www.multi-clean.com, we hope you visit the site often.

Click on the link below to visit the Multi-Clean blog:

www.yourguidetoclean.blogspot.com

Visit the Multi-Clean blog site by clicking on the photo below:



Sign Me Up!!! Become a certified GREEN CLEANING ADVISOR™

GREEN CLEANING ADVISOR™ is a green cleaning training and certification program developed exclusively for Multi-Clean Minuteman, and PowerBoss distributors. The program is modeled after the green cleaning component of the LEED® standard for existing buildings. After completing two live webinars and the final exam, each participant receives an ADVISOR training certificate and the GREEN CLEANING ADVISOR CD

Attend two 1-hour ADVISOR webinars that teach you how to use the CD and become a certified GREEN CLEANING ADVISOR™.

Upcoming Sessions....

Mar. 16th and 23rd 9:00-10:00AM Central Time

April: To Be ANNOUNCED

If you are interested, please contact your Multi-Clean, Minuteman, or PowerBoss sales manager to sign up.

GREEN CLEANING ADVISOR™ GRADUATES: 34

GREEN CLEANING ADVISOR™

The CD uses the LEED® for existing building standards as a foundation for this valuable tool



Green Tip of the Month by Fagan Solutions, Inc.

WIIFM. What's in it for me? Too many times we simply ask this question and do not realize "Whats really in it for me?" For all of you that have become Green Cleaning Advisers (consultants), now is the time to act.

Once you have completed a Green Building Audit you will see your customer delight in the valuable information and recommendations you present. Once your recommendations have been implemented (a sale!), I strongly recommend that you go into Paul Revere mode. **Tell everyone!** But how?

Short of jumping on a horse there are ways. Distributors are very creative people and here's one way that I recommend. Put a sign at the front door. Have it declare that this building uses exclusive Multi-Clean green approved products on behalf of the occupants of the building. Have a blank space at the bottom of the poster for your signature.

Example: John J. Revere
 Green Cleaning Advisor
 Professional Cleaning Supply

Place the poster where people entering the building will see it. You never know who is going in or out of the buildings you serve ! The buildings decision makers will be glad to let folks know they are concerned about the health of the building occupants. And you get *free* advertising.



Vince Fagan is a 26 year veteran of the Jan-San industry and recognized expert on green cleaning. Vince is a LEED 'Green Associate' and is available to assist Multi-Clean, Minuteman, and PowerBoss dealers in developing their green sales & market strategies.