

Cleaning Times

March 2009

To All of Our Cleaning Times Subscribers:

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Where do we go from here?

What do you see when you view your company through your customer's eyes. Chances are that in the midst of the economic downturn, your customers are going to be looking to you for solutions that will save them money. Does this mean that cost cutting has put green cleaning on the back burner? The answer: Absolutely NOT!!!

In the new economy that rises out of the ashes of the current recession, the best businesses will emerge stronger and more profitable. To remain viable and profitable, businesses are scouring their operations for ways to reduce waste, increase efficiencies, and maximize productivity. Cleaning operations will be impacted!! Not coincidentally, sustainability initiatives also strive to reduce waste, increase efficiencies and maximize productivity. The ultimate goals may be different, but the solution to **profitability** and **sustainability** utilize the same equation.

"The only way to know how customers see your business is to look at it through their eyes"

-Daniel Scroggin

Profitable Cleaning Operations

Reduce Waste
+ Efficient
+ Productive
= Profitable



Sustainable Cleaning Operations

Reduce Waste
+ Efficient
+ Productive
= Sustainable

At Multi-Clean, we will be sharpening our focus in 2009 to tie green cleaning, sustainability, and cost savings together. Our goal is to provide our distributors and their salespeople with the necessary tools to help their customers go green and cut costs.



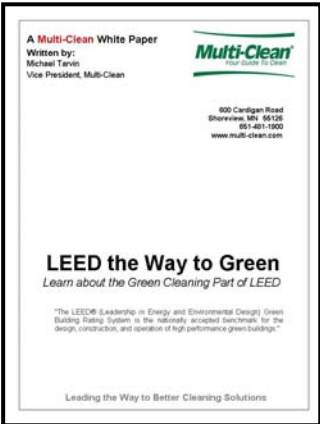
Go Green... Save Money

This month's audio Green Cast discusses more ways to save costs and go green.

Where can I find GreenCasts? You will find them on our website at www.multi-clean.com.

Just go to the site and click to listen. [Click here](#) for the newest Green Cast

Introducing Multi-Clean White Papers.....A new source of objective information to help you educate and train your customers. Each month we will introduce a new white paper. White Papers can be accessed on our website under the tab **White Papers**.



What is a White Paper? A white paper is an authoritative report or guide that often addresses problems and how to solve them. White papers are used to educate readers and help people make decisions.

This month's White Paper is titled "**LEED the Way to Green**" and helps readers understand the LEED-EB green building rating system and the associated green cleaning requirements of the standard. Whether or not your customer's facility is pursuing LEED-EB certification, understanding of the LEED-EB standard offers an excellent blueprint for any facility that wants to adopt sustainability practices. [Click here](#) to view the White Paper.

NEW!!!!

S.B.R. Cleaner & Restorer

- ✓ One Step Clean and Restorer
- ✓ High speed burnish to a brilliant shine
- ✓ Helps maintain Slip Resistance



S.B.R. Cleaner & Restorer is a labor saving product designed to clean and maintain floors using one product. Scrubbing with S.B.R. cleans and preps the floor to enhance burnish response. Use on resilient tile, sealed wood, terrazzo and other finished floors. Click [HERE](#) to view literature.

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