

Cleaning Times

Multi-Clean®
Your Guide to Clean

March 2010

“Sonic Boom: Globalization at Mach Speed”

Whether you are reading this newsletter in the U.S. or half way around the world, the way we communicate and conduct business is rapidly changing. You could be a Multi-Clean customer in the U.S., Canada, New Zealand, Indonesia, Australia, Ireland, Brazil, India, China, or Saudi Arabia reading this newsletter virtually anywhere you can access the internet. An interesting perspective on changes due to increasing globalization are articulated in the book “[Sonic Boom: Globalization at Mach Speed](#)” by Greg Easterbrook. [READ MORE on the Multi-Clean Blog](#)

Sonic Boom

Globalization at Mach Speed

By Greg Easterbrook

“Why the coming recovery will hurt like hell”

Climate change will change everything

Manufacturing will be obsolete

College is our secret weapon

Women will double the world’s supply of ideas.

Militarism will decline

Introducing *The Wave* Touchless Cleaning System

The Wave is the newest member of the patented Multi-Task Dispensing System family. This touchless cleaning system uses a battery powered, low pressure spray and squeegee method to clean restrooms **better** and **faster** than the traditional mop and bucket and spray bottle methods. No hoses, no cords, no soiled recovery water, no splashing, NO KIDDING!!

The new economic reality suggests we must show our customers how to clean more efficiently and effectively. *The Wave* offers the opportunity do both. Using *The Wave* to replace traditional methods results in cleaner restrooms, which means improved health for building occupants, a key component of a green cleaning programs.

More info: www.multi-clean.com/whatsnew.htm

You can also watch THE WAVE video on YouTube:

[The Wave Video](#)



[CLICK HERE TO WATCH](#)

NEW! on the MC Blog

With school bid season upon us, we are featuring a white paper about the need to “green” our schools. Visit the MC blog to read.

White Paper of the Month:

Greening Our Schools is a Class Act Going Green on a Tight Budget

Visit the Multi-Clean blog to access resource info and commentary by the MC blog team:

www.yourguidetoclean.blogspot.com

Also on the blog:

You Decide: Magic Water or A Powerful Cleaner from Ordinary Tap Water?

Visit the MC 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.

Upcoming Sessions....

April. 6th and 13th 9:00-10:00AM Central Time

May: To Be ANNOUNCED

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

GREEN CLEANING ADVISOR™ GRADUATES: 48

GREEN CLEANING ADVISOR™

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



Cost: FREE

If you want to create a competitive advantage for yourself, don't pass up this opportunity to become a certified GREEN CLEANING ADVISOR™

Green Tip of the Month by Fagan Solutions, Inc.

Last week I passed thru the small town of Cimarron, New Mexico. The St. James Hotel caught my attention and speaking with the hotel clerk at this very old western look hotel, I learned that many cowboy legends have stayed there. The likes of Kit Carson, Wyatt Earp, Doc Holiday and Billy the Kid all have roomed at the St. James in their day. The clerk even pointed out an area alongside the main building where “snake oil salesmen” sold their goods. The promise of *everlasting health* was the cry from the back of the clapboard wagons !

Today, that is exactly what we promise when we deliver good, quality cleaning supplies. *Cleaning for health without harming the environment*. Of course, when the goods from the snake oil guy didn't work, he had to face folks like Doc Holiday and his wrath. Today, just a refund is sufficient.

Even though it may seem a stretch to connect the days of yesteryear to our modern times, some issues remain applicable. For instance, how many new claims are out there promising that surfaces can be cleaned using just water. Not being a chemist I really cannot refute or condone these claims. I know that water is a universal solvent but how effective is it without surfactants. Because I'm not sure just yet, I recommend we take a closer look and depend on the chemists to help us understand the issues. For now, I prefer to sidestep the risk of commitment and until more testimony comes in, let's just say the jury is still out. Stay tuned



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.