

Cleaning Times

Multi-Clean®
Your Guide to Clean

May 2010

A Message from Mike Tarvin, Vice President, Multi-Clean

Our industry continues to experience changes in manufacturer-distributor relationships, many of which have not been advantageous to the janitorial and sanitary supply distributor. I feel it is important to re-emphasize that we at Multi-Clean are working hard to distinguish our company as a '**distributor focused manufacturer**' with a business strategy that reflects this commitment.

We Believe.....

The best way to maximize value to the users of Multi-Clean brand products is efficient delivery through a network of dedicated, professional distributors.

Our Mission....

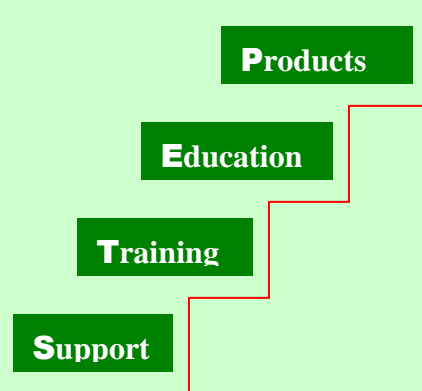
To deliver exceptional **S**upport, **T**raining, **E**ducation and **P**roducts to authorized Multi-Clean distributors in order to provide customers with the tools to make the challenge of cleaning commercial facilities easier, more efficient, and safer.

We will continue to improve and work toward strengthening the relationships with our distributors by protecting their interests and the value of the Multi-Clean brand.



The distinctive Multi-Clean brand logo reflects our commitment to being a resource to our dealers.

4-STEP's to Value



Now Available: Multi-Clean e-Catalog

Now, fast access to information on Multi-Clean products is easier than ever before. The new Multi-Clean electronic e-Catalog is here!!!

- e-Catalog shows product listings by category.
- Each product entry includes quick links to MSDS, Tech Data Sheets, and Method Bulletins.
- Easily view part numbers, available package sizes, and a short description of each product.
- Access on the web or have a copy available on your computer.



[e-Catalog: Click to Enter](#)

NEW NEW NEW!! COLLEGE of KNOWLEDGE

Do you want to learn more about subjects that are important to your livelihood, but don't have the time to attend seminars and training programs in person?

Multi-Clean is proud to offer **COLLEGE of KNOWLEDGE** training courses. Each course is a live 60 minute webinar taught by one of our faculty experts.

Courses coming up.....

1. [Filling in the Green Gaps](#) May 21, 2010
2. [The Science of Cleaning](#) June 17th
3. [Pro-Active Floor Care](#) June 24th

College of Knowledge



[Courses and Registration Info](#)
[CLICK HERE](#)

NEW! on the MC Blog: More on Electrified Water

More on Electrified Water: The Minneapolis Star Tribune recently ran an article titled "[Just Add Water and Venture Capitol](#)" by Wendy Lee on Activelon® and the company's well capitalized marketing program aimed at convincing the end user they can clean with only water. A small portion of this article subtitled "**TOO GOOD TO BE TRUE?**" quotes a University of Minnesota Microbiologist who says "*I don't buy it. From a chemical point of view, it kind of makes no sense.*" Even more entertaining are the reader responses to this article, which shows that not everyone is a believer in this 'miracle water'..... [READ MORE on the MC BLOG](#)

White Paper of the Month: Infection Control in healthcare
Visit the Multi-Clean blog to access resource info and commentary by the MC blog team.

www.yourguidetoclean.blogspot.com

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....

June 15th and 22nd 9:00-10:00AM Central Time

July: To Be ANNOUNCED

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

GREEN CLEANING ADVISOR™ GRADUATES: 72

Cost: **FREE**

GREEN CLEANING ADVISOR™

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



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

Green Tip of the Month by Fagan Solutions, Inc.

By now, a number of Multi-clean dealer salespeople have completed the **Green Cleaning Advisor™** course. Those of you who have yet to do so will appreciate the knowledge gained when you do complete this course. However, there is always more to learn. This month the tip is to appreciate what products come downstream to you the dealer, but to also think about looking upstream to your manufacturer.

More frequently, when it comes to sizable pieces of business, the end user today is as knowledgeable as you or even has knowledge beyond what you have learned concerning the environment and sustainability. End-users today are being held to a higher standard by the building managers, owners and yes, even stock holders in the very large accounts that we serve. Accountability is the key word. These end-users are beginning to be curious about not only how green is the product but even more importantly, “where did it come from?” “And how green is that place?”

It’s great that the product bears the label of Green Seal, DfE, eco-logo, CRI Green label, etc., but more folks are specifically asking, “How green is the manufacturer?” Does the producer have their own recycling program? How do they dispose of their wastewater? Is the manufacturing plant practicing green or have their own green cleaning policy? Does the plant have an alternative transportation program? Is there a bike rack out front? Do they measure and monitor their carbon footprint?

As dealers ask your vendors what they have done to “go green”. The more they have done, the more prepared you will be when asked the questions concerning upstream concerns.



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.

Multi-Clean’s Green Leadership Principles.....[CLICK HERE](#)