

Cleaning Times

July 2010

Chemical Free Stripping: Fact or Fantasy

Many of you have probably heard or perhaps are selling automatic scrubbers or floor machines that claim to be capable of stripping floors without the use of chemicals. These companies include Clarke with a new orbital scrub deck design called Boost® or the Square Scrub orbital floor machine. No doubt these machines have captured some attention. However, does it really work?

This month's white paper from Multi-Clean explains the science behind how floor care products work and examines if 'chemical free stripping' is really possible. [Read More](#)

Multi-Clean White Paper of the Month

"You Decide: Chemical Free Stripping FACT or FANTASY?"

Visit the **MC** blog site to access this White Paper by clicking on the photo below:



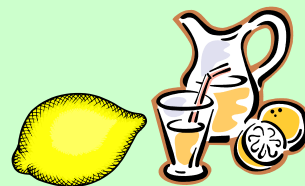
Making Lemonade from Lemons: Creating Opportunities in Tough Times

A new reader survey in the June 2010 issue of Housekeeping Solutions Magazine offers more evidence that cleaning budgets are under continued pressure. The survey is recommended reading and offers many insights into the current situation and future opportunities.

In the survey, **69%** of respondents indicated budgets were cut in 2009 in response to economic concerns.

A follow up question asked how respondents complied with budget cuts.....

- 24%** say they laid off cleaning staff
- 44%** reduced cleaning frequencies
- 18%** switched to lower priced products/supplies.
- 63%** postponed large product/equipment purchases.



***Your customers need your
expertise now more than ever!
The opportunity is there.***

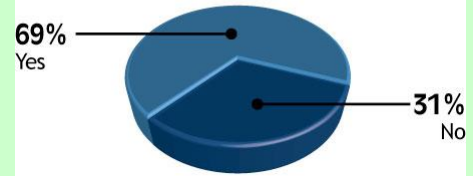
Follow this link to to read the entire survey in **Housekeeping Solutions**

[CLICK HERE](#)

BUDGETS

The moral of the story: You can be a hero to your customer by finding ways to help them become more efficient. As you probably can tell, there is less than a 1:5 chance that you may be asked to drop your margins to retain their business.

Was your budget reduced due to economic concerns in 2009?



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. The ABC's of Carpet Care Aug. 18, 2010
[CLICK HERE TO REGISTER NOW](#)
2. Preventing the Spread of Infection: Pandemic Planning September 22, 2010
[CLICK HERE TO REGISTER NOW](#)

College of Knowledge



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

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....

Aug. 17th & 24th 9:00-10:00AM Central Time

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

GREEN CLEANING ADVISOR™ GRADUATES: 82

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.

In order to achieve a High Performance Green Cleaning program and be in compliance with the national standard from LEED® (USGBC) under Indoor Environmental Quality (IEQ) certain requirements must be met. Some of those requirements are directly connected to how we approach issues concerning people, process, product and proof.

People must be offered a comprehensive training program. The cleaning process must be set forth in a service delivery plan. Products (chemicals and equipment) must meet specific criteria and be validated by an independent third party i.e. Green Seal, dfe from EPA, Carpet and Rug Institute Green label program, etc. Proof can be achieved using an ATP meter which measures all organic matter on a surface and then gives the user a digital read out by means of bio-luminescence.

Pro-active distributors will continue to look inside these four categories for sales opportunities and embrace them all as a holistic offering to their customers. Today, let's consider the new **EPA Lead paint law** which was just



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.

announced for compliance in April 2010. Basically, the new law states that any contractor that performs work in a building built before 1978 and disturbs the paint surface(s) in that building must comply with the EPA method of cleaning up and collecting and disposing of paint chips, debris and dust caused by the contractors work. Refer to EPA website under Lead paint law for more details.

As dealers of Multi-Clean chemicals and Minuteman equipment, and now in the role of an informed consultant, there is a clear chance to increase your market share. Many contractors are looking for the answers right now to be in compliance. Minuteman offers a full line of Critical Filter Vacuums that put the contractor in full compliance with the new EPA law. And yes, where the work is being performed is a risk to indoor environmental quality if the contractor is not in compliance. Respiratory issues will abound and the EPA does have recourse for those that ignore the law.

Being both a Multi-Clean dealer and a Minuteman dealer allows today's distributor to offer all types of green chemicals and equipment. Convenience of one-stop green shopping along with High Performance Green Cleaning programs will once again distinguish your business from the competition. Good luck!

EPA New Lead Paint Requirements

On April 22, 2008, EPA issued a rule requiring the use of lead-safe practices and other actions aimed at preventing lead poisoning. Under the rule, beginning **April 22, 2010**, contractors performing renovation, repair and painting projects that disturb lead-based paint in homes, child care facilities, and schools built before 1978 must be certified and must follow specific work practices to prevent lead contamination.

EPA Lead Paint Webpage

www.epa.gov/lead

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