

Cleaning Times

September 2008

To All of Our Cleaning Times Subscribers:

The ISSA show completed last week in Las Vegas. It was great to personally connect with distributors to thank them for their business and show them what we have to offer. As you may suspect, GREEN was the overall show theme with virtually every exhibitor touting green products.



Green Cleaning is a process that includes the use of products that are safer for people and the environment. The end user does not fully understand the process and what it takes to get there. Maintaining an open dialog with your customers about green cleaning and acting as a sales consultant on 'how to do it' adds value to the sales process. The translation equals better margins, more sales, and a tighter customer relationship.

Green cleaning is about more than products. Visit www.yourguidetoclean.com to learn more.



Multi-Clean is the subject of a 6 minute feature segment on the Sustainable Planet show as a company that exemplifies leadership in promoting green products and practices. We will inform our subscribers on the scheduled TV airing dates when they are available. In the meantime, stop by [our website](#) to see a sneak preview of the show.



Knock-OFF: A Success Story about Solving Customer Problems

One of the products featured in the Multi-Clean booth at ISSA was **Knock-OFF**, a non-toxic, indoor graffiti remover. During the show, several facility management people from a major airport visited our booth. When asked if graffiti was a problem they answered yes. They relayed a specific situation on restroom partitions where this was an ongoing problem. The partition construction was such that graffiti seemed to take very easily to the surface, and after trying a variety of aerosol graffiti removers, they thought they had tried everything. They were given a small sample of **Knock-OFF** to try. That very night they tried it and *to their amazement it worked!!!* The show opened at 10:00am the following day, and by 10:05am this same group was at the Multi-Clean booth placing an order for **Knock-OFF**.



The moral of this story: Solve a customer problem, and you become a hero. You will also open the door to accounts you may have felt were impenetrable.

PROMOTION: To receive a **FREE sample of Knock-OFF**, reply to this email with your name and complete shipping address and we will send you a 4oz sample. Demo the sample on interior graffiti which also works great as a white board cleaner. This promotion is good now through September 26, 2008.

Multi-Clean Employee of the Month

Mike Leko: Purchasing and Assistant Plant Manager
Mike has been with Multi-Clean for 8 years. His primary duties include purchasing all the raw materials that go into Multi-Clean products, maintaining positive vendor relations. As the assistant plant manager he has proven himself as a valuable multi-tasker, with a willingness to help with any project that needs to be done. His positive attitude and commitment to customer excellence makes Mike a valuable player on the Multi-Clean team.



ASK THE CHEMIST

Q. Are Green Seal or DfE approved environmentally friendly products less effective than similar products that are not certified?

A. For the answer, click [HERE](#).

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