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Vol. 39, No. 3

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RANKIN PUBLISHING CO.
www.rankinpublishing.com

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www.rankinpublishing.com
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Maintenance Sales News (ISSN 1040-371X) is published bimonthly by Rankin Publishing, Inc. 204 E. Main St., P.O. Box 130, Arcola, IL 61910-0130.

Publisher assumes no liability whatsoever for content of any advertisement or editorial material contained herein.

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Periodical postage paid at Arcola, IL, and additional mailing offices. POSTMASTER: Send address changes to Maintenance Sales News Circulation, 204 E. Main St., P.O. Box 130, Arcola, IL 61910-0130

Subscription Rates in United States:
6 issues \$25

Single Copy rate: \$5 plus postage/handling; Buyer's Guide \$15 plus postage/handling

International rates: 6 issue annual Air Mail Subscription \$60 U.S. dollars net

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On The Cover: President Linda Silverman and Vice President of Strategy and Innovation Danny Silverman are part of Maintex, Inc.'s senior leadership team, along with CEO Stu Silverman (not pictured). See story on page 6.

Industry Calendar of Events

October 10-13, 2022 — ISSA Show North America, McCormick Place, Chicago, IL. For information: 800-225-4772.

January 31-February 3, 2023 — National Hardware Show, Las Vegas Convention Center, Las Vegas, NV. For information: 888-425-9377.

March 4-7, 2023 — The Inspired Home Show, IHA's Global Home + Housewares Market, McCormick Place, Chicago, IL. For information: 847-292-4200.

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Maintex's senior leadership team includes, left to right, Vice President of Strategy and Innovation Danny Silverman, President Linda Silverman and CEO Stu Silverman.

Southern California Distributor Promotes 'Family' Company Culture

By Rick Mullen, *Maintenance Sales News* Associate Editor

Maintex, Inc., of City of Industry, CA, was founded in 1960 by a chemist, **Ralph Silverman**, after he and his wife decided to move to Southern California from New York City to start a new company.

"At its beginning, the company was pretty much a chemical manufacturer," said **Maintex President Linda Silverman**, Ralph Silverman's daughter, during a recent interview with *Maintenance Sales News Magazine*. "Over time, we evolved into a jan/san distributor, as well as a

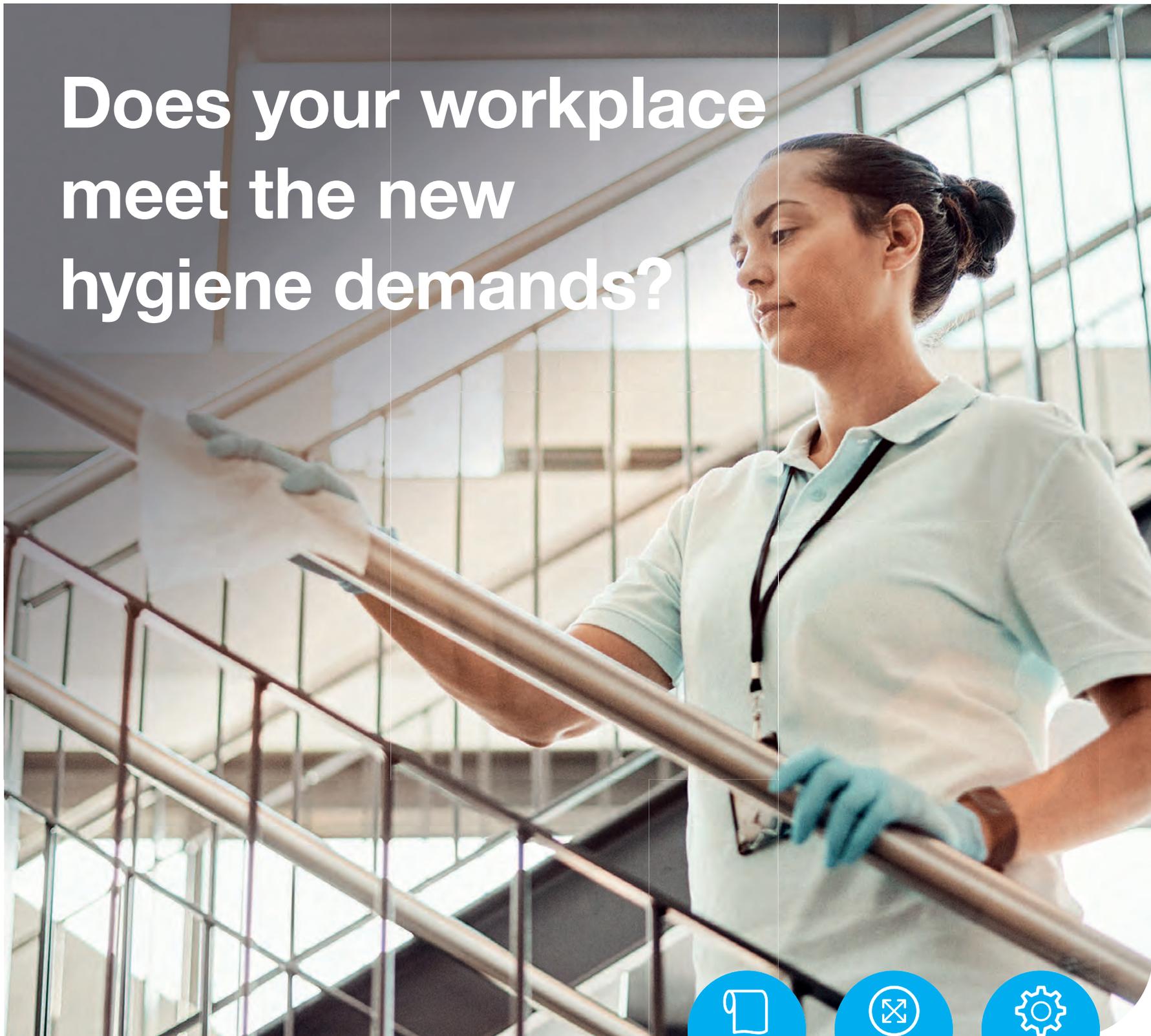
chemical manufacturer, because our clients were requesting we provide them with a wide array of cleaning tools, paper towels, equipment, and supplies."

Maintex's product offerings cover many categories including floor care, carpet care, green cleaning, break room supplies, chemicals, cleaning tools, equipment, matting, food service disposables, guest room amenities, hand and body hygiene, liners, bags, material handling, paper, safety, trash cans and receptacles, and more.

“There is no substitute for **integrity and transparency**. We believe if you are honest, do a good job, take care of your team and customers, you will be successful.”

— *Maintex President Linda Silverman*

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Think ahead.

“City of Industry is about 15 miles east of downtown Los Angeles. We have three facilities here, and a location in Poway, which is in the northern San Diego area,” Linda Silverman said. “In addition, we are 20 miles from the two largest ports on the West Coast.

Maintex’s primary truck delivery area is about a 300-mile radius from City of Industry.

“With our fleet of trucks and vans, we cover from Santa Barbara to the north and south to the Mexican border,” Linda Silverman said. “We also

use common carriers to deliver all over the state and throughout the Western U.S.”

The company’s City of Industry location puts it in the Los Angeles–Anaheim–Riverside combined statistical area, which is the largest by land area in the United States.

Furthermore, greater Los Angeles is the second-largest metropolitan region in the United States by population, with about 20 million people.

“We are in one of the largest markets in the country and the world,” Linda

Silverman said. “We have excellent access to the entire region from our location. We can easily ship throughout the West. Weather is never really a problem here, like it might be in other parts of the country. We don’t have snow. City of Industry is basically a commercial city. It is very business friendly.

“Our senior leadership team includes myself, my brother, **CEO Stu Silverman**, and **Vice President of Strategy and Innovation Danny Silverman**. Our sales leaders are **Vice President of Sales Carol Dell’Aquila**, **Vice President of Sales and General Manager of the Poway location Brian Goad**, and **Corporate Sales Director John Herrera**.”

Representing the third generation of family involvement in the company, Danny Silverman is Stu Silverman’s son.

“We service a wide range of markets, including building service contractors — our ‘bread and butter’ when we started — higher education, local governments, K-12, and the public sector, which include jails and other correctional facilities,” Danny Silverman said. “In addition, we have a big presence in health care, including long-term care, nursing homes, as well as hospitals and surgery centers. We also service local governments and housing communities, such as apartment complexes.

“We found Maintex’s diversified customer base to be very valuable, especially with all the complex market conditions we have experienced during the past two years, when some businesses were shut down completely, while others were going like gangbusters.

“As a local company, Maintex is here to answer the phone and solve customers’ most complex challenges. We are also large enough to stock a full range of products, providing quick turnarounds for our customers.

When Your Name Depends on it Use a Haviland Squeegee



The advertisement features a collection of seven different squeegee models against a light blue background. The models vary in size, shape, and color, including a large red and silver curved squeegee, a black and silver rectangular squeegee with a serrated edge, an orange and silver curved squeegee, a black and silver rectangular squeegee with a textured blade, a red and silver rectangular squeegee, and two smaller black and silver squeegees. In the bottom right corner, a bald eagle is perched, looking towards the left. The Haviland Corp logo is in the bottom left, and the company name and contact information are in the bottom center.

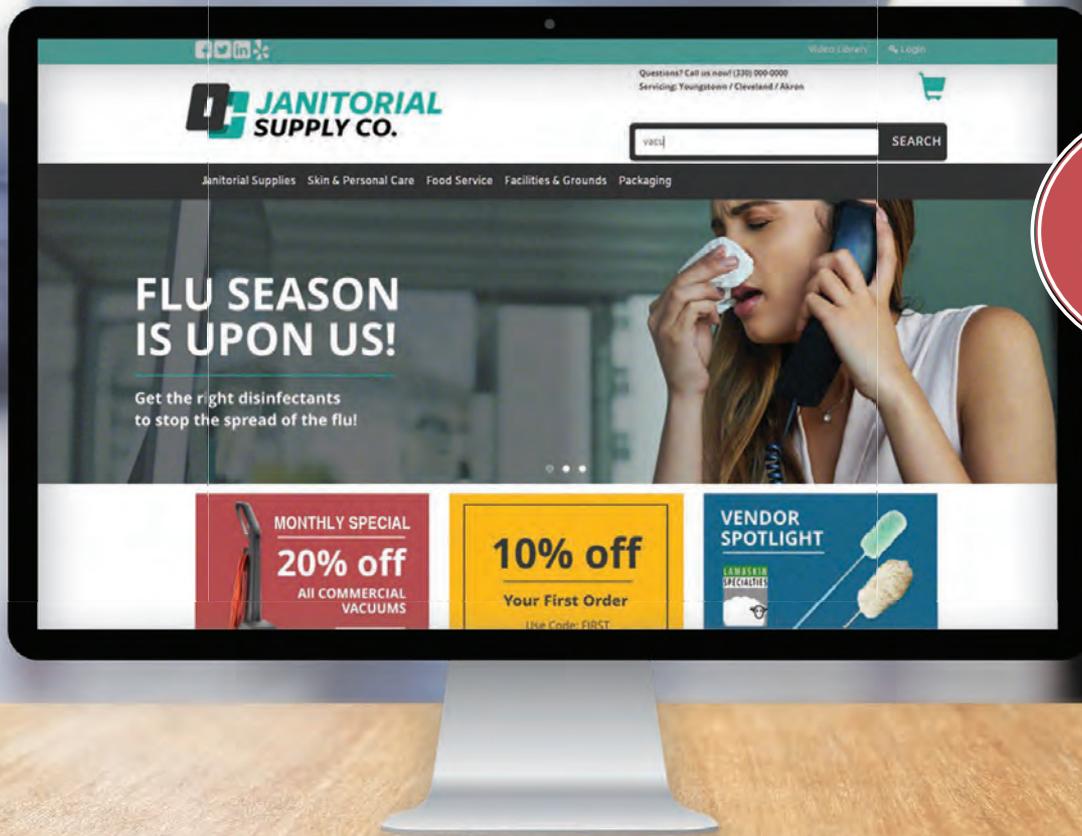
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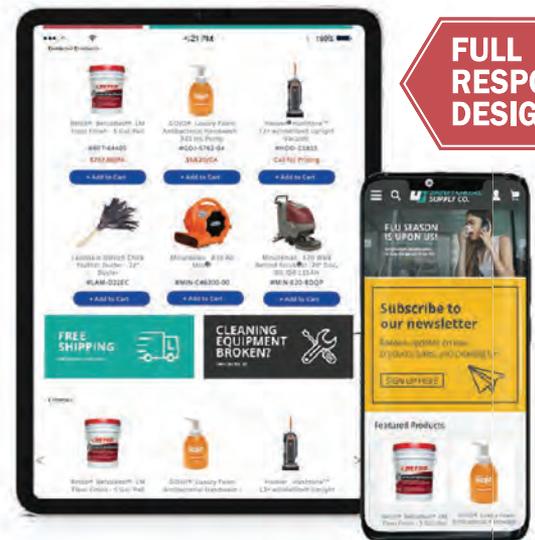
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“Our core values include integrity and honesty, while putting the customer above everything else. We have been able to establish a reputation as a good company that is easy to do business with.”

INDEPENDENCE AN EDGE

Consolidation has been an ongoing trend in the jan/san industry for several years. Linda Silverman said a number of Maintex’s competitors have been gobbled up by large private equity firms. “We look at our situation as being very positive, because we are not dictated by private equity or by quarterly stock projections,” Linda Sil-

verman said. **“We have the ability to be flexible. Maintex is big enough to be successful, but small enough to avoid the bureaucracy that occurs in a lot of larger organizations.”**

“We have been here for 62 years and intend to be here for the future.”

In addition to consolidation, finding quality employees has also been a difficult and ongoing issue, especially with COVID exacerbating the country’s shifting labor demographics.

“The situation is different than it was three to five years ago. I think people have re-evaluated what they want in their lives and are looking for more meaningful and fulfilling careers,” Linda Silverman said.

Two years of COVID has made jan/san more visible than ever before, leading some to consider the field for the first time as a career where they can make a real impact.

“We have been able to hire and onboard people seeking to change career paths,” Linda Silverman said. “We are pretty selective. We seek the right person who fits our culture, and who we believe is going to enhance our team and be around for the long term.”

Maintex also believes in giving employees the opportunity to grow within the organization.

“We are establishing career ladders to give staff in each position a roadmap to grow their careers, either within their specialization, or through lateral moves,” Linda Silverman said.

For example, some staff members have opted to seek sales positions. New sales reps must undergo an extensive onboarding program that can take several months, Linda Silverman said.

The nature of sales has changed in recent years, coinciding with younger generations entering the jan/san workforce. The traditional “lone wolf” sales rep, covering his/her territory more or less independent of other sales and customer service reps, is fast becoming obsolete.

“The traditional selling model with a sales rep who is sort of the ‘be-all and end-all’ has changed at Maintex,” Danny Silverman said. “We have really made a push toward team-based selling, with more internal and field support resources. We want our customers to have ongoing and consistent high-touch support from a team that is attuned to their needs.”

This team-based selling approach goes beyond the traditionally reactive customer service department.

“We build teams to support customers proactively with multiple inside staff members, as well as a



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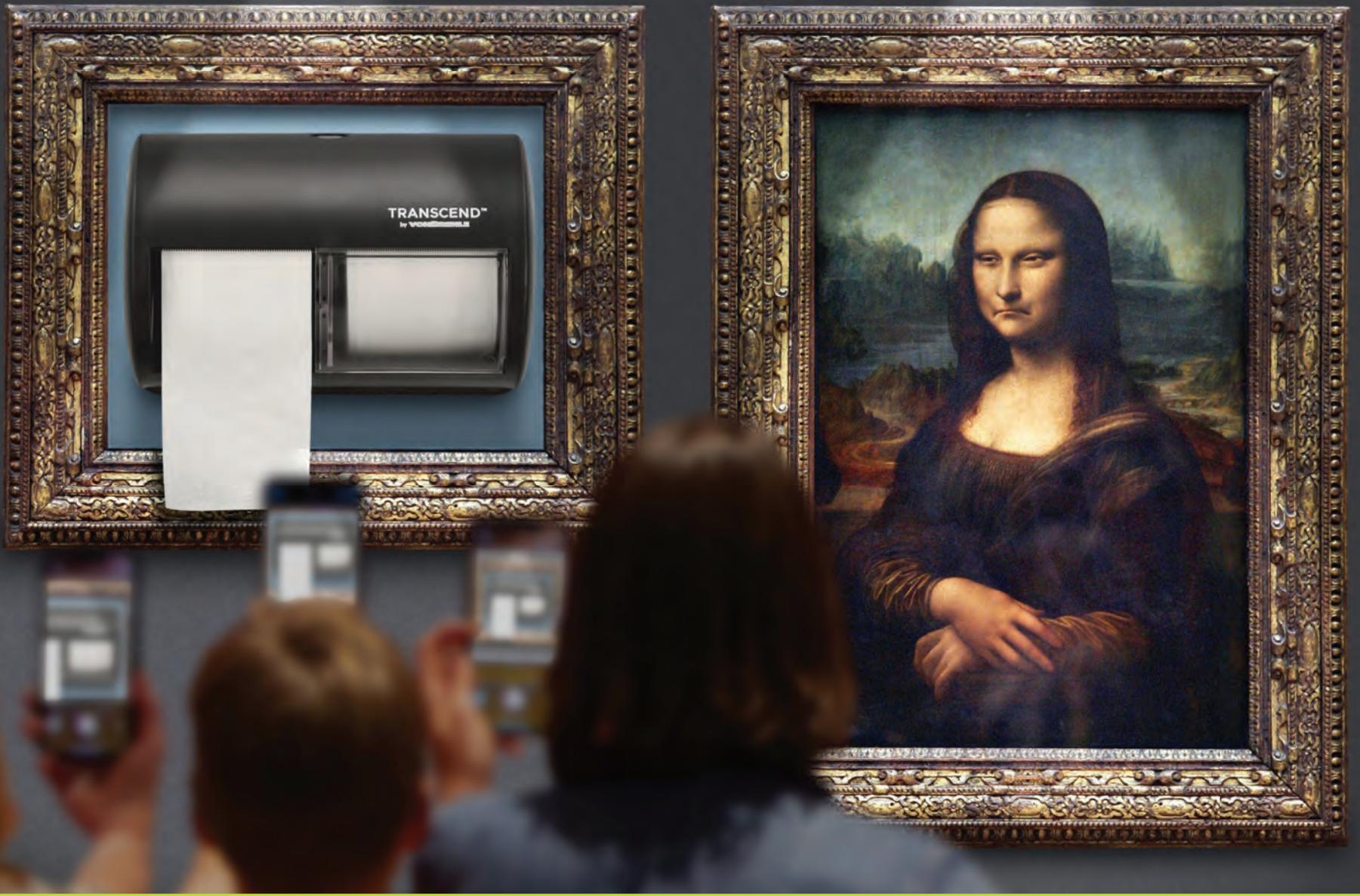
“Whenever we had to use a smoke odor eliminator in the past, we ended up with rooms that had a very strong, distinctly different smell like orange, cherry, or cinnamon” Tom, NY



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field support team,” Danny Silverman said. “We want to make sure they are receiving orders in a timely manner, and that we are there to solve problems.

“Furthermore, our teams are able to run products to customers if there is an emergency, repair dispensers, or whatever they need, without relying on a single sales consultant who might be busy doing other things.”

While the workforce is skewing younger, one thing has remained constant for Maintex, as the current generational shift alters the way business is conducted.

“Family values have been central to everything we do,” Danny Silverman said. “We have always believed in providing our employees with a work/life balance that allows them to accomplish both their job-related goals, as well as their goals outside the workplace.”

The largest generation in the workforce today is millennials (born 1981-to-1996), of which Danny Silverman is a member. There are still baby boomers (1947-to-1964) and Gen Xers (1965-to-1980) in the workforce. Many new hires are members of Generation Z (1997 onward), a demographic with new ideas and expectations that challenge traditional hiring and career development.

“We have many people in their 20s joining our workforce,” Danny Silverman said. “Some of them are looking for more job flexibility or faster paths to promotion than we would traditionally provide. At the end of the day, as long as we stick to our family values, we know we can give all staff opportunities to grow while maintaining a good work/life balance. These values transcend the generations, and are something that everyone who works for us appreciates.”

Linda Silverman reiterated that, although the company is owned by the Silverman family, every employee is considered part of the “Maintex family.”



The Maintex Poway facility is located in the northern San Diego area.

“We are getting ready to have a huge family picnic where people can bring their children and extended families. There is a legendary fast food chain here called In-N-Out Burger. An In-N-Out Burger mobile

kitchen will be at the picnic providing delicious food.”

Typically, Maintex has hosted a different activity for its employees each month until COVID. Now that things have loosened up somewhat, the monthly events are back.

“We have really made a push toward team-based selling, with more internal and field support resources. We want our customers to have ongoing and consistent high-touch support from a team that is attuned to their needs.”

— Vice President of Strategy and Innovation Danny Silverman

“Each month we have activities such as salsa contests, barbecues, and potlucks,” Linda Silverman said. **“We encourage every member of the team to come together, get to know each other, and have fun.** This includes sales reps of course, along with office employees, members of our manufacturing and warehouse workforce, as well as delivery drivers. We are all part of one organization.

“The team element is very important to us personally, as a family, and to the people who work here. I think that is why we have so many people who have worked here 20, 25 and 30 years.”

As far as more senior employees who might be considering retirement in the near future, Maintex is making provisions to train people to transition into those positions.

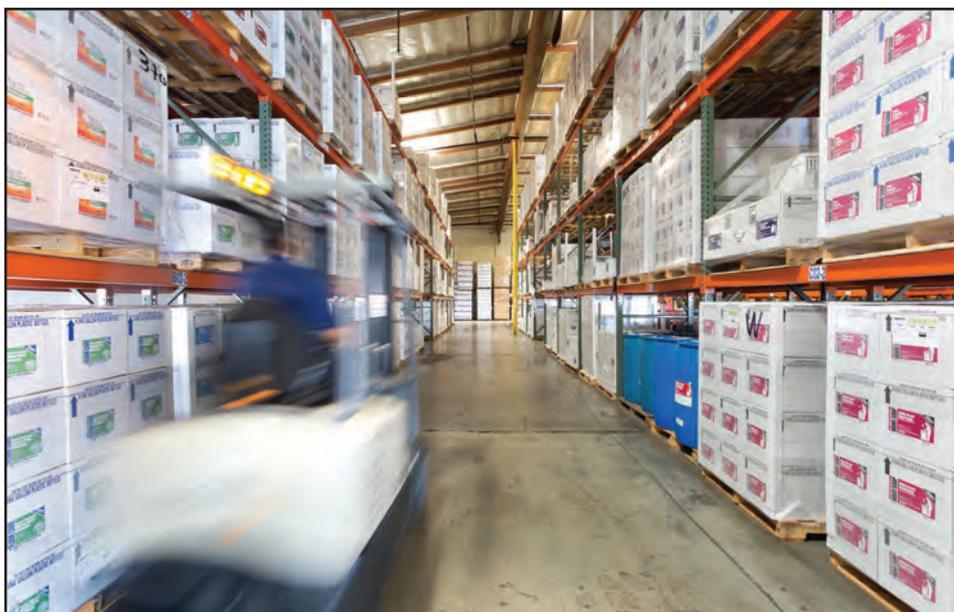
While experience gained through a long career at Maintex cannot be easy, if not impossible, to replace, veteran employees facing retirement work to pass on as much knowledge as they can, while mentoring younger staff.

A HISTORY OF EMBRACING GREEN

While it has been around for many years, the so-called “green movement” has gained momentum in certain marketplaces in recent years — some more than others.

While anecdotal evidence suggests most modern-day distributors offer complete lines of environmentally friendly products, the desire to “go green” varies from customer base to customer base.

“We have been at the forefront of green cleaning for at least 15-plus years,” Linda Silverman said. “Maintex manufactures more than 16 Green Seal and Safer Choice-certified products. We have made a big commitment to green. We offer a wide array of environmentally friendly paper products, liners, equipment, microfiber, matting, receptacles — all the items that help customers develop a green cleaning program.”



A forklift is shown in motion in Maintex’s warehouse. All merchandise is barcoded and tracked from the moment it enters the company’s facilities. Photos are taken of every delivery, so if there are customer concerns, delivery details can be reviewed.

“Our people work very well together,” she said. “We plan a lot of activities that are fun. Some of things we like to do were disrupted during COVID, but now we are able to get together.

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Maintex will conduct a site survey to assess needs and assist a customer in developing a comprehensive green program, Linda Silverman said.

“The biggest movement in green the past two years in California has been in K-12,” Danny Silverman said. “There is a very big focus on making sure spaces for students are safe and support learning. That means there is a lot of opportunity for growth in that market.”

“There is a very big focus on making sure spaces for students are safe and support learning. That means there is a lot of opportunity for growth in that (green) market.”

— Vice President of Strategy and Innovation Danny Silverman

While there are some positives for Maintex on the green front, nevertheless, on the whole, challenges remain.

“Sales of green products have never been quite as robust as many people anticipated they would be,” Linda Silverman said. “While sales are growing, green products are currently not a large portion of what we sell.”

While the price of green products has come down in recent years, Danny Silverman believes cost does remain a factor for many customers.

“In California, education and government standards come in to play, which is why we are seeing growth in green sales in those segments, cost notwithstanding,” Danny Silverman said.



Equipment and Field Support Supervisor Jose Baez films a training video.

CLEANING ACADEMY FREE TRAINING RESOURCE

Maintex has a fully equipped, in-house training facility. In addition, its online Cleaning Academy offers even more avenues to educate customers.

“We have a facility set up for hands-on training in floor, carpet, restroom care, and general cleaning,” Linda Silverman said. “In addition, we are

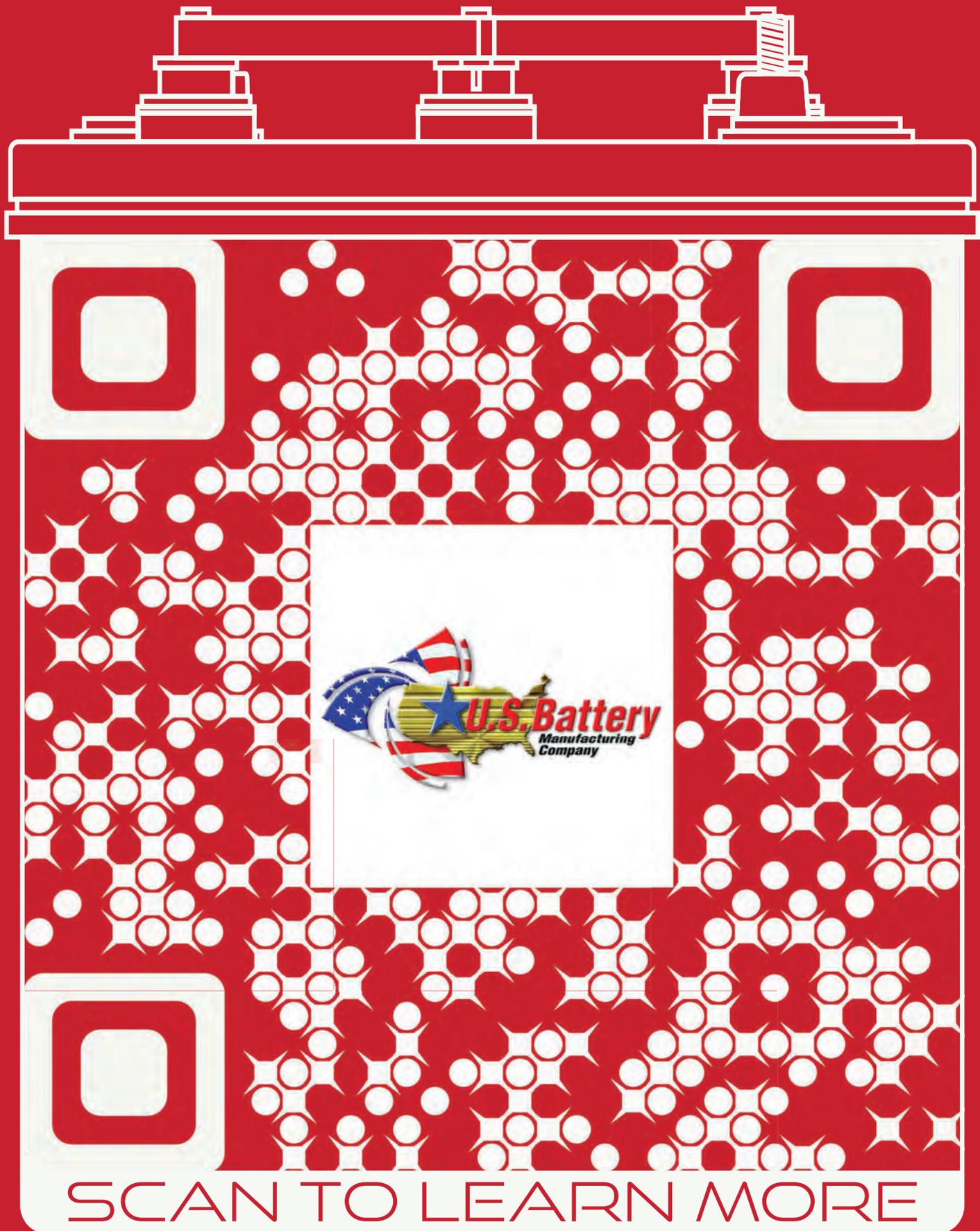


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able to customize training to meet the individual needs of customers.”

One of the side effects of COVID has been an uptick in the use of electronic and online resources, as people and companies tended to avoid in-person interactions.

The Maintex Cleaning Academy is a no-cost resource that offers instructional videos and other training to customers.

“We have online training materials, including videos, instructional pamphlets and product information, in both English and Spanish, to serve our diverse customer base,” Danny Silverman said. “Each lesson includes an interactive comprehension quiz. After a student takes a quiz, he/she is awarded a certificate of completion that can then be put on file at his/her company. That has been a very popular tool for some of our segments, especially those that frequently onboard new staff. Employees can complete the training at times and places that are convenient for them.”



(Left) Vice President of Operations Jose Guerrero surveys demo equipment.



(Above) Vice President of Sales Carol Dell'Aquila meets with a sales consultant.

COVID PROMOTED RE-EVALUATION OF BUSINESS PRACTICES

Operating in the huge Los Angeles metro market afforded Maintex boundless sales opportunities and business was good, Linda Silverman said. Then COVID came along — and things changed.

“When COVID hit it required a complete recalibration of everything we were doing to deal with the change in the commercial and business

landscape,” Danny Silverman said. **“As a manufacturer, we were able to pivot in terms of what we were producing to focus on what was most needed at the time, including soaps and disinfectants. That allowed us to stay in the game when the national players were out of stock of those items.”**

“We built an internal team to review orders early in the pandemic to make sure we could give all of our customers a fair allocation. Health care was prioritized as the most necessary and having highest need for disinfectant.

“Certainly, over time, supply chain disruptions made it really hard to reliably have the entire range of 6,000 SKUs we would typically stock.”

As far as putting safety protocols in place at Maintex, Danny Silverman said the company tried to stay up-to-date on the science, beginning with surface disinfection, and later focusing on air quality.

“We put in place all the standard protocols as early as possible, spreading out staff between facilities, and allowing people to work remotely, which we continue to this day,” Danny Silverman said. “We were sanitizing workspaces and surfaces more frequently, but we soon realized, because the virus was transmitted through the air, those efforts were less important than things like masking.

“We also modified our shifts to reduce the number of employees at any place at a given time, so that if there was an outbreak it would affect fewer people. We never ran into a situation where we had a large outbreak. Staff members who became infected with COVID, got it outside of the workplace. We are very proud of the efforts we took to keep our staff safe.”

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Continued on Page 28

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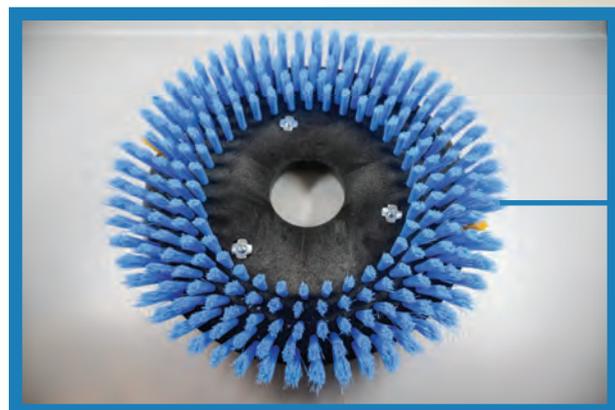
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LIFE

Lead-acid batteries have around 300 - 400 cycles before they start to lose power and capacity. This means you're replacing batteries more often, which means downtime, heavy lifting, and disposal that no business wants to deal with on a continual basis.

Lithium batteries provide up to 10 times more cycles than lead-acid. They can't be over-charged because the BMS protects against that, and if they are under-charged or left in a partial state-of-charge, they will not be damaged.

POWER

Traditional wet lead-acid batteries typically provide around 80 percent capacity when brand new. They work up to their full capacity and remain there for a couple of hundred cycles and then decline over the next couple hundred cycles.

With lithium the capacity degradation over the life of the battery is slow and minimal. They provide full-rated capacity immediately, and continue to do so for about 1000 cycles, with a slow decline to 80-90 percent capacity between 1000 to 2000 cycles.

EFFICIENCY

Most large commercial floor scrubbers require six to eight hours of charge time. Lithium batteries can handle a higher amp rate from the charger, allowing them to charge faster. They can also be opportunity charged without damaging the battery — significantly extending the range of your equipment per shift.

They provide full power throughout discharge, whereas lead-acid batteries provide full power for a relatively short period of time because the voltage declines steeply during usage.



CONVENIENCE

You buy time back with lithium because they're so low maintenance. Using lead-acid requires routinely adding water and performing an equalization charge. Conversely, lithium batteries are plug-and-play. They require no maintenance as there is no adding water or cleaning around the terminals.

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From ABCO: Importance Of Third-Party Certification

By: Carlos Albir Jr., Director of Operations, ABCO Cleaning Products

Third-party certification can assist businesses in achieving a reputation for trustworthiness, which the success of commercial cleaning businesses often rely on. Certifications can not only add credibility and marketability to your commercial cleaning business, but also aid in employee recruitment and retention by adding a sense of morale among employees.

One perspective of third-party certification efforts is the role of sustainability. Labels like “green” and “eco-friendly” are an important aspect of marketing efforts and branding. But the sustainability process involves an amalgam of complex issues, including availability of safer products, understanding of what makes a safer product, the financial aspect of changing formulas and uncertainties in the marketplace.

By utilizing approved third-party certification programs, you’re making it easier, quicker and more cost effective to determine what products are safer for human and environmental toxicological profiles.

SUSTAINABILITY UNDER THE SPOTLIGHT

As billions of tons of CO2 are released into the atmosphere yearly as a byproduct of coal, oil and gas production, human activity is also producing greenhouse gas emissions at record highs. With the last four years being the hottest on record, the planet is at least one degree Celsius above pre-industrial levels, which scientists say could be an “unacceptable risk.”

Climate change is an undeniable truth that requires fundamental changes to all aspects of society, including food growth, land usage, transportation of goods and power dynamics in our economies. Thankfully, business leaders can do their part by keeping a close eye on carbon emission rates to help reduce their environmental impact.

WHY ALL COMPANIES SHOULD BE SUSTAINABLE

Businesses should be working toward sourcing responsibly, minimizing their environmental footprint, innovating resources, treating employees responsibly and becoming more transparent. Investing in sustainable business practices used to be a company mission to do social good. It is now a business requirement.

The occasion to do good isn’t partial to green companies alone. The benefits have been felt by public and private sectors that have joined, leveraging the visibility of public platforms and resources of private companies. The total sustainability investments across these sectors and industry types have surpassed some of the fastest growing sustainability markets. Sustainability investments have grown 68 percent since 2014 to reach \$30 trillion.

According to a study by Accenture, the pandemic drove consumers to reconsider their expectations of businesses. In fact, over three in four “Reimagined” consumers would rather do business with organizations that utilize highly ethical methods to source services and materials.

From the Accenture study, “Reimagined” consumers are those who have altered their purchasing habits due to the pandemic. This group is focused on the health and safety of an organization’s employees as well. Accenture found 63 percent of the Reimagined consumers believe it’s necessary for companies to prioritize healthy business practices as part of a sustainable business overall.

It’s not just the public that is concerned about working with ethical and sustainable companies. The Securities and Exchange Commission (SEC) may soon require climate-related disclosures by companies in reporting. While this rule has not yet been approved, it could require such information like reporting both direct and indirect greenhouse gas emissions. The overall goal of this rule is to help meet the demand for investors who seek to work with sustainably-focused organizations.

THE RACE TO CLAIM

Businesses that haven’t been tracking environmental impact are now rushing to make claims, leading some to greenwashing practices rather than investing in actual sustainable efforts. Greenwashing is a process in which a company makes

unsubstantiated claims that deceive its customers into believing its products are environmentally friendly.

For several brands, marketing the environmental benefits of their products is done year-round, pursuant to the growing number of consumers who want to use their purchasing power on products made sustainably. In a study, at least 79 percent

of consumers cited changing their purchase preferences based on social responsibility, inclusiveness, or environmental impact. Green marketing is an important marketing tool that helps customers choose businesses to patronize.

The consequences of greenwashing lead to confusion, but also skepticism, which can hurt businesses doing their part. Greenwashing threatens the progress of those sustainable companies trying to make real improvements to sustainability and lessen their impact on the environment. In a survey of 500 websites, at least 40 percent were shown to potentially make misleading claims.

HONESTY IS THE BEST POLICY

While sustainability has often been viewed as an optional choice for businesses, it’s now being viewed as an essential priority. For businesses to succeed sustainably, they need to develop frameworks, guidelines and standards that assist in identifying, mitigating and reporting a company’s environmental impact. This is called transparent disclosure, a standard that facilitates honest reporting and reveals what areas are succeeding and what areas are failing. However, there is no single framework or globally agreed upon standard regarding sustainability.

The standards and frameworks are often ambiguous. While it can be confusing for the business community, it’s similarly unclear to consumers as well. Actionable steps must be taken to end ambiguity, otherwise customers will lose confidence in businesses, investors may refuse to work with companies that can’t prove their progress and the opportunity to act for a sustainable future is put to an end.

SUPPORTING THE GOAL

To produce clarity on sustainability efforts, there are third-party certifications that are credible and help businesses achieve their goals. For example, Green Seal, the Forest Stewardship Council (FSC) and LEED are all committed to providing a framework for sustainability.

These nonprofits are pioneers for creating a healthier, greener world and provide built-in strategies for setting and achieving sustainable goals. Together, they have driven indelible shifts in the marketplace, empowered better purchasing decisions and rewarded industry innovators.

GREEN IS AN ACTION

Going green can be a convoluted topic for businesses as there remains to be a single framework for industry standards. Thankfully, there are steps toward progress, like seeking third-party certification, that can help build a brand’s reputation of trustworthiness.

As climate change continues to be a polarizing subject among businesses and consumers, it is a fact that must be addressed with sustainability goals in mind. But those goals can lead to misleading and inaccurate information as companies rush to brand themselves as “green” or “eco-friendly.” This leads to the importance of being honest in the industry, so that comprehensive standards can be followed and shared by industry leaders.



Carlos Albir Jr., is Director of Operations at ABCO Cleaning Products, a leader in sustainable cleaning tools. ABCO is a family-owned, Certified Minority Business Enterprise, with Green Seal certified products, headquartered in Miami, FL.

For more information, visit www.abcoproducts.com.



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Essity Survey Finds U.S. Employees Returning To The Office Are ‘Greener’ Than When They Left At The Start Of The Pandemic

Amid A Heightened War For Talent, Employees Say They Want Employers To Make Eco-Friendly Practices A Priority, According To New Research By The Global Hygiene And Health Leader

U.S. employees have high expectations for green office spaces and expect more eco-friendly practices from their employers, according to new research recently released by global hygiene and health company, Essity, the maker of the Tork brand.

The company recently conducted a survey of employees who have returned to the office at least part-time and found that the vast majority of employees (75%) say they want a more environmentally-friendly office.

The research also found that those surveyed have become markedly “greener” than before the COVID-19 pandemic began. **Just over half of employees working from an office (51%) say they became more eco-conscious while working from home during lockdown periods. Another 46% say they feel more aware of how “green” their workplace is then when they worked in the pre-pandemic office.** In fact, more than half (58%) feel their office is “shamefully eco-unfriendly,” with one-third (34%) believing the introduction of eco-friendly practices within their workplace is usually an afterthought.



“Working from home and in their personal spaces during the pandemic increased employees’ attention on what it takes to create environmentally friendly workplaces, and employers should take note — especially those looking to retain and attract talent in this market,” said Don Lewis, President of Essity’s Professional Hygiene business.

“Our research shows that as many as 4 in 10 employees prioritize companies based on their sustainability reputation and actions when looking for a new job. Increasing eco-friendly priorities in the workplace and empowering employees can create a greener office, while helping drive employee engagement.”

“As employers continue to struggle to attract and retain talent, they ought to consider how they can appeal to their workers,” said Amy Bellcourt, Vice President of Communications, Professional Hygiene, Essity North America. “Our survey found that sustainability is often overlooked. Amid the pressure to deliver workplace flexibility, competitive salaries and benefits, and in-office perks, employers often disregard the importance of sustainable hygiene in the workplace — and their employees are noticing. Creating a more sustainable workplace leads to better outcomes, for your employee base and our planet.”

As Sustainability Becomes A Top Priority For Employees, Employers Can Implement And Communicate Simple, Eco-Friendly Changes Around Their Offices To Meet ‘Greener’ Employee Expectations

Tork®, the Professional Hygiene brand from Essity, is the global leader in workplace hygiene. Tork solutions can help employers reassure employees that both their hygiene needs and sustainability expectations are being met in a way that is visible to employees. With award-winning Tork products and expert guidance, employees can improve their business performance — and sustainability communications — through sustainable hygiene management.

• **Consider bolstering office recycling and re-use initiatives** — In North America, the majority of Tork hygiene products are made from 100% recycled paper and corrugate and are certified compostable.

Consider offering compost bins for used paper towels and napkin collection, and signage to further show your staff and guests that you are taking extra sustainability efforts with responsible end-of-life and re-use of these valuable resources.

• **Look into eco-friendly product options** — For example, consider Tork hand hygiene solutions in the restroom. Tork Clarity Foam Soap is made with 99% of ingredients from natural origin and is readily biodegradable.¹ This foam soap, paired with Tork Skincare Dispensers, can help reduce consumption by up to 50%, helping companies meet growing hygiene demands while controlling consumption and working towards sustainability goals.

• **Upgrade your facility with digital solutions that deliver improved hygiene and sustainability** — Data-driven solutions, like Tork Vision Cleaning, use people counters and connected dispensers to give cleaning teams access to real-time data, helping to reduce product waste by ensuring that paper towel, toilet tissue and soap dispensers are not refilled too early. With Tork Vision Cleaning, facility managers do not have to choose between sustainability and efficiency; they can achieve both.

To learn how to incorporate sustainable hygiene management at your office, visit torkusa.com/office-hygiene

Survey methodology

This survey was conducted online within the United States by OnePoll, on behalf of Essity, from March 3-16, 2022, among 2,000 U.S. office workers who have returned to the office at least some of the time.

¹ Proven by third-party lab test according to OECD301B



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- Fields an international network of Trojan Master Distributors.
- Guarantees our batteries with long dependable warranties.
- Invests in research and development to advance battery technology.
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Introducing The PROPPER DOOR STOPPER

Ten years ago we introduced a very successful product called the FATIVAN DOOR HOLDER. It was designed to hold doors open and assure a First Responder would not get trapped on the burning side of a door. However, we have learned that it is perfect for many other helpful disciplines and that ORANGE is the preferred color.



Now, we are introducing the PROPPER DOOR STOPPER that has many of the same great characteristics of the FatIvan — and the name tells the user exactly the design purpose.

The PROPPER DOOR STOPPER is just as strong, light, and corrosive resistant as the FatIvan, and it is made in the USA.

The PROPPER DOOR STOPPER has two rare earth magnets imbedded in it that allows the user to hold the door open to 80-plus degrees, 45-degrees — or when magnetized, to the strike plate, it allows the door to be kept open and not locked — which is great for jobs that require a lot of in and out movement.

It is the absolute best tool for holding doors open, and it does NO DAMAGE to the customer's door.

Think of Maintenance, Restoration, Cleaning Contractors, House-keeping, Young Mothers, Movers, Funeral Directors and many other disciplines that benefit from the door being held open while they carry tools, groceries, furniture, equipment etc. through the doors.

The PROPPER DOOR STOPPER improves *Quality and Productivity* as it does *NO DAMAGE to a door* — unlike the distortion, nicks and scratches that are left behind by today's methods — and it now only takes one person to carry bulky items in or out of a facility.

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Thank you.

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Maintex:

Continued From Page 16

barriers to protect employees at work. In addition, the company hosted a vaccination clinic in conjunction with the city which was open to employees and their family members, as well as staff at other nearby businesses. Recently, Maintex hosted another vaccine clinic to provide booster doses for those eligible.

“Today, every employee who works here has been vaccinated, and we think that has helped a lot,” Linda Silverman said. “As far as wearing

masks, we are following current government guidelines that make masks optional: some people choose to wear them, others do not, depending on their risk factors and comfort level.

Some protocols and initiatives put in place during COVID might never go away. The wearing of masks in every day life is already declining, but other results of the pandemic, like the extra awareness and emphasis on cleaning, may continue to be a part of the fabric of people’s lives moving forward.

“I also think the focus on air quality is something that should never go away,” Danny Silverman said. “We have air purifiers in all of our facilities and conference rooms, because clean air is so important.

“We have had a lot of success selling air purifiers, especially in educational settings, which is good for teachers and students. It is also a recurring revenue source, because we will continue to sell supplies, such as filters, to customers.”

NAVIGATING SOUTHERN CALIFORNIA TRAFFIC

While many modern day cities and their metro areas are plagued with traffic congestion, perhaps none is more famous, some would say notorious, than the Los Angeles Metro Area.

Maintex services LA and surrounding areas, therefore its drivers must be of the right temperament to successfully drive for the company.

“Our drivers are the day-to-day face of Maintex. That is why it is so important to have high quality delivery drivers,” Danny Silverman said. **“Recently, we have been really focused on providing them with better tools, including digital routing and a dispatch team so they can get issues resolved efficiently.”**

“They are now taking photos of every delivery, so if there are customer concerns, we can go back and review the delivery details.”

Many of the drivers have been on the job for several years and know the ins and outs and intricacies of driving trucks and vans in the challenging Southern California area.

“All our drivers wear uniforms,” Linda Silverman said. “We have regular driver meetings so they can interact with their supervisors and teammates, and receive feedback on things to help them perform their jobs

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The Kruger Products' HygieneChoice® trademark denotes that the products featured can enhance personal hygiene and self-protection by reducing risk of germ transfer or environmental contamination.

more efficiently. Routing software has been very helpful, particularly with traffic conditions in Southern California.”

“Our drivers genuinely care about the customers,” Danny Silverman said. “Sometimes, if there is an issue, drivers will proactively alert a sales rep or customer service person — ‘Here is what I saw. Let’s fix this.’ That is really great to see.”

Drivers and the company’s warehouse operations must work hand-in-hand.

“On the distribution side, we run a paperless warehouse as much as possible. All merchandise is barcoded and tracked from the moment it

enters our facilities. Warehouse employees all utilize wireless handheld scanners to track inventory movement,” Danny Silverman said. **“We think there is always room to improve warehouse operations by tweaking parameters, bay sizes, wave picking and things like that. It is a continuous improvement process to try and make our warehouses as efficient and accurate as possible. Our inventory control team is key to those efforts.”**

BORN TO RUN — A COMPANY?

Family owned and operated businesses in the jan/san distribution channel are not uncommon. Some successful companies have survived and thrived over more than one, and sometimes several, generations of family ownership and leadership.

It is also not unusual for younger family members to pursue different career paths other than the family business. In some cases, some return to the fold, to finish their working lives in the family company. Such is the case with Linda Silverman, whose father founded Maintex, and where she worked summers while in school.

“I did not initially desire to work at Maintex as a career. I earned a degree in psychology and worked in that field for awhile,” Linda Silverman said.

She was also interested in travel, which she did for a time. Then, her father said it would be great if she wanted to join the family business.

“I had worked in sales and I liked it,” Linda Silverman said. “So, I started in sales and was successful. I worked with my brother, Stu, who had gone to law school, graduated and passed the bar. He had decided to work for the company in administrative and operational roles.

“I think it was important for me to have other experiences outside the business. Sometimes you learn more from watching mistakes others have made. When you are exposed to other managers and other situations you might say to yourself, ‘If it were my company, I would do it this way. I would do it differently. I would be the type of a manager who people would feel they could talk to and feel connected to.’

“Sometimes you learn a lot by being exposed to other things, rather than just being insulated in one situation your entire career.”

Once she came back to work at the family business, Linda Silverman immersed herself in the jan/san industry. She was elected president of ISSA in 2000. She also received the prestigious Jack D. Ramaley Industry Distinguished Service Award in 2004.

“I’ve given a lot, but I have learned more. Currently I have a huge passion for the ISSA Hygieia Network, which is an organization within ISSA Charities that promotes the advancement of women and their careers. I was a founding board member and this year, I am honored to be co-chairing Hygieia with **Lauren Craven** from Imperial Dade.”

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Aluf Plastics, Inc.

Adds Capacity To Meet Higher Demand, Provide More Options

Increased capacity is now available at **Aluf Plastics** for the benefit of current and potential customers. The manufacturer, based in Orangeburg, NY, with a second facility in Sulphur Springs, TX, produces and stocks a full offering of commercial trash liners, contractor bags and drawstring bags. Aluf also offers private and custom label, and retail packed can liners.

Aluf Plastics maintains a national footprint with its dual blown-film extrusion manufacturing facilities. It recently added four high-density, and two high-speed COEX, extruding lines at its Orangeburg location.

“The expansion adds to Aluf’s capacity to produce melt-blown polyethylene film,” **Aluf Plastics Vice President of Sales Bob Libon** said. “Four new extruders will produce high-density film, while the other two will focus on Aluf’s low-density COEX (co-extrusion) capabilities. COEX involves three layers of plastic compressed to form one layer. The end result is a material that is lighter in weight, without giving up strength, elasticity and weight-bearing load.”

The additional six lines, which are now fully operational, have added 20 million pounds of capacity per year at Aluf Plastics.

up and running, which will help during our company’s busy third quarter, allowing us to keep up with seasonal demand,” Libon said. “The expansion will further support Aluf’s continued efforts to provide finished goods in a timely manner, helping improve the supply chain needs of our customers.

“It helps that the extra capacity is in place during the current COVID pandemic era, which has brought on supply chain challenges. We are now able to further fulfill, within a reasonable time frame, the needs of our customers.”

The added demand for high-density products, especially as it relates to smaller-size liners, has consistently expanded.

“Aluf has increased its presence in the hospitality and health care channels, which use a large number of smaller liners,” Libon said. “There is growing demand for liners that are less than 30 inches wide. That includes 20” x 22”, 24” x 24” and 24” x 33”.



The additional six lines, which are now fully operational, have added 20 million pounds of capacity per year at Aluf Plastics.

“The extra capacity is

“All four new high-density lines are dedicated to producing those smaller sizes. Such demand was part of what drove our decision to add the lines at Aluf.”

AN UPWARD TRAJECTORY

Since its inception in 1977, Aluf Plastics has steadily grown, featuring advancements along the way when producing film and bag products. Aluf extrudes and converts mono- and multi-layer bag products for can liner and industrial applications. That includes a variety of high-density and low-density liners, poly bags, poly sheeting, tubing and industrial packaging.

The company now has 750-plus stock items, a private fleet of delivery trucks, 24-hour daily plant operations and is a WBENC-certified Women Minority Owned Business.

Can liners from Aluf Plastics come in a variety of sizes, styles, colors and features including core-less rolls and individually folded bags. Custom liners are available from 8 to 178 inches in width and virtually unlimited length.

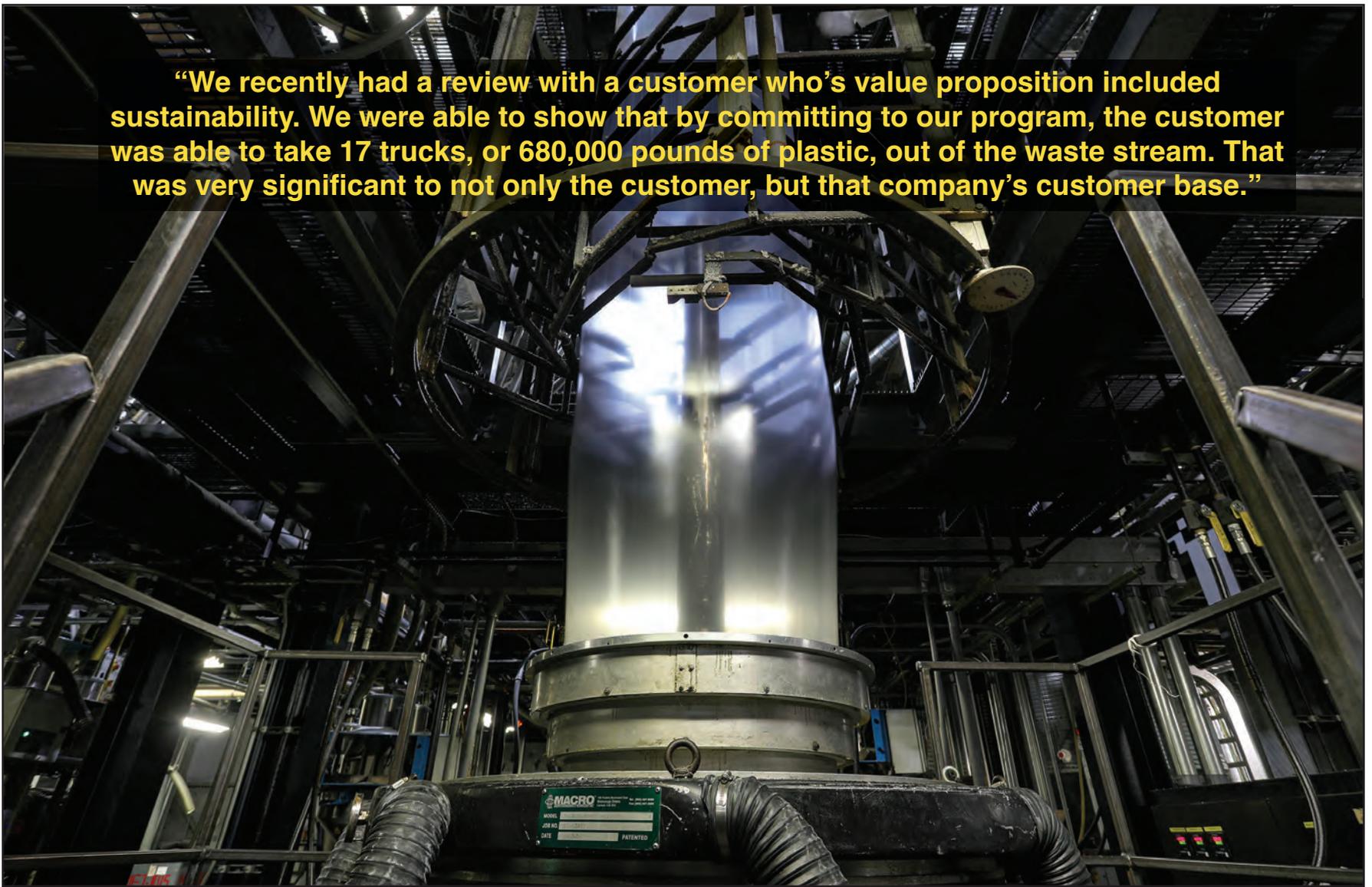
“We offer a full line of superior products that involve high-performance resins. That helps us reduce costs over traditional polyethylene products. Additionally, our plant in Orangeburg has 85-plus extrusion lines, allowing Aluf to carry the largest breadth of items under one

roof. That makes it easy for our customers to maximize their purchasing efforts,” Libon said. “Aluf Plastics sells through janitorial and food service supply distribution. We take advantage of an extensive distribution network that connects to a wide variety of channels. That includes health care, hospitality, food service, education, industrial and institutional end-users.

“We also focus on providing the highest quality of customer service, with Aluf’s customer service team members averaging 20 years, or more, of experience in the business. They know our

The company now has 750-plus stock items, a private fleet of delivery trucks, 24-hour daily plant operations and is a WBENC-certified Women Minority Owned Business.

“We recently had a review with a customer who’s value proposition included sustainability. We were able to show that by committing to our program, the customer was able to take 17 trucks, or 680,000 pounds of plastic, out of the waste stream. That was very significant to not only the customer, but that company’s customer base.”



High Density Film Extruder

customers, are on a first-name basis with many of them, and do a great job of taking care of their distribution needs. Our representatives work hard so that doing business with Aluf is easy. That remains a primary objective for the company, and has been since its inception.”

Aluf Plastics is committed as well to manufacturing ecologically-sustainable products. The company’s goal is to make it easy for customers to implement a sustainable can liner program, one that reduces stress on the environment.

“We strive to provide products that offer less plastic without compromising performance. That results in less plastic going into landfills,” Libon said. “We recently had a review with a customer who’s value proposition included sustainability. We were able to show that by committing to our program, the customer was able to take 17 trucks, or 680,000 pounds of plastic, out of the waste stream. That was very significant to not only the customer, but that company’s customer base.”

Products at Aluf Plastics are also manufactured with antimicrobial odor control protection, which inhibits the growth of odor-causing bacteria. The antimicrobial protection is actually built-in during a product’s manufacturing process. According to Aluf Plastics, its antimicrobial odor control protection will not wash off or wear away, but rather provides continuous protection for the useful lifetime of the product.

BRIGHT FUTURE AS A DOMESTIC SUPPLIER

Despite various challenges that persist within today’s global business landscape, officials at Aluf Plastics remain very optimistic about the future.

“Our business is growing and remains very healthy. In addition, we project that demand for domestic products, including can liners, will continue to grow at a brisk rate,” Libon said. “There are many companies looking for additional domestic suppliers, such as Aluf. I don’t see that changing

anytime soon, given all of the challenges within the global supply chain. We continue to see added demand for domestic supply on the local, regional and national levels.

“Each day, the question we ask ourselves is, ‘What else can our company provide to customers — beyond just price and availability?’ We strive to ‘make it easy’ for our distributors, while providing quality products on a consistent basis.”

“Each day, the question we, at Aluf Plastics, ask ourselves is, ‘What else can our company provide to customers — beyond just price and availability?’ We strive to ‘make it easy’ for our distributors, while providing quality products on a consistent basis. Aluf customers know that what we say is in the box — will actually be in the box. And, we carry a large inventory of SKUs, and excel as well at custom manufacturing. During a time when many suppliers are shying away from custom solutions, we, at Aluf Plastics, embrace that focus.”

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The Leed® Green Building Rating System, GSA Advantage®, ASHRAE 189.1 and more. This helps product visibility among key specifiers while driving marketplace demand. This is not a certification service, because these environmental claim validations are booked by **UL**, one of the world's most trusted names in product safety and certification, customers can feel empowered, making more informed purchasing decisions that help counter the green washing claims.

We see other companies making marketing claims about being Green, however, ACS Ind. is committed to Green! We chose certification by the rigorous standards of an organization like UL.

*The first and only UL certified
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Hand Pad line.*

- **ACS Ind.** is the first and only manufacturer to achieve **UL** (Underwriter's Laboratory) Certification ensuring full compliance that all pads produced contain 100% Recycled Post Consumer PET Fiber primarily from plastic bottles.

- **ACS Ind.** is an ISO 9001 Certified Factory adhering to International Standards of this document quality system. Not only will you receive the Green Products you require but you will also get dependable consistent product quality that your customers expect.

ACS Ind.'s unique process creates pad products made from the highest quality post consumer recycled PET fiber primarily from plastic water bottles and jugs. This, combined with our **ACS Ind.** proprietary resin binders produces the best Eco Friendly pad lines in the industry without added cost to you.

ACS Industries, Inc. • One New England Way, Lincoln, RI 02865
Toll free: 800-222-2880 • Fax: 401-333-6088
email: cleaning@acsind.com • www.acs-cp.com



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U.S. Battery

Using Battery Powered Cleaning Machines Adds To The Efforts Towards Sustainability And Environmentally Friendly Energy Solutions

Battery powered cleaning machines have been a part of the floor maintenance industry for quite some time. Deep cycle batteries have allowed these machines to be manufactured smaller, operate more efficiently, and no longer be limited by the length of the electrical cord. These benefits have also led the maintenance industry to become one of the leaders in utilizing this sustainable and environmentally friendly power source.



Deep cycle batteries have emerged as one of the major success stories of the environmental movement. Flooded Lead Acid (FLA) batteries are recognized by the U.S. Environmental Protection Agency as the most recycled consumer product in the nation. The innovative collection and recycling methods for the U.S. lead battery industry results in 99-plus percent of all lead batteries used in the U.S. being returned and recycled. This translates into 130 million used batteries not reaching landfills annually.

Over the decades, the recycling process has evolved to the point that nearly 100 percent of a lead battery is reused. The internal lead components of the battery are melted down to make components for new batteries. The polypropylene outer case and cover are broken down into small pellets and used to manufacture new battery parts and other plastic products. The battery's electrolyte is neutralized and

converted into sodium sulfate; a compound commonly used in laundry detergent, glass and textiles.

According to the Battery Council International (BCI is a trade association of manufacturers, recyclers, distributors and retailers of lead batteries) lead recyclers undergo some of the most restrictive emissions regulations in the U.S. The process of recycling lead, combined with tough emissions standards, has produced new methods of recycling with reduced emissions that far exceed EPA requirements.

The effects of the battery industry's efforts, however, don't end there. As well as reducing its environmental impact, the battery industry provides \$26.3 billion in revenue to the nation's economy; impacting suppliers, worker spending, transportation and distribution sectors. According to the BCI, an estimated \$1.7 billion is used for payroll within the industry of approximately 25,000 workers in the United States.

The key towards continuing the successful use of battery powered cleaning machines and maintaining their cost-effectiveness is to first correctly match the battery capacity with the duty cycle of the cleaning machine.

In addition, advancements in battery technology have turned lead batteries into one of the most cost-efficient forms of energy storage, allowing battery powered equipment to operate cleanly and with increased reliability. Lower operating costs also offer advantages to lead battery powered machinery and vehicles, further reducing emissions and reducing the environmental impact on other industries that embrace battery power.

The key towards continuing the successful use of battery powered cleaning machines and maintaining their cost-effectiveness is to first correctly match the battery capacity with the duty cycle of the cleaning machine.

Also, make sure batteries are not discharged beyond 50 percent of their rated capacity on a regular basis, and charge a cleaning machine's battery(s) at every opportunity in addition to fully charging at the end of the day. Maintain flooded lead-acid batteries properly by checking water levels, topping up with distilled water and performing a monthly equalization charge.

Most importantly, properly recycle batteries at the end of their service life for continued success in creating a sustainable energy source and keeping used batteries out of landfills.

For more information on sustainable deep-cycle batteries for various applications, visit www.usbattery.com.

Intercon Chemical

Blue Planet™ Hospital Grade Disinfectant, With Stabilized Hypochlorous Acid, Brings Effectiveness And Safety Together To Kill Germs — With The Environment In Mind

Effective, safe and environmentally friendly, patented new “Blue Planet™ Hospital Grade Disinfectant with Stabilized Hypochlorous Acid (S-HOCL),” is now available exclusively from Intercon Chemical.



“We named our patented new product Blue Planet because it breaks down into saline solution...and our earth’s blue color when seen from space is due to saline solution — salt water — that covers over 70 percent of the earth’s surface,” **Jim Epstein, CEO of Intercon Chemical/Clearly Better Solutions** said. “We feel that this product reflects our core commitment to innovation, safety and sustainability.”

With a toxicity rating of IV, Blue Planet carries the lowest toxicity level designated by the Environmental Production Agency and requires no warn-

ing statements on its label. The EPA-registered, COVID List-N product is a broad-spectrum hospital-grade bacterial, virucidal and fungicidal disinfectant/cleaner and one minute food surface contact sanitizer, made with Intercon’s stabilized hypochlorous acid. The product breaks down into simple saline water after use, and evaporates leaving no chemical residue. No rinse is ever required, even on food contact surfaces.

Also, no PPE’s are required. Due to its inherent safety profile, the product requires no gloves, protective eye wear and other personal protective equipment when applying with a spray bottle or electrostatic sprayer, according to Epstein.

“What we have now, with Blue Planet, is a breakthrough technology that is clearly better than other disinfecting technologies, leveraging a people- and planet-friendly disinfectant that kills 99.9 percent of bacteria in one minute on food contact surfaces and other areas, and does not contain bleach, quats or alcohol. Testing shows it kills SARS CoV2 (severe acute respiratory syndrome) in two minutes, while remaining people and planet friendly,” Epstein said. “Instead of harsh or toxic ingredients, our patented product contains non-toxic, stabilized hypochlorous acid, which we manufacture in a patented, proprietary process at our factory in St. Louis, MO.

“It is interesting to note that we all produce hypochlorous acid in our white blood cells to attack pathogens in the body, serving as our own natural germ killing agents. It doesn’t get any more natural than that! Once it does its job, Blue Planet’s stabilized hypochlorous acid quickly dissipates into a saline solution. It’s entirely benign and leaves no residue, yet kills bacteria, viruses and fungus. Blue Planet™ Hospital Grade Disinfectant features patented, environmentally friendly, cost effective and responsible chemistry, for the benefit of all end-users.”

That includes those in charge of disinfecting and cleaning such away-from-home settings as office buildings, airport terminals, schools, nursing homes, hospitals, veterinary clinics, doctor/dentist offices, restaurants, car rental facilities and cruise ships.



In a first for a hospital grade disinfectant, recently Blue Planet™ Hospital Grade Disinfectant was awarded the Seal of Acceptance endorsement from the National Eczema Association, according to Epstein.

“Unlike other disinfectants and hand sanitizers that can damage and dry out skin, our Blue Planet product is actually beneficial for those with eczema or other dry skin conditions,” Epstein said. “The product is life affirming. It kills germs, while supporting healthy skin.”

Importantly, Blue Planet™ Hospital Grade Disinfectant has also been recognized by the Child Safety Network™, receiving its Safe Family Seal Of Approval. It has been selected as the CSN™ Safe Bus and Safe School disinfectant product, recommended for use in schools and school buses nationwide.

Ward Leber, founder and chairman of the Child Safety Network™ commented: “Over the past 32 years of national public service we have always challenged chemical companies to create a product that kills bacteria, viruses, fungi, and now COVID-19, without harm to our children, pets or the environment. Very few chemical companies even bothered to respond to that challenge. Instead, they decided to stick with the same old active ingredients that have been causing toxic, poisonous reactions in children for decades. Based upon the information provided to us by the makers of Blue Planet, and its rating with the EPA and CDC List-N, sustainable stabilized hypochlorous acid is without a doubt the safest disinfectant choice that we have discovered for schools and families everywhere, when used as directed. CSN™ now calls on all schools to get rid of the old toxins and use CSN™ recommended products that are safer for students, staff and the environment.”

SHELF-STABLE FOR 18 MONTHS

Most hypochlorous acid products are inherently unstable and once created, are only effective for a few days or a few months. Because of that, hypochlorous acid’s commercial applications have, up until now, been severely limited. The good news is, Intercon Chemical have leveraged technology to produce Blue Planet™ Hospital Grade Disinfectant, which is shelf-stable for commercial use, featuring an 18-month shelf life.

“Blue Planet™ Hospital Grade Disinfectant is shelf-stable for 18 months,” Epstein said. “That makes it commercially viable to produce, package and ship throughout the country and around the world. It remains efficacious while stored in a distributorship’s warehouse and a customer’s location.”

Testing has shown that Blue Planet can be used with a spray bottle or electrostatic sprayer without losing its efficacy, and without leaving messy residue. Unlike other hospital grade disinfectants, there is no need to use personnel protective equipment during the electrostatic spraying process. A best-in-class companion electrostatic sprayer is now available from Intercon Chemical.



Call 314-771-6600 or
visit interconchemical.com
for more information.

Performance Plus Mop Heads Are Green Seal Certified



Performance Plus Green Seal® Certified Natura Mop heads are made from 100 percent recycled post-industrial reclaimed garment waste. Available in multiple options, Performance Plus Mop Heads provide the ideal cleaning solutions for preventative floor care, deep stripping and refinishing as part of a complete green facility maintenance program.

Performance Plus also offers a line of highly durable brooms effective in removing a variety of debris in multiple applications, inside and outside. No matter the mess, no matter the job, Performance Plus has the Mops & Brooms for you!

performanceplus-products.com • 800-234-1460

Sellars Is Creating A Higher Standard For Green Performance

Sellars ToolBox® wipers are known for their absorbency, softness and toughness. With the introduction of Sellars ToolBox GreenX® natural wipers, they've expanded that list to include environmental sustainability.

"As one of only two manufacturers of double re-crepe (DRC) wipers, Sellars has a unique position to reimagine and redefine what is both possible and practical when it comes to wipers," according to the company. "When launching the ToolBox GreenX® natural wipers, Sellars became the first manufacturer to produce a DRC wiper made with 40 percent post-consumer recycled fibers.

"Far too often, higher costs and lower standards are the norm for green products. There's no tradeoff for sustainability here. Not only are these wipers environmentally friendly, extremely absorbent and strong, they also meet the EPA comprehensive procurement guidelines, which provides facilities



the opportunity to earn credits in several LEED-EB (Existing Building) O&M categories."

ToolBox® GreenX® Series natural wipers are available in a wide variety of put-ups including quarterfolds, interfold pop-up boxes, center pulls, jumbo rolls, and Sellars patented Big Grip® dispensers and Big Grip® dispenser refills.

"But the story doesn't end there. Sellars recycles the excess DRC wiper waste to create a highly absorbent and extremely consistent core material for its DuraSoak and EverSoak General Purpose Absorbents," according to the company. "With the infusion of a compatible absorbent DRC wiper component, we're able to offer sustainability, price stability, and up to 85 percent more absorbency than the leading competitors' comparable meltblown sorbents."

See for yourself what sustainable Sellars wipers have to offer at Sellars.com. Free sample sheets are available on the site.

Queenaire Technologies

Advice On Ozone And Hydroxyl Use In Relation To COVID-19

The use of ozone for eliminating foul odors is well established. Ozone generation can rid properly treated areas of smoke, mildew and a wide assortment of other offending gases. The same is true when using hydroxyl technology. In the wake of the COVID-19 pandemic, however, interest has intensified on whether products used to produce ozone and/or hydroxyl radicals can also kill this particular virus — and to do so safely.

Ozone, in high enough levels, and hydroxyl technologies are known to eliminate various types of bacteria and viruses in certain situations. The main question is, what about COVID-19?

“There have been recent articles published suggesting ozone — when used in very high levels — and/or hydroxyl technology may be effective in removing the COVID-19 virus,” **Queenaire Technologies President Susan Duffy** said. “To date, however, I am not aware of any actual studies, using ozone or hydroxyl technologies against COVID-19.

“It is imperative that distributors avoid recommending the use of high levels of ozone while people are present in the space being treated. To safely use ozone in high levels, all humans and animals must be vacated from the treated area. After application, it’s important to wait an equal amount of time before re-entering that area.”

As for hydroxyl technology, although it’s safe to use in occupied spaces to remove certain pathogens from the air, unlike ozone, this technology has no effect on surfaces, according to Duffy.

Very high levels of ozone are used for sterilization purposes, such as with medical and dental equipment. Ozone chambers, consisting of a container with a sealed top, also work well when sanitizing such items as fruits and vegetables. They are used as well by restoration companies to eliminate smoke and mildew odors.

The **Rainbowair Activator 1000 Series II Ozone Generator (5401-II)**, from Queenaire Technologies, can create such an ozone chamber, when used with a hose kit.

“As a company, it’s our greatest desire that the nationwide quarantine will help slow the spread of COVID-19,” Duffy said. “For those who do use ozone and hydroxyl technologies for any purpose

following all manufacturer guidelines is imperative to ensure safe use of the technology.”

With established brands **Newaire**, **Rainbowair** and **Queenaire** in place, and a management team with over 30 years of air quality and odor control



Newaire™ HO3 - 2500 Air & Surface Treatment System

experience, **Queenaire Technologies, Inc.**, provides various products that incorporate up-to-date ozone generating technology, as well as hydroxyl air treatment, to an expanding marketplace.

“The main purpose of our products is to get rid of bad odors. That is what we are known for, and we have enjoyed much success due to our expertise and products in odor control,” Duffy said. “As far as treating open areas for bacteria or viruses, it’s hard to know how high a level of ozone would be effective, if at all. Our position is, if you are going to use ozone for any reason, you should use it responsibly.

“Distributors should ask for research and testing results from any company claiming to have an ozone product that specifically kills the COVID-19 virus before making specific claims to their customers.”

POPULAR PRODUCTS FROM QUEENAIRE TECHNOLOGIES

Queenaire Technologies continues to receive a lot of interest — and success — with such items as its **Newaire™ HO3 - 2500 Hydroxyl and Ozone Generator Air and Surface Treatment System**, as well as its **Newaire™ Plugin Air Purifier**.

Helping Queenaire Technologies serve as a “one stop shop” for solving odor and air quality issues, the **Newaire™ HO3 - 2500** provides the benefits of both hydroxyl air treatment and ozone generation.

“We took the best characteristics of each type of air and surface treatment when designing that product,” Duffy said. “It can be used as a hydroxyl generator, in areas where people are present, to rid of odors, bacteria and viruses. It can also be used to generate ozone in the same location, with the use of a timer, while people are not present, for a more in-depth odor treatment and cleaning.”

Duffy explained that hydroxyl radicals are formed in nature. They are diatomic molecules that are highly reactive and very short-lived. Discovered in 1963, hydroxyl radicals are often referred to as the “detergent” of the troposphere (the lowest part of the atmosphere), because they help destroy many pollutants.

Atmospheric hydroxyl radicals should not be confused with free radicals

that are produced inside living organisms. Atmospheric hydroxyl radicals are so reactive that they are instantly neutralized when making contact with any substance, and would be impossible to ingest as a complete ion. That makes using hydroxyl radicals, which are found in the outside air at all times during the day, one of the safest processes for deodorizing an occupied area.

Ozone, meanwhile, is often referred to as nature’s own purifier. It’s most evident at the seashore, near a waterfall, in a rain forest and after a thunderstorm. Ozone makes up approximately 20 percent of the air being breathed everyday, and has been used over the past century to purify water and eliminate odors.

Ozone is not used as a reodorant, but rather totally destroys offending gases, reacting with contaminants in air, water, and on fabrics, walls and ceilings. And ozone is green.

“What can be greener than Mother Nature’s very own air cleaner?” Duffy asked. “We can all relate to the idea of freshening our home, office and vehicle by opening the windows and letting fresh air blow through. That leaves the area smelling fresher and cleaner. What many people don’t realize is that the ozone being generated naturally in the air outdoors, is what provides the deodorizing effect when the breeze blows through.”

She added that ozone generation is a simple and clean technology that helps naturally eliminate odors, without the use of harsh chemicals. With an ozone machine, basically all that is being done is manipulating indoor air by splitting oxygen molecules. The process eliminates odors.



Newaire™ Plug-in Air Purifier

“A good ozone generator is, and always will be, the best way to deodorize air, surfaces and to reach cracks and crevices. However, limitations to this process occur in areas where people are present,” Duffy said. “A hydroxyl generator can be used to fill that void for superior air quality. With the Newaire™ HO3 - 2500, Queenaire Technologies offers two types of odor elimination — ozone and hydroxyl — within the same machine. Those technologies complement one another.”

Another popular product from Queenaire Technologies is the Newaire™ Plug-in Air Purifier. It’s designed to naturally deodorize rooms up to 500 square feet, eliminating odors caused by smoke, mold and mildew, pets, chemicals, garbage, cooking, etc.

The Newaire™ Plug-in incorporates a patented ion wind technology that allows ozone to be circulated from the machine without the use of fans or moving parts, ensuring silent operation. The product features a compact design and there are no parts or chemicals to replace. End-users just plug the product into a wall socket for years of silent and uninterrupted springtime fresh air.

It’s perfect for continually removing odors in kitchens, restrooms, laundry rooms, hallways, pet areas, hotel rooms, offices, classrooms, hospitals, nursing homes, recreation vehicles, fitness centers and day care centers.

“The Newaire™ Plug-in crosses all lines and markets related to odor control. It can be used in occupied spaces and runs continuously,” Duffy said. “Due to its smaller size, the Newaire™ Plug-in is also great for distributor sales rep demonstrations.”

Visit www.ozoneexperts.com or call 1-866-676-9663 for more information.

Aluf Plastics

We Believe Sustainability Is Our Responsibility

*API Industries Inc. (DBA Aluf Plastics)
Has Announced Its Go Green Initiative*

Aluf is committed to manufacturing ecologically sustainable products. Our goal is to help protect our environment and sustain our natural resources for future generations.

As a leader in the can liner and bag industry, Aluf provides a wide range of sustainable products and programs. We make it easy for our customers to provide environmentally friendly products as part of their portfolio.

For example, Aluf’s proprietary tri-laminate process in our COEX offering uses less plastic without reducing weight bearing load, providing superior strength and durability. Aluf’s unique COEX SuperTuff CXP line is comprised of 80 percent recycled and 10 percent post-consumer material, which can help end-users generate more LEED credits or certification. Aluf’s virgin film products also use less material, which promote source reduction.

Aluf’s goal is to make it easy for our customers to implement a sustainable can liner program that reduces stress on the environment.

Aluf’s 4-R principles for helping others to reduce their carbon footprint include:

REDUCE—Hi-tech machinery to minimize material used in production;

REUSE—Internal waste, such as wastewater and cardboard, are reused;

RECYCLE—Over 60 percent of our product portfolio consists of 90 percent recycled material; and,

RECLAIM—Post-consumer and post-industrial recycling collection program.

FROM PRODUCT TO PLANET

From start to finish, here is how Aluf puts more “green” into every bag:

■ **Scrap Sourcing:** Aluf sources used and misprinted plastic for repurposing in plastic can liners and bags;

■ **Material Recycling:** After inspection and grading, scrap materials are prepared for our recycling process;

■ **Resin Production:** Plastic is responsibly recycled into resin pellets for use in manufacturing;

■ **Manufacturing Process:** Pellets are extruded and converted into blown film-based products; and,

■ **Eco-Friendly Outcome:** A full lineup of green-friendly products are proudly sold bearing the Aluf label.



**For more information,
call 800-394-BAGS or
visit www.alufplastics.com.**

Nexstep Commercial Products

2 Unique Environmentally-Friendly Mop Packaging Options

Nexstep Commercial Products (exclusive licensee of O-Cedar®) offers two unique, Environmentally-Friendly, mop packaging options — our exclusive Flat-Pak™ Cartons & Overwrapped Bundles.

Flat-Pak™ Mop Cartons reduces the size of a standard mop carton by 45 percent saving valuable space for our customers. Individual mops are inserted in poly bags and the air is removed to compress Flat. In addition:

- With state-of-the-art engineering, cartons use the least amount of corrugated material while providing superior product protection; and,
- All of our cartons are made from 100 percent recycled pulp reducing the waste going into landfills and conserving natural resources.



Call 800-252-7666

Email

customerservice@ocadocommercial.com

Overwrap Mop Packaging eliminates the cardboard entirely, which can significantly lower your price per mop.

In addition:

- Compact packaging creates less waste;
- Eliminates all corrugated materials;
- Comprehensively tested to ensure outstanding product protection in transit and, unlike a brick-pack, does not damage fibers; and,
- Wet mops retain their appearance, stack easily and are more convenient to receive, store and inventory.



O-Cedar Commercial mops perform directly out of their packaging with both options. Private labeling is available with either packaging option, and your private labeled mop tag is always sewn into the mop head.

The von Drehle Corporation

When it comes to sustainability and environmental responsibility, **VONDREHLE** leads the way - and has for nearly fifty years.

0

Number of trees used to supply ALL of **von Drehle's** paper mills since 1974

By using recycled paper fiber instead of fiber from trees, von Drehle saves the following every year:



830,000

Number of kilowatt hours of energy consumption saved every year



58,000,000

Number of pounds of Greenhouse gas (CO2) saved every year



870,000,000

Number of gallons of water saved every year



1,300,000

Number of trees saved every year



von Drehle has received Green Seal® Certification for the majority of its towel and tissue products.



von Drehle is an Approved Supplier on the EPA's Comprehensive Procurement Guidelines Supplier database



von Drehle is a proud Member of the U.S. Green Building Council

From Bullen Companies

What If You Didn't Really Need To Strip Your Floors? What Could You Do With That Extra Time And Money?

"In the late 80s, Bullen set the new standard with the introduction of the first burnishing cream for high-speed floor care. Instead of having to strip and recoat high traffic floors, Bullen's Dri-Buffer eliminated hours of labor and product use and created a floor that looked incredibly clean and glossy. Over 10 years later, Bullen introduced a 'Green' version of the same product called E-Clean Dri-Buffer (EPA Safer Choice). E-Clean Dri-Buffer is even more important now due to the recent supply chain issues. With the shortage of the solvents required to manufacture strippers, many end-users are looking for alternatives to the typical annual strip and recoating cycle when they need to 'renew' floors. They need E-Clean Dri-Buffer," said Bullen.



"E-Clean Dri-Buffer is a product made of state-of-the-art technology that provides the ultimate in floor appearance, protection and anti-slip safety at the lowest possible cost of labor and material. It can be used to maintain any floor finish, including all those 'Green' floor finishes.

"One pint treats 120,000 square feet. It greatly reduces the stripping and re-coating cycles associated with traditional floor care programs, as well as increasing the cleanliness and slip-resistance of the surface finish.

"If you really have to strip, use the companion e-Clean Floor Finish, e-Clean Odorless Stripper and e-Clean Floor Cleaner to produce a new, safe and clean floor surface."

For more information about this product or any other Bullen Companies brands, email Bullen at sales@bullenonline.com or call 484-254-4156 and ask for sales.

Aquaforce™ From Spartan Chemical: The Next Generation Of Wood Floor Finish

Spartan Chemical Company, Inc., has announced the next generation of wood floor finish.



"With an amazing high-gloss result, and resistance to black heel marks, scuffs, and abrasions, Aquaforce™ from Spartan Chemical provides the performance characteristics of a two-part finish, with the convenience and ease of a one-part product," said Spartan. "The low-foaming formula provides forgiving leveling and reduced risk of fisheyes, making it an excellent option for all levels of floor care maintenance experience. Aquaforce is the perfect choice for wood floor refurbishing projects requiring a water-based, urethane formulation."

"Two-part finishes provide a beautiful gloss and a preferred durability, but need to be mixed at the time of use," said John Swigart, president, Spartan Chemical Company. "Our new Aquaforce finish requires no mixing, so floor technicians can apply coats at their convenience, and eliminate the concern around pot life."

Aquaforce™ is available through Spartan's select distributor network. For more information, visit www.spartanchemical.com.

ABCO Cleaning Products Launches Green2Sustainable Dashboard

ABCO Cleaning Products, a leader in sustainable cleaning tools, has launched its Green2Sustainable dashboard. Live on the company's website, the third-party dashboard highlights the impact of ABCO's sustainable business practices at its production plants and headquarters.

"Our Green2Sustainable dashboard provides transparency into our commitment to sustainability," said Carlos Albir, president, ABCO. "Third-party verification and reporting are highly important when it comes to sustainability claims, and we're excited to work with Green2Sustainable to show how our ongoing efforts support the environment."



The Green2Sustainable dashboard demonstrates ABCO's commitment to reducing environmental impacts at the ABCO Manufacturing Plant in Honduras:

- In one year, ABCO's avoided carbon pollution is equivalent to planting 21,595 trees due to its recycling efforts;
- Compared to 2020, ABCO saved enough water to equate to filling 10 in-ground pools in 2021; and,
- 92 percent of ABCO's waste due to production and other measures was diverted from landfills.

"ABCO is truly dedicated to minimizing its environmental impact, and we're pleased that our platform helps ABCO quantify and share its performance in a meaningful way," said Katrina Saucier, program manager at Green2Sustainable.

For more information about ABCO's Green2Sustainable dashboard and to learn more about its sustainable cleaning products, visit www.abcoproducts.com. To learn more about Green2Sustainable, visit www.green2sustainable.com.

For Your Environmentally Conscious Customers ELIMINATE PLASTIC BOTTLE POLLUTION With The Green Stuff™ Mini

• SLASH DISTRIBUTOR AND END-USER COSTS



• Create 25+ end-use application products mixing concentrate and water at 6 different dilutions in the hand-held device

• Up to 30 water refills for every concentrate refill: Eliminating Walkback And Eliminating the Plastic Bottle Pollution Problem



• Unit can be refilled from any water fountain or sink, even use bottled water

• Eco-logo pending



PRODUCTS
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"YOUR BOTTOM LINE'S BEST LIFE PRESERVER"

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SELECTING THE RIGHT BATTERY: THE FIRST STEP TO COST-EFFECTIVE FLOOR CLEANING.

Trojan, a major supplier to OEMs in the floor-cleaning business, offers the solutions you need.

FLOODED LEAD-ACID BATTERIES AND HYDROLINK™ Trojan's iconic maroon-colored flooded lead-acid batteries are renowned for their durability and long life. Unlike many batteries, they accommodate a single-point watering system that simplifies watering and cuts costs. Known as Hydrolink, it waters a full set of batteries in about 30 seconds. It tells your crews if the batteries need watering and prevents damaging over and under-watering. An automatic shut-off valve controls the electrolyte level in each cell.

AGM AND GEL BATTERIES Environmental regulations that prohibit the use of flooded lead-acid batteries in certain areas are fueling the need for AGM and gel batteries. Trojan's sealed AGM and gel batteries are engineered to optimize performance and deliver long trouble-free service in these applications. They do not emit gas or leak, and they require little maintenance and no watering.

Visit www.trojanbattery.info/11007 to learn more or find your nearest Trojan Master Distributor.

THE INDUSTRY'S BEST LINEUP OF ENERGY SOLUTIONS



HYDROLINK WATERING SYSTEM



FLOODED LEAD-ACID



AGM



GEL



LITHIUM-ION

Stop Competing On Price Alone

New And Unique Proprietary Dispensers Help Distributors Stand Apart From Competition

Living in a world with COVID-19 means that maintaining a clean restroom environment has never been more important. With that, frequent hand washing and proper hand drying with paper towels has become engrained in the public's mind as the best way to prevent the spread of germs and bacteria.

When considering how best to set up our restrooms to provide a hygienic experience for users, towel and tissue dispensers are an important part of that usage experience. With over-distribution of the same dispenser offerings in your market, and price being your only differentiator for paper towel products, you are always in a race to the bottom when it comes to paper towel sales. However, the introduction of a new, proprietary line of dispensers can be the solution to your over-distribution issues, and can help to set you apart from your competition.

The Titan® Bold dispensing systems offer touchless operation when reaching for paper towel and bathroom tissue, contributing to operations and building management being able to maintain a more hygienic washroom environment for customers and employees. With its sleek, ultra-modern and innovative design, the latest line of dispensers in Kruger Products' The Ultimate Washroom® Collection is the solution that can help you secure more business now, and in the future.

Titan® Bold Electronic Hybrid Roll Towel Dispenser

The dual functionality of the Electronic Hybrid Roll Towel dispenser (code: 09989/09899) is powered by extended battery life and backed up with an ADA-compliant mechanical lever. The hidden paper mode option ensures maximum protection against airborne germs and bacteria.

Titan® Bold Smooth-cut Roll Towel Dispenser

Revel in the seamless consistency of the Smooth-Cut Roll Towel dispenser (codes: 09769/09889) that ensures clean cut dispensing every time. With an effortless pull, exposed paper allows users to dispense one towel at-a-time, providing a clean towel after every pull.

Titan® Bold Mini-Max®2 Jumbo Bath Tissue (JBT) Dispenser

The Mini-Max®2 Jumbo Bath Tissue (JBT) dispenser (codes: 09639 / 09649) offers a high-capacity unit with a minimal footprint, which is ideal for any washroom space. Bathroom tissue can be obtained without having to touch the dispenser, keeping hands cleaner from germs and bacteria.

These Titan® Bold dispensers provide an alternative, touchless dispensing system to customers for a more sanitary restroom experience. With a new and unique proprietary dispenser offering in your product lineup, you'll finally be able to stop competing on price alone.



Visit krugerproducts.com/AFH
for more information.



AWAY FROM
HOME



HOW TO Scale Up Your Business IN A POSITIVE WAY

By Harrell Kerkhoff, *Maintenance Sales News* Editor

Improving a company from within does not have to be overly complicated. In fact, following basic steps can lead to happier employees, and ultimately, happier customers.

Providing steps for building a foundation of growth, within a company setting, was international business and leadership coach Roberto Erario (www.robtoerario.com) during a recent presentation. Erario helps C-level managers produce positive financial results, while developing a strong and engaging work culture.

Erario's presentation was titled: "How To Scale Up Your Business - And Pivot From Defensive To Offensive." He stressed that loading employees with unnecessary and/or complicated information and



Roberto Erario

instruction is counterintuitive. One of his favorite quotes is from 18th century English writer Samuel Johnson, who said, "People need to be reminded more often than they need to be instructed."

"When I work with companies and individuals, I always look at what they already know and can reuse," Erario said.

Another objective is to help company leaders "see what is coming at them," when it comes to future challenges. That often includes business-related competition as well as finding the best employees.

"I have come to realize that companies fall into two categories, no matter their size. They are either (focused) on

people or numbers," Erario said. "Either companies build a very successful culture where everybody wants to come to work and everybody is friendly, but they are not productive enough; or companies that crunch numbers all day to build strong metrics and processes, but forget that their employees are human beings.

"True growth comes when company leaders realize the importance of building a bond between those two things — satisfied employees and quality production. Every company is made up of people, and each business will never grow beyond the rate of desire from those people."

Company growth requires its team of employees be aligned, engaged and productive. That can be achieved through a proper focus on: **People, Strategy, and Execution**. Cash management is also important.

"I believe cash management is crucial, but at the same time, if company leaders succeed in the first three areas (people, strategy and execution), it goes a long way in properly managing cash," Erario said.

PEOPLE

There are many issues to focus on when it comes to building a productive workforce. Common challenges include employee complacency, underperformance and lack of education/training. A primary question must be asked when it comes to staff. Are those people happily engaged?



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“If they are not happily engaged, and you are not happily engaged with them, what is the energy they are bringing to the office?” Erario asked, adding it’s probably not good.

To help improve negative workplace issues, it’s important to focus on three questions: Are employees in the **right seats**? Are they the **right people** for the company? Are they doing the **right things**?

“TRUE GROWTH COMES WHEN COMPANY LEADERS REALIZE THE IMPORTANCE OF BUILDING A BOND BETWEEN TWO THINGS — SATISFIED EMPLOYEES AND QUALITY PRODUCTION.”

“As a company leader, have you defined ‘the right seat’ for each employee?” Erario asked. “Is there a clear idea of why a person’s role at a company exists in the first place? For example, why do you have a director of marketing? Why do you have a project coordinator? What is the purpose of those roles? What production are you expecting from each of those roles?”

“It’s like lifting the hood of a car and understanding the function of each component of the engine. Every function (at a company) must serve a purpose. If you understand the need for ‘each seat’ in the first place, and what it takes to succeed, you will better understand how the company should work. If each seat is not properly defined, how can you say you have the right person in each seat?”

The next step is to find that right person.

“Just as you wouldn’t hire (Olympic gold medalist swimmer) Michael Phelps to run a marathon, the same is true for your employees,” Erario said. “It’s important to get the right person in the right seat.”

That can be done, he added, by properly measuring performance.

“If you don’t measure an employee in a systematic way, you may have a situation where the employee is doing his/her best, but still having problems,” Erario said. “Ultimately, talented people are going to select a company as much as the company is going to select them. That is why you always try to go after ‘A’ players. They are worth three ‘B’ players. You may end up paying more for ‘A’ players, but productivity will go up.”

The ultimate focus, when evaluating an employee, is to see how well that person works within a company’s team setting.

“In sports, teams that are less skilled can still win championships due to their ability to work together,” Erario said. “Don’t underestimate the power and value of a team working well together within a company.”

It’s also important to recognize when a highly skilled employee creates havoc in the workplace, such as an employee exhibiting a toxic attitude or one who treats others poorly.

“A company is like an ecosystem. Whatever you put in either supports or destroys the ecosystem,” Erario said. “There is no neutral element in an ecosystem.”

There is also virtue when shifting the main focus away from specific acts of employee “**hiring, retention and job description**,” to employee “**recruitment, engagement and contribution**.”

When do most companies **hire**? Typically, the answer is, “When they need to fill positions.” There is a problem, however, with that mentality. A company manager often does not have time to be picky during the hiring process. That is why it helps to have an employee **recruitment** program in place — one that matches the marketing process many companies implement when searching for new customers.

“The idea is to scout for people who could be potential good hires down the road,” Erario said. “It’s important to nurture relationships for the future.”

It’s also important to recognize the difference between employee **retention** versus employee **engagement**. According to Erario, the act of retention can be fear-based. For example, a company leader may be in fear of losing a quality employee. That is completely different from being engaged with a good employee. Proper engagement leads to the mentality, “As a manager, how can I give you (the employee) what you need so that you can stay and enjoy being here?”

When evaluating **job description** compared to the virtues of **contribution**, Erario asked, “What happens when managers tell employees what to do?”

“When you are watching, they will do it, and when you are not watching, they may not do it. That is very similar to posting a job description and expecting an employee to follow that description. He/she may or

may not follow it,” Erario said. “It’s much better to explain to employees how they can contribute to a company’s success by completing necessary tasks.”

STRATEGY

It’s no secret that a good strategy can go a long way in achieving future company growth. The problem with strategy, according to Erario, is that it can be **too complex, lack clarity, and/or simply not be effective**.

Complexity can be a real problem with strategy. Erario discussed one company’s strategy document that was 65 pages long.

“How do you implement a 65-page strategy? You probably can’t. If a strategy is too big, it will not get implemented,” he said. “It takes more effort to narrow a strategy to one page, detailing only essential elements.”

Brevity is often best. Erario said the one phrase strategy of a multinational furniture conglomerate is “flat pack furniture,” while the strategy at a major airline is “wheels up.”

“Why is that? Because every time its plane is in the air, the company is making money,” Erario said. “It’s not always easy to come up with the right strategy, but it should be simple.”

Lack of clarity and ineffectiveness are other strategy killers.

“When it comes to strategy, your employees may ask, ‘What is it we are actually after?’” Erario said. “It’s important to state a company’s strategy in a very simple way. Strategy is successful when it helps a company generate more revenue.”

Erario quoted Harvard Business School Professor Michael E. Porter, who said: “Strategy is the creation of a unique and valuable position involving a different set of activities (from competitors).”

Erario added: “Ultimately, strategy is about two things: **creating value** and **being different**. You have to create value for your customers, while being different from your competitors. You don’t need to be the best in your market, but you do need to be differ-

ent. That is the key element.”

Three factors can help:

■ **Vision: Where is the company going, and why should your team members follow you there?**

According to Erario, vision is the core of strategy. It’s important to keep vision simple, make it compelling and ensure every team member understands his/her individual contribution to the vision.

“The vision should be clear to every person at the company, allowing him/her to better contribute to the company’s success,” he said.

■ **Differentiation: How can a brand stand out from a crowded and competitive landscape?**

“Differentiation can be built from the context of trends, competitors and core customer analysis,” Erario said. “For example, more people are working from home. What does that mean for your business? Keep looking at trends, what your competitors are doing and what your customers are demanding. Such information can help a company ‘be different.’”

■ Brand Promise: What promise does your organization make to your customers?

“Think about your core customers. They are the ones who you love, who pay well and don’t cause too much trouble,” Erario said. “Ask yourself, ‘What do those core customers expect? What do those core customers count on? What do those core customers find unique about our company?’”

“Those are three simple questions yet very powerful in terms of defining how your company can be different.”

Erario showed a slide of an iceberg to emphasize what it takes to be different. The top portion of the iceberg, which is above water and can easily be seen, represents “brand promise.” Below water, and not seen by customers, is a company’s core processes, systems and policies in place, along with its employees, strategy, execution and financial resources.

“YOU HAVE TO CREATE VALUE FOR YOUR CUSTOMERS, WHILE BEING DIFFERENT FROM YOUR COMPETITORS. YOU DON’T NEED TO BE THE BEST IN YOUR MARKET, BUT YOU DO NEED TO BE DIFFERENT. THAT IS THE KEY ELEMENT.”

“A company’s brand promise is what your customers see. It’s above water. They see it and say, ‘OK, that is what I want.’ Everything under water represents what your company does to deliver on that promise,” Erario said. “Brand promise is not some marketing term. Rather, it’s about what you, as a company, are all about. Everything underneath the water — your people, strategy, execution and cash — supports that brand promise.

“A company is recognized through its brand promise. Make it clear.”

He added that strategy is ongoing. Therefore, it’s important to develop plans as a business grows, and revisit those plans often, with the help of a leadership team and outside coaching.

EXECUTION

The third element in scaling a business for future growth is execution. In other words, making sure plans that have been developed are properly carried through for the highest probability of success.

Often, that is easier said than done. Common problems companies have with execution can involve confusion with key objectives, the feeling of “spinning our wheels” during the process, and/or the sense from some that this “has all been a waste of time and energy.”

“You can have the best plan in the world, but if you don’t have the right execution in place, ultimately that plan will become useless,” Erario said.

There are three main “cornerstones” when it comes to properly executing a plan of action. They are:

■ **Priorities: Healthy teams must be able to face brutal facts to define what is collectively important.**

“Why do I underline ‘collectively?’ It’s because what is important for an individual may not be important for the team,” Erario said. “If you leave every single person alone at work to do his/her job, you may end up with people going different directions. They may be breaking their backs to do their best, but not really contributing to the company.”

It’s very frustrating, he added, for employees to be doing their best, but still not feel like they are helping the company succeed. There are steps, however, employees can take, to not only join the team effort, but also get important tasks accomplished during the course of a day, week and month.

To make his point, Erario spoke of the late Ivy Lee’s recommended steps for achieving peak productivity. Lee was an American publicity advisor for top companies in the early 20th century. His following advice on productivity has received much acclaim over the past 100-plus years, and continues to be studied. Paraphrased, the steps are:

1. *At the end of each work day, write down the six most important things you need to accomplish tomorrow.*

Do not write down more than six tasks;

2. *Prioritize those six items in order of their true importance;*

3. *When you arrive tomorrow, concentrate only on the first task.*

Work until the first task is finished before moving on to the second task;

4. *Approach the rest of your list in the same fashion.*

At the end of the day, move any unfinished items to a new list of six tasks for the following day; and,

5. *Repeat this process every working day.*

Erario noted that Lee’s steps were developed at a time when there were perhaps fewer distractions at work, brought on today by advances in technology such as email and the internet. However, they are still relevant to getting things done, including the execution of important goals for growth.

“We all know what needs to be done when conducting business. The problem is, we end up not always accomplishing important tasks due to distractions,” he said. “The question we all need to ask ourselves is, ‘What’s on our list of things to do, and how can we focus on the most important?’ Once you decide that, then everything else needs to be measured against those priorities. It’s important to decide if an outside action is moving you toward your priority or not. Dedicate energy only to the highest-impact tasks.”

To further make his point, Erario quoted Stephen R. Covey, author of *The 7 Habits of Highly Effective People*, who said: “The main thing is to keep the main thing the main thing.”

■ **Data & Metrics: Gamify productivity.**

Measuring employee performance does not have to be a scary thing for employees. In fact, it can actually be fun, according to Erario. The idea is to show people, through data and metrics, how and when they are helping a company succeed.

“You don’t want to measure the performance of employees so that you can micromanage,” he said. “Rather, you do it for the opposite reason, so they can celebrate their wins.”

Measurement can be conducted through Key Performance Indicators (KPIs). According to Erario, not all data is important. In fact, fewer KPIs are better.

“Focus on a few important elements that are based on value, and measure with a frequency that allows people to win. Then (as a company owner or manager) get with those people to celebrate their successes,” Erario said.

■ **Meeting Rhythms: Build recurring meeting schedules that improve communication.**

“KEEP LOOKING AT TRENDS, WHAT YOUR COMPETITORS ARE DOING AND WHAT YOUR CUSTOMERS ARE DEMANDING.”

People within a company should be on the same page when it comes to executing a plan. That requires regular and productive meetings — all in an effort to effectively communicate.

“It’s important that communication is scheduled. Employees often get confused when unscheduled attempts at communication take place,” Erario said.

An example of a suggested meeting rhythm is:

- **Daily** — Semi-casual / 5 to 10 minutes;
- **Weekly** — 4D tactical / 60 to 90 minutes;
- **Monthly** — Solve big issues / 4 to 8 hours; and,
- **Quarterly** — Review & Plan / 1 to 2 days.
- **Annually** — Review, Strategize & Plan / 2 days.

“Routines set you free,” Erario said. “It’s important to define agendas and meeting durations that suit your team structure — then stick with those plans.” ■

R.J. Schinner Promotes Kim Boughner To Vice President Of Marketing

R.J. Schinner Co., (RJ Schinner), a premier re-distributor to the commercial wholesale trade, has promoted Kim Boughner to vice president of marketing.

“As RJ Schinner’s director of market-



Kim Boughner

ing over the last several years, Kim has been instrumental in the evolution of our marketing department,” said Ken Schinner, president. “Kim and her team have helped lead the way for our company’s success with their contributions in print initiatives, digital initiatives, and video production.

“In addition to overseeing all of our marketing initiatives, Kim also oversees several large annual company events successfully, and we look forward to her continuing to lead and grow our marketing department into the future.”

For over 70 years, R.J. Schinner has been selling non-food disposables to the commercial marketplace through distribution. The company currently has 19 locations nationwide servicing the United States.

For more information, visit rjschinner.com.

Triple S Welcomes New Member-Dealer In Northwest Ohio

Siesel Distributing, LLC, Bloomville, OH, has been recently appointed a Triple S (SSS®) member-dealer for the northwest Ohio market. Under the agreement, Siesel Distributing has the right to market the complete line of SSS® brand cleaning products and systems, as well as access to the Triple S Partners in Protection Cleaning and Disinfection Program, Gateway Mobile App, GPO contracts, and Healthcare Programs.

SSS® products are used to clean and maintain health care facilities, hotels, schools, colleges, offices, malls, airport terminals, government, and many other types of facilities.

Kevin Chow, Triple S president, said, “We are pleased to welcome owners Nick and Scott Siesel and their team to the Triple S family. We look forward to a long-term relationship, and the opportunity to assist them in their efforts to provide lowest total cost solutions to their customers through the application of professional products, systems, training, and world class logistics.”

Based in Billerica, MA, Triple S is a member-owned distributor group that provides marketing, procurement, and logistics programs to independent jan/san distributors. With 120 member-dealers, and three regional distribution centers in the U.S., Triple S offers nationwide service to the education, health care, commercial, industrial, and government markets.

For more information, visit triple-s.com.

Spartan Chemical Promotes Berrio, Rose And Zamora To Regional Manager

Spartan Chemical Company, Inc., has announced the promotion of Peter Berrio, Pete Rose, and Gonzalo Zamora, to the role of regional manager.

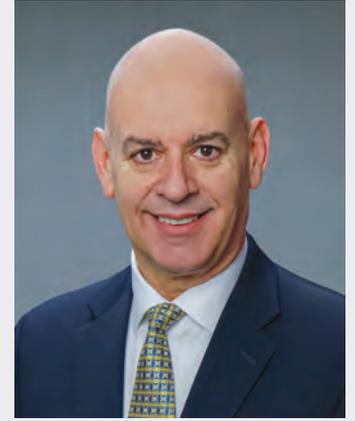
Berrio joins Spartan as a regional manager for the Buffalo/Upstate NY, region, bringing over 30 years’ experience in the cleaning and sanitation chemical industry. Prior to joining Spartan, he held various roles in territory management, district management, corporate accounts, international business management and sales leadership positions at Ecolab, Swisher Hygiene, Agaia Inc., and Diamond Chemical Company.

Rose joins Spartan in the North Carolina region. For the last 10 years, he has held the role of district sales manager, corporate accounts, and international sales for Grainger in Raleigh, NC. Prior to that, he gained 10 years’ industry experience working for Sigma-Aldrich Chemicals in Canton, OH. While there, he held the role of district manager, working in the Great Lakes region. Rose also worked as research and development scientist, and formulating chemist for over-the-counter, personal care, and industrial and institutional products at Block Drug, Co. in Jersey City, NJ.

Zamora, who has responsibility for the Fresno region, brings over 12 years’ industry experience working at Veritiv Corporation in Fresno, CA, as an account executive. While in this role, Gonzalo worked to find new potential clients, and to secure large accounts. Prior to this role, Gonzalo worked at Cintas Corporation in Gilroy, CA, for six years.

“As a proud U.S. employer, Spartan formulates and manufactures high quality products from our state-of-the-art facility in Maumee, OH, and sells both domestically and internationally through a select network of distribution,” said Spartan.

Visit spartanchemical.com.



Peter Berrio



Pete Rose



Gonzalo Zamora

Volunteers Remove Graffiti From Pacific Beach Motesenbocker Donates Graffiti Remover Products

“The Pacific Beach Town Council recently held its 12th annual neighborhood clean-up event that attracted adults and students who wanted to help remove graffiti from public and private property. Upward of 70 dedicated volunteers received training and supplies to remove 600 tags from stop signs, utility boxes, sidewalks, fences and other property the morning of Saturday, May 14,” said Motesenbocker.

Referring to the organizers, which included the Pacific Beach Town Council, Pacific Beach Presbyterian Church; sponsors, which included Motesenbocker’s Lift Off, a division of Stoner,

Inc.; and teams of volunteers from the community, Susan Crowers, member of the Pacific Beach Town Council, and others expressed sincere appreciation for the collaborative efforts of all who contributed and participated.

According to Patty Ducey-Brooks, sales and marketing manager for Motesenbocker’s Lift Off, this is the eighth year they have donated three products to the effort, including Motesenbocker’s Lift Off Spray Paint & Graffiti Remover, Motesenbocker’s Lift Off Pen, Ink & Marker Remover, and Motesenbocker’s Lift Off Tape, Label & Adhesive Remover.



Ducey-Brooks and Jim Menders, a Pacific Beach Town Council member, provided training and instructed volunteers on proper usage of the Lift Off products.

“Motesenbocker’s Lift Off earned distinction for its Graffiti Removal product by receiving the Invention of the Year Award at the 23rd Annual National Inventor’s Expo and Conference at Walt Disney’s Epcot Center. It is the only water-based, biodegradable paint and graffiti remover on the market. It is safe for the environment, safe for the user, and to any surface to which it is applied.

“All of the products that were used during the clean-up event have been used throughout the country on minor and major graffiti projects and events, and can be used on a multitude of surfaces.”

For more information, visit www.liftoffinc.com.

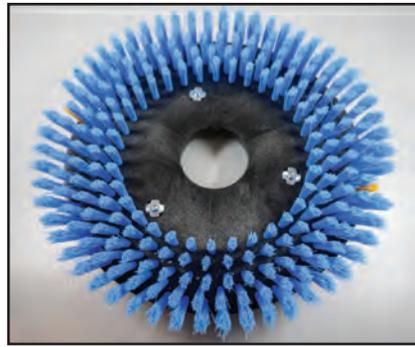
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The MyHousekeeper micro floor scrubber handles any space a traditional mop can, and does a better job of cleaning, according to Intelligent Design Manufacturing LLC.



The scrubber includes an ergonomic handle, locking recovery tank, battery charger port allowing charging without removing battery, 360-degree pivot and comes standard with urethane blades.

The cleaning width of the MyHousekeeper micro floor scrubber is 14 inches and its working capacity is 10,764-square-feet per hour. The brush speed is 180 rpm, brush diameter is 11 inches, and the brush pressure is 28.7 pounds max. The machine height is 48.8 inches, weight is 34 pounds with batteries, and



its battery voltage is 36v.

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O B I T U A R Y

George L. Notarianni, Former Tolco Corporation President/CEO

Tolco Corporation announces the death of George L. Notarianni May 5, 2022, after serving for nine years as president/CEO, at 72 years of age after a battle with COPD.

He is survived by Susan, his wife of 48 years; his children Molly and John; siblings Bob (Suzy), Peggy (JB) Reed and Jim (Tam); and 10 nieces and nephews.

He was born June 22, 1949, in Warren, OH.

He earned a business degree from Miami University, where he was a member of Sigma Nu fraternity, and an MBA in management from Wayne State University.

After beginning his career in medical sales, he founded two consulting companies that provided exposure monitoring of hazardous gasses for hospital employees and OSHA compliance training. GMA Inc. grew very rapidly and was featured in the 1986 "Inc. 500" list of the 500 fastest growing privately-held companies in the USA.

In 1996, George joined the family business, Tolco Corporation, which manufactures janitorial products for customers throughout the U.S. and across the world. He retired in 2018



"George was a serious, but fun-loving man, epitomized by the company motto he instituted at Tolco: 'Be Great, Have Fun!' He was fond of aphorisms, often saying 'You can learn everything you need to know from three movies: First, Two Godfathers and Animal House: Make him an offer he can't refuse ... and put them on double secret probation!' He was a passionate fan of Ohio State Buckeyes football — and would never let anyone forget it.

"George cherished traveling with his wife, Sue, to cities across the U.S. and Europe. He was an avid gardener and took great pride in the many gardens at his home."

Private family services will be held in the coming weeks. Memorial contributions may be made to the Farmington Area Goodfellows, goodfellows.info, Little Traverse Conservancy, landtrust.org, or Capuchin Soup Kitchen, cskdetroit.org.

Expressions of sympathy can be directed to obriensullivanfuneralhome.com.

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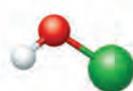
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