

MAINTENANCE SALES NEWS

Special Post-ISSA Show Coverage



MSN Distributor Cover Feature

Culture,
Dedicated Employees
Ensure
Milhench Supply's
Prosperity

New Bedford, MA

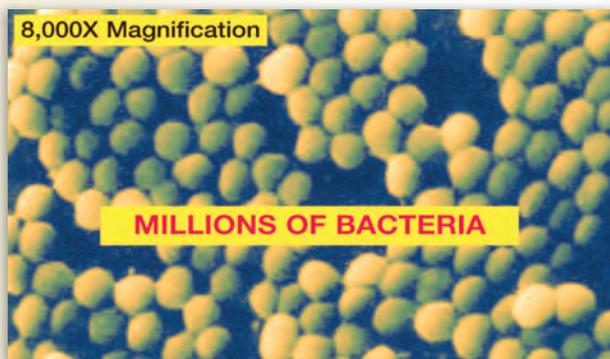
In Times Like These:

WHAT YOU NEED TO KNOW
About Customer Service

Moving Forward, beyond the Pandemic

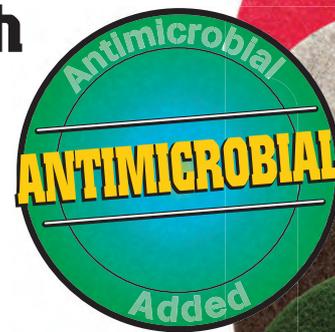
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On The Cover: Milhench Supply General Manager Mike Costello, President Heike Milhench and their leadership team have successfully guided the company through the COVID-19 pandemic. See story on page 6.

Industry Calendar of Events

March 5-8, 2022 — The Inspired Home Show, IHA's Global Home + Housewares Market, McCormick Place, Chicago, IL. For information: 847-292-4200.

April 5-7, 2022 — National Hardware Show, Las Vegas Convention Center, Las Vegas, NV. For information: 888-425-9377.

May 21-24, 2022 — National Restaurant Association Show, McCormick Place, Chicago, IL. For information: 864-699-6435.

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

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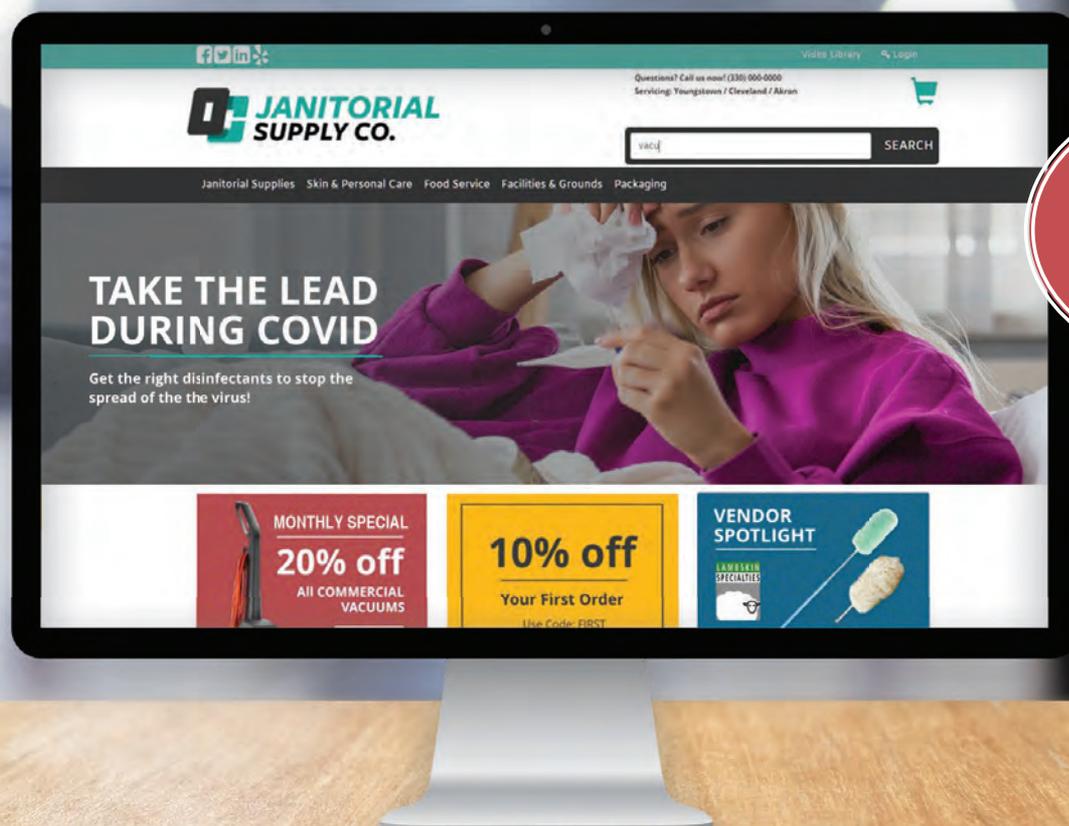
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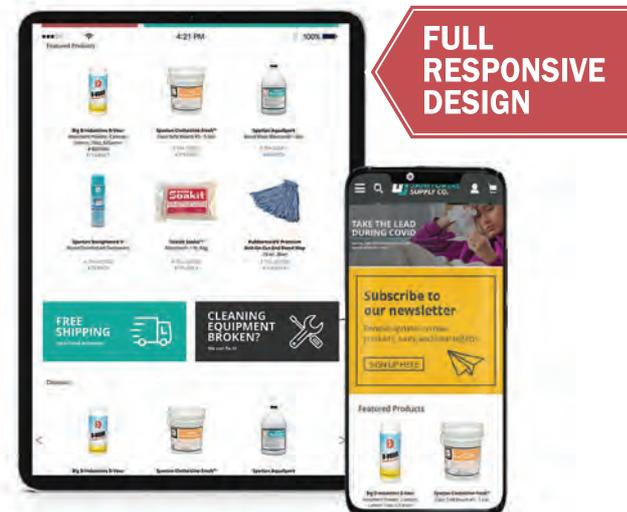
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Family-Oriented Culture And Loyal, Dedicated Employees Ensure MILHENCH SUPPLY COMPANY Continues To Prosper



“Communication and honesty are two characteristics that fold right into our customer culture.”

Milhensch Supply's third generation of family ownership includes, left to right, Loren Milhensch leGassick, Heike Milhensch and Mark Milhensch.

By Rick Mullen, *Maintenance Sales News* Associate Editor

Located in the picturesque South Coast Region of Massachusetts in Bristol County, just south of Boston, **New Bedford** is steeped in the history of the whaling and fishing industries. Indeed, the city's nickname is “The Whaling City,” and was the setting for Herman Melville's novel “Moby-Dick.”

The city was one of the world's most important whaling ports in the 19th century, along with Nantucket, MA; and New London, CT.

While there is no longer a whaling industry per se, New Bedford remains known for its fishing fleet, seafood industry, and its high concentration of Portuguese Americans.

Today, fishing and manufacturing are the two largest business segments in the area, followed by health care. Serving the jan/san needs of these and other segments is **Milhensch Supply Company**.

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Indeed, one of the biggest categories Milhench Supply serves is the health care industry.

“We service a lot of hospitals in metro Boston and the south coast of Massachusetts,” said **General Manager Mike Costello**, during a recent interview with *Maintenance Sales News Magazine*. “We also serve many other customers in the education channel, from preschool to K-12 and higher education.

“Another important part of our customer base is BSCs (building service

contractors) and cleaning companies. In addition, we conduct a fair amount of business in manufacturing.

“We are a ‘one-stop shop’ to a degree. Seventy percent of our business is jan/san, 20 percent is personal protective equipment (PPE), even before the pandemic, and about 10 percent is packaging supplies. We also have some customers in food service, but not many.”

In 1932, **Joseph Milhench** and two partners founded Russell, Milhench & Harrison Co., a distributor of production supplies to the textile industry

in New Bedford. Joseph’s son, **Arthur Milhench**, joined the business in the 1950s and the company became Milhench, Inc., serving the fish processing and construction industries. In the mid 1980s, the manufacturing side of the business was sold, and Milhench Supply Company was established at its current location in the New Bedford Business Park.

“My dad (Arthur Milhench) took the company and branched out into some light manufacturing, working with the fish processing industry, but they always sold paint, tools and supplies,” said **President Heike Milhench**. “In the 1980s, he sold the manufacturing part of the business and focused on supply distribution, and that is what we are still doing today.

“When my father passed away, the ownership went to the next generation — myself and my three siblings: sisters **Loren leGassick** and **Elke Pierre**, and brother, **Mark Milhench**. The four of us are the third generation of ownership.”

Heike Milhench and Costello described the company’s culture as very family oriented.

“We not only have the Milhench family working in the business, but also other families that are well represented,” Heike Milhench said. “A gentleman who has handled operations for us for 37 years, has a son who is now a Milhench sales rep.

“A woman who has worked in Milhench customer service for a long time, has a brother and son who worked for us in the warehouse. We are a very strong team and foster a very family-oriented atmosphere.”

Costello added: “There are people who have worked for us up to 40 years, who are fixtures at the company. It is definitely a family atmosphere.”

Over the years, Milhench Supply has been blessed with a strong workforce tied to the area’s large Portuguese community.

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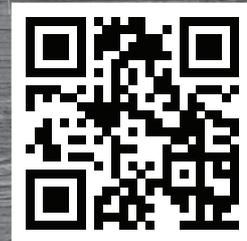
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“Historically, there has always been a strong Portuguese community in New Bedford,” Heike Milhench said. “So, we have a lot of people who make hard-working, dedicated employees who are either Portuguese or of Portuguese decent. That has been a plus for us.

“It is tough to hire somebody and then indoctrinate him/her into the culture when everyone is working remotely.”

Protocols were put in place to help keep employees and customers safe and healthy.

“We instituted some pretty strict policies on wearing masks, washing hands and staying socially distant,” Heike Milhench said. “When making deliveries, we stuck to customers’ requests. If they wanted us to come into their building, we did. We followed very closely all the Massachusetts and CDC guidelines the whole way.

“We had some people on sick leave, but by the end of the year, we had our entire team back at the company. We are very proud we didn’t have to let anybody go.

“We are lucky to be a distributor that can sell anything. We can be flexible.”

— President Heike Milhench

“We were also very careful financially. We sold far fewer paper towels and less toilet paper, because office buildings and schools were closed. But, we sold a lot more cleaning chemicals, disinfectants, PPE and some specialty cleaning equipment, which was in big demand because of the pandemic. By the end of the year, sales finished strong.

“We are lucky to be a distributor that can sell anything. We can be flexible.”

Managing products and the best way to distribute them were important, especially in the early part of the pandemic.

“We had to figure out what products to bring in because there was such a big demand for certain items. We had to find the products customers were seeking, as well as substitute products,” Costello said. “We did a good job. We didn’t go wild with containers of items, but we did bring in enough to satisfy our customers’ needs. Managing that properly has paid off for us.

“A lot of distributors are sitting on some products they bought at that time that are now of no use to them. They are trying to ‘fire sale’



Members of Milhench Supply’s outside sales force include, left to right, Jeremy Pontes, Chad Richards, Loren Milhench leGassick, Mark Milhench and Larry Salvato.

“Our location gives us easy access to Boston and surrounding areas, Providence, RI, and the area to the west, as well as Cape Cod and the islands to the east. In New Bedford and nearby Fall River, MA, we have a lot of manufacturing customers.”

The company also operates a smaller facility in Medford, MA, just north of Boston.

“In Medford, we have a warehouse and repair department,” Costello said. “That location is very convenient for our Boston metro customers. A lot of customers walk into our Medford location to pick up products.

“We also have a repair department, as well as our main warehouse, in New Bedford.”

NAVIGATING THE COVID-19 PANDEMIC

At the height of the pandemic in 2020, all of Milhench Supply’s office personnel worked from home.

“They worked remotely until September of this year,” Heike Milhench said. “Naturally, our warehouse employees and truck drivers had to work in-person, making deliveries.”

Now, office personnel are working both at home and at the office.

“People like working from home, so we now have a ‘hybrid’ schedule,” Costello said. “We have people work in the office two days a week. That has helped in getting back to a more normal routine and building comradery, while keeping our culture going.



Milhench Supply takes great pride in offering the very best in customer service. The company’s customer service team includes, left to right, Liz Fontenelle, Jay Caetano, Lois McFall, Maddie Soares and Angie Prevost.

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those products. We haven't had to do that."

The company also had to figure out how to ration products.

"We had some food processors and hospitals that couldn't operate without some of the items we sell,"

Costello said. "We were allocating every order that went out the door, particularly gloves, certain hand sanitizers and dispensers. We had to closely look at that, take care of our biggest customers and get them the products they needed most — food processors, hospitals and even some educational facilities."

"When you don't have the products somebody is looking for, a lot of times people just say we don't have that. In contrast, our sales and customer service staffs are trained to offer some sort of substitute, or something similar to what the customer is seeking."

— General Manager Mike Costello

Most of the sales activities were accomplished during online meetings. "We are lucky to have a really good IT person. He got every person who works inside in operations and customer service up and running to work remotely," Costello said. "He also helped facilitate getting us up to speed with using Zoom, Microsoft Teams, and the other video conference plat-

forms, which he accomplished in a pretty short amount of time. Salespeople were doing everything over the phone, or with emails and video calls, which worked out well.

"People are turning more to technology these days. It is not just about video meetings, but also about a presence on the web. Anytime anyone wants to learn about you or your company, they are going to search the internet, and you better look professional, helpful and organized.

"If companies don't have a web presence, they are not living in the 21st century."

Milhench Supply saw much more sales activity on its website as people desperately searched for products that were in high demand.

"We had a lot of requests for new accounts and help in finding products online from people we had never heard of before," Costello said.

In some cases, the online interaction with new customers resulted in repeat business and the opportunity to build lasting relationships.

"When you don't have the products somebody is looking for, a lot of times people just say we don't have that," Costello said. "In contrast, our sales and customer service staffs are trained to offer some sort of substitute, or something similar to what the customer is seeking.

"In fact, right now, in some cases, it is even worse than before. You really need to manage your business as there are huge supply issues today.

"We were able to help a lot of people. They got in a groove of doing business with us. A lot of those customers have stayed."

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Item#	Description	Case Pack	Case Wt. (lbs)	Case Dimensions (L x W x H)
96997	MaxiPlus® Deluxe Janitor Cart	1	81	40" x 24" x 22"

Premier Janitor Cart

- New sleek, modern design
- Trash lift support
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- Lobby dust pan & clip balance on handle for transport
- Assembled Dimensions: 44.5" long x 18.25" wide x 38" high



Item#	Description	Case Pack	Case Wt. (lbs)	Case Dimensions (L x W x H)
96980	Premier Janitor Cart	1	33	35" x 10" x 23"

MaxiRough® Janitor Cart

- Black cart w/yellow bag
- #96976 includes cart w/locking cabinet (image shown)
- #96977 cart alone
- Assembled Dimensions: 45.5" long x 20" wide x 38.25" high

Item#	Description	Case Pack	Case Wt. (lbs)	Case Dimensions (L x W x H)
96976	MaxiRough® Janitor Cart w/ Locking Cabinet	1	33	35" x 10" x 22"
96977	MaxiRough® Janitor Cart	1	30	35" x 10" x 22"



“We are a small to medium-size privately owned distributor, so we have a lot of flexibility,” Heike Milhench said. “We go the extra mile for customers. We have a great team, many of whom have been with us a long time.

“We have built strong relationships with customers over the years. There is a lot of trust. They know they can rely on us.”

Services offered to customers include in-stock deliveries in one to two days, as well as maintenance and repair.

“We offer a vendor-managed inventory program (VMI),” Heike Milhench said. “We also offer a consignment program for select customers.”

Offering a true consignment program, Milhench Supply maintains inventory on the customer’s floor, according to the company. Customers are billed for what they use, not for what is stocked.

For the VMI program, Milhench Supply monitors and replenishes a customer’s inventory.

Also, Milhench Supply has expert technicians with the knowledge and training to diagnose and repair equipment in a timely manner. The company is an authorized seller of manufacturer parts.

“Our equipment repair service got its start when one of our biggest customers needed some vacuums fixed. We decided to work on them, and it

has grown from there,” Costello said. “Our salespeople have opened a lot of new accounts because of our repair service. It also has led to an increase in sales of equipment.

“We offer preventive maintenance (PM) programs. Training customers to operate equipment properly and take care of it is a big deal. We make preventive care visits quarterly or twice a year to look things over, and give customers pointers on what they could be doing much better.”

Milhench Supply does a complete setup for every piece of equipment it sells, at no cost to the customer. The company carefully inspects each piece of new equipment it receives before delivering it to a customer.

“When we receive equipment, maybe a battery isn’t fully charged, or a piece is missing, or something is broken,” Costello said. “We will go over the entire machine before it goes to the customer to make sure everything is working properly, so there are no issues.

“Nothing is worse than dropping off a piece of equipment and then, a couple of days later, finding out something is wrong, and have to pick it up from the customer.”

In more normal times, Milhench Supply has been able to repair equipment and get it back to customers in a timely manner. Lately, with supply chain issues, it can be difficult

Continued on Page 37

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But what is the difference between hydroxyl air treatment and ozone generation? According to **Queenaire Technologies President Susan Duffy**, hydroxyl radicals are formed in nature. They are diatomic molecules that are highly reactive and very short-lived. Discovered by scientists 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. They also play an important role in eliminating some greenhouse gases.

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. This 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 a wide range of 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.

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Continued on Page 41

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During Pandemic's Challenges

One year after meeting virtually due to the global COVID-19 pandemic, the 2021 ISSA Show North America took place as an in-person event, on November 15-18, at the Las Vegas (NV) Convention Center. Three tradeshow days, educational and networking opportunities, panel discussions and guest speakers highlighted a gathering that attracted over 10,000 attendees and 512 exhibitors (including 100 first-time exhibiting companies to the show), according to ISSA.

Manufacturers, distributors, facility managers, building service contractors and residential cleaners came together face-to-face for information sharing, relationship building and product innovation. That allowed attendees to discover new solutions for improving efficiencies, skills and profitability.

Safety for those attending the event was a priority. Everyone participating had to provide proof of either a negative COVID-19 test, obtained within 72 hours of the show, or proof of vaccination at least 14 days prior to the event. When meeting either criteria, participants were given a yellow wrist band to wear for the event's duration. Face masks were also suggested at all functions.

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THEMES OUTLINED AT ISSA GENERAL BUSINESS MEETING

A highlight during each ISSA Show is the General Business Meeting, which traditionally includes the introduction of new, and recognition of outgoing, members of the ISSA board of directors. An update of the past year for the association and cleaning industry, along with a look ahead, are also traditionally presented.

During his address at the meeting, ISSA Executive Director John Barrett expressed his sincere gratitude for every person, and company, participating at this year's ISSA Show in Las Vegas, despite the ongoing pandemic.

"Ladies and gentlemen, this event almost didn't happen, but I'm so excited it did. I have received a ton of positive feedback, and when it's all said and done, I sure hope everyone felt it was worth the journey," Barrett said. "I want to give a special thanks to the people of our industry. Over the last 19 months, they were required to redefine this remarkable industry, and help their customers safely get back to business.

"I think you can agree that our work (within the cleaning industry) has never mattered more."

Barrett also discussed "five themes" that he said highlight recent ISSA activity. They are:

■ **Growth Is Good** — "ISSA is still growing and 2021 has been an amazing year. Our association now has 10,000 members globally, in 105 countries, and it welcomed the 22nd and 23rd organizations under the ISSA umbrella," Barrett said.

■ **GBAC Matters** — In reference to the Global Biorisk Advisory Council™ (GBAC), a division of ISSA, Barrett said its mission is to help organizations deal with, and protect against, biorisks and biohazards.

GBAC offers education, training, certification, response management and crisis consulting for situations where environments require a much higher level of cleaning, disinfection, and restoration.

"We now count over 4,000 organizations, in 80 countries, that have pursued GBAC accreditation. That includes a who's who of convention centers, hotels, airports and museums. There are even 12 cities in America that are 'GBAC destinations,' requiring key facilities to achieve GBAC STAR™ Facility Accreditation," Barrett said. "In the process, tens of thousands of frontline workers, their supervisors and executives have been trained. GBAC certification not only includes individuals and buildings, but now also products and programs.

"GBAC has also been picked up by the news media including TV, radio and print. It's transforming what it means to be part of ISSA."

This year's ISSA Show North America was held in one of the first facilities in the world, the Las Vegas Convention Center, to achieve GBAC STAR™ status.

■ **ISSA Is Getting Louder In Washington, D.C.** — "I reported last year that the (ISSA) board invested significant money to expand government relations, and I would say to great effect. While there is still much work to do, you will see our fingerprints across legislation that has been passed and will be passed," Barrett said.

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■ **ISSA Has Your Back** — According to Barrett, there has been a lot of confusion in the marketplace during the pandemic related to guidance from the CDC (Centers for Disease Control and Prevention) and the EPA (Environmental Protection Agency).

“As a result, some (sectors) have actually de-emphasized cleaning, which is mind-blowing. I’m pleased to announce that the ISSA board of directors recently approved a \$5 million investment in a multi-channel media campaign designed to make cleaning viral,” Barrett said. “Our goal is to raise awareness of cleaning and disinfection, and in the process, drive demand for products and services.

“While that is good for business, it’s also the right thing to do for human health. We have begun essential research to define our target audience (related to the campaign), build a matrix and find a strategy.”

The campaign is projected to begin in 2022.

■ **ISSA Has A New Home** — Located in close proximity to Chicago’s O’Hare International Airport, ISSA’s new headquarters includes a 140-seat theater, an abundance of conference space and is surrounded by many hotels and restaurants.

“The best part for those who fly into O’Hare, they don’t need to rent a car to visit. Just jump on the rental car shuttle from the airport, go to the rental car center and walk across the street to our new facility,” Barrett said.

OUTGOING, INCOMING ISSA PRESIDENTS PROVIDE INSIGHT

Happy that the 2021 ISSA Show North America took place as an in-person event was **outgoing ISSA President Steve Lewis**, president of Golden Star Inc. Among Lewis’ first duties as president in 2020 was presiding over a virtual ISSA Show North America.

“It’s great to be here in person versus holding another virtual tradeshow. Don’t get me wrong, (virtual meetings) are part of breakthrough technology that further developed over the past two years for the business community, and are nice options. However, how many in-person meetings have you been to, where the real meeting didn’t start until the scheduled one ended?” Lewis said, referring to the belief that it’s hard to beat face-to-face contacts. “We have seen over the past week (at the ISSA Show) that there are positive signs related to ‘the new normal.’ It’s so refreshing to see colleagues discussing business opportunities and people learning about innovative products in person.

“I’m confident that everybody who came here this week found something beneficial to take home.”

Lewis added that he found it both a privilege and honor to serve as ISSA president during the challenging pandemic.

“I can only hope that other people share my passion, and will volunteer in some capacity to create more positive changes,” he said. “Signing your name on the dotted line to volunteer your time and energy isn’t always the easiest thing to do. That is why Elizabeth Andrew, an

Continued on Page 26

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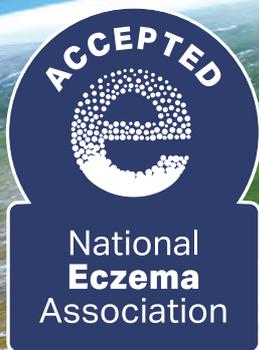
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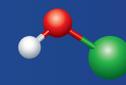


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2021 ISSA Show North America

Continued From Page 22

Australian politician, was on target when she said, ‘Volunteers don’t necessarily have the time, but they have the heart.’

“I hope you strive to make a difference and find it every bit as rewarding as I have.”

Lewis will now serve a one-year term on the ISSA board as past president/international director.

Also speaking during the ISSA General Business Meeting was **incoming ISSA President Harry Dochelli**, of Essendant Inc. Dochelli began his address by thanking Lewis for his long service to ISSA and the overall cleaning industry.

Dochelli added he is very excited to start his one-year term as ISSA president, and is always moved by the passionate people who attend the ISSA Show.

“We can go on and on about the people who have dedicated their lives to this industry,” he said. “I am thoroughly excited to help lead the association as we carry on in the new norm.”

Dochelli also spoke highly of several ISSA initiatives discussed by Barrett, including the association’s advocacy work in Washington, D.C., the GBAC program and the upcoming media campaign to promote the cleaning industry.

Regarding the latter initiative, he noted that despite an ongoing pandemic, the focus on maintaining essential cleaning standards is starting to wane within certain sectors.



Above: ISSA 2021 General Business Meeting.

Left: Pictured are incoming ISSA President Harry Dochelli, left, and outgoing ISSA President Steve Lewis.

“We can’t let that happen, as it negatively affects people and our industry. It’s important to get the population’s mindset back on what the real standards of cleaning should be,” Dochelli said.

ISSA Charities was another part of the association that Dochelli praised, adding that its growth and reach over the past few years has been enormous.

In summary, Dochelli said as ISSA president, his main role is to be an advisor, similar to all ISSA board members.

“We are here to help John (Barrett) and his team guide the association forward. I will, however, always ask the same question on all matters, ‘Is this in the best interest of our members?’” Dochelli said.

He added that the entire ISSA board and staff are “in the same camp” when it comes to the importance of looking out for the association’s members.

2021 ACHIEVEMENT AWARD WINNERS

Also recognized during the ISSA General Business Meeting were three 2021 ISSA Achievement Awards honorees for their commitment to changing the way the world views cleaning.

“These awards recognize both seasoned professionals and rising stars who are passionate about the cleaning industry, help

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drive progress and inspire others,” Lewis said. “Congratulations to this year’s honorees. Each is incredibly deserving of this recognition, and we look forward to seeing what they all will do next.”

The achievement awards and their recipients are:

■ **The ISSA NextGen Rising Star Award in Honor of Jimmy Core** acknowledges emerging leaders who make positive contributions to their organizations and the industry. **Valérie Gagné-Cyr**, marketing advisor at Cascades PRO, was honored with the award this year for her commitment to educating wholesalers and distributors about safe and sustainable cleaning solutions, promoting ISSA Show North America, supporting ISSA Hygieia Network events, launching an experts panel on healthy, green solutions, and more.

“Thank you so much for this great honor. I have had the pleasure to be part of this industry for a little more than five years, and I feel so privileged,” Gagné-Cyr said, while accepting the award during the General Business Meeting. “At Cascades, I get to create campaigns that promote sustainability, which is at the core of who we are and what we do. I also work on hygiene campaigns to help people feel safer when they enter public spaces. Our industry makes a difference every single day. While health care is doing an amazing job on the healing side (during the pandemic), we (within the cleaning industry) are doing our part on the prevention side.

“I have also seen so much caring, dedication and positive energy during the past few days (at the ISSA Show). I can’t wait to see what the future

holds, due the measures that are being created today for future generations when it comes to hygiene standards.”

■ **The Jack D. Ramaley Industry Distinguished Service Award** is reserved for individuals with at least 10 years of outstanding service to the professional cleaning industry. This year the award was presented to **Pierre Goudreault**, president of Sani-Marc Group, in Quebec, Canada. For more than two decades, Goudreault has led Sani-Marc Group, overseeing numerous acquisitions to make the company a leading Canadian distributor of sanitation solutions. Goudreault was unable to attend the General Business Meeting.

■ **The Manufacturer Representatives’ Distinguished Service Award**, which recognizes individuals who support manufacturer representatives, the industry and ISSA, was presented to **Pat Cassidy**, director of sales at Tolco Corp. Over the course of nearly 30 years, Cassidy has worked for three generations of the family-run business in a variety of sales roles that support manufacturer sales representatives and Tolco’s growth.

“I am very humbled to receive an award that has been presented over the years to so many great people in our industry,” Cassidy said.

He then recognized his wife for her support over the years and added: “My son is also here. After this meeting, I’m going to take him to the tradeshow floor and show him what I’ve been doing for the past 30 years.”

ISSA CHARITIES CONTINUES GROWTH

ISSA Charities Chairman and **NSS Enterprises President Mark Bevington** highlighted at the General Business Meeting three signature charitable programs of the association: **ISSA Scholars**, **The Hygieia Network**, and **Cleaning For A Reason**.

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“As is typical with ISSA Charities, 2021 was a year filled with magic and power, which derives from an organization devoted to doing good in the world,” Bevington said. “We are committed to building our fundraising and program capacity for those we serve.”

Bevington noted that through its history, ISSA Scholars has given \$4 million



One of many ISSA educational sessions conducted on the show floor.

in scholarships to 1,460 individuals. In 2021, it gifted \$111,250 to 35 individuals. Online applications will soon be open for 2022 scholarships to be awarded in July 2022. Applications will be available at issacharities.org/issa-scholars/.

“As one of our 2021 scholarship winners said, ‘This scholarship means a lot. It’s a motivator to study hard, knowing people are willing to invest in my success,’” Bevington said. “ISSA Scholars helps change people’s lives through college scholarships.”

The Hygieia Network, meanwhile, provides education, mentoring, networking and support programs to help women succeed and advance in the workplace.

“The Hygieia Network includes over 45 volunteers, an executive advisory board and six committees. This team has provided outstanding leadership,” Bevington said. “In 2021, The Hygieia Network increased its conference attendance by 118 percent over the previous year, with 566 people attending three virtual conferences comprised of industry leaders, inspiring presentations, panel discussions and networking opportunities.

“Also, The Hygieia Network increased its webinar presence by 300 percent over the past year with 1,200-plus participants attending webinars presented by industry leaders.”

Bevington also spoke highly of both The Hygieia Network’s mentoring initiatives and its recent awards program, the latter of which was attended by more than 800 industry professionals during the ISSA Show week. The awards and their winners for 2021 include:

■ **ISSA Hygieia Network Rising Star of the Year**, which honors a woman age 45 or younger who has made significant achievements and demonstrated consistent upward mobility in her career within the industry, was presented to **Charishma Kothari**, global marketing director, Essity, for her impressive career trajectory and achievements within the cleaning industry;

■ **ISSA Hygieia Network Member of the Year**, which recognizes a woman’s involvement in activities that align with Hygieia’s mission and vision, presented to **Heidi Solomon**, head of global strategy, Kimberly-Clark Professional for her dedication to Hygieia and efforts to grow its impact over the past year; and,

■ **ISSA Hygieia Network Company of the Year**, which celebrates a company’s involvement in activities that align with Hygieia’s mission and vision, awarded to **Kimberly-Clark Professional** for its contributions to advancing the role of women in the cleaning industry and increasing diversity, equity, and inclusion in the workplace.

The third ISSA Charities signature program that Bevington spoke about is **Cleaning For A Reason**, which provides free home cleaning for patients with cancer. Founded in 2006 by residential cleaning contractor **Debbie Sardone**, it became part of ISSA Charities in 2017.

“Cleaning for a Reason has never paused during the COVID-19 pandemic. A clean home is a safe and healthy home, and that is especially true for immune-compromised cancer patients during a pandemic,” Bevington said. “One difficulty faced by Cleaning For A Reason has been a decline in giving during COVID-19. Founder Debbie Sardone, however, put a challenge together to raise added funds. That challenge was presented to 300-plus cleaning partners during a seminar in April 2021, of which 154 rose to the challenge. As of November, those partners have raised over \$60,000.”

He added that thus far in 2021, Cleaning For A Reason has worked with 1,200 cleaning partners and is projected to serve over 3,500 cancer

patients. The non-profit has also increased its patient navigator base by 32 percent, involving the referral of patients for the upcoming year.

2021 INNOVATION AWARDS WINNERS ANNOUNCED

The following are recipients of the 2021 ISSA Show Innovation Awards, which recognize the latest advancements for the commercial, institutional and residential cleaning industry.

“While this past year has been an especially challenging one for the cleaning industry, it has also presented opportunities to innovate and overcome obstacles,” Lewis said. “This year’s awards recipients are dedicated to bettering the industry and making cleaning safer, more efficient, sustainable and consistent.”

Tork®, an Essity brand, was honored with the **Innovation of the Year Award** for its Interactive Training for Healthcare. The free interactive training tools address critical hygiene needs of infection control, health care and environmental services professionals.

The recipients of the four **Innovation Industry Choice Awards** are:

■ **Distributor Choice Award** — Aunt Flow’s Model R Recessed, Free-Vend Menstrual Product Dispenser, which helps facility leaders meet demands to provide free period products in restrooms;

■ **Facility Service Provider Choice Award** — Diversey’s MoonBeam™ 3, an ultraviolet-C (UVC) disinfection technology with three pivoting UVC heads, featuring rugged design and is portable. This technology provides the ability to easily and correctly apply UVC energy to both horizontal and vertical surfaces for on-demand disinfection in as little as three minutes;

■ **Manufacturer Representative Choice Award** — Dial Complete® Clean + Gentle Antibacterial Hand Soap Refills, from Dial Professional, Henkel Consumer Goods Inc., which effectively and gently cleanse, hydrate and care for skin; and,

■ **Residential Cleaning Choice Award** — Ecolab Inc.'s Peroxide Multi Surface Cleaner and Disinfectant, an EPA-registered cleaner and disinfectant with a comprehensive claim set that it can disinfect surfaces in as fast as three minutes.

The five **Innovation of the Year Award Honorees** are:

■ **Flex Scrub™**, from Malish Corporation, a bristled floor pad that blends the familiarity and easy installation of a traditional pad with the robust cleaning power of a brush for a deeper level of cleaning;

■ **Force of Nature PRO**, from Force of Nature, an all-in-one cleaner, deodorizer and disinfectant with no harmful chemicals. It's an EPA-registered sanitizer and disinfectant that kills 99.9 percent of germs;

■ **Simple Check™**, from Core America, an app that utilizes QR codes and cleaning industry checklists to log disinfecting task completions, monitor and validate cleaning efforts, and simplify reporting and log keeping;

■ **The EZ CARE Floor Care System**, from SC Johnson Professional, a simple, fast and economical way to maintain flooring. The patent-pending system delivers an efficient floor care system, saving time and labor costs; and,

■ **The PureDri Sanitizing Hand Dryer**, from Bobrick Washroom Equipment Inc., which utilizes UVC technology to neutralize pathogens in the air and on surfaces, purify the air and drying hands in restrooms.



The 2021 ISSA Show North America took place in Las Vegas, November 15 through 18.

The 2022 ISSA Show North America is scheduled for October 10-13, in Chicago, IL's McCormick Place.

— *Maintenance Sales News* Editor Harrell Kerkhoff contributed to this article.



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ISSA SPEAKER SHARES ADVICE:

WHAT YOU NEED TO KNOW ABOUT CUSTOMER SERVICE 'IN TIMES LIKE THESE'

By Harrell Kerkhoff, *Maintenance Sales News* Editor

Finding success in difficult circumstances, such as today's global pandemic, takes a willingness to revisit and improve on a company's customer service focus. Certainly true for any type of business, service is vital for those in charge of cleaning facilities and distributing cleaning-related products.



Gregory Gardner

As facilities start to reopen and expand operations and services from the height of the pandemic, there is an opportunity to "start anew" with customer service protocols and offerings, according to **Gregory Gardner, director of environmental services at Crothall Healthcare.**

He presented an educational session on the topic titled, "**What You Need To Know To Be Successful In Times Like These,**" during the 2021 ISSA Show North America, in Las Vegas, NV.

"In the business world, 90 percent of all relevant professions have customer service interaction. It's commonplace (in the sales process) to hear company representatives ask, 'How can I help? What can I

do for you?' What service can I provide?" Gardner said. "If successful in those efforts, money is eventually exchanged for product and/or service. The ability to properly serve customers is critical to success.

"My focus is to discuss steps that can improve a company's customer service offering."

Although involved in environmental services over the past 11 years, Gardner said he has 30-plus years of customer service experience. He added that the importance of good customer service transcends industries, and is paramount during today's unsettling times.

"The pandemic is what it is. We (as a society) started not knowing too much about what was going on, and now we know much more as it relates to reacting and interacting with issues that have come up due to the pandemic," Gardner said. "Throughout it all, the ability to properly service customers is critical to a company's success."

CUSTOMER SERVICE CHECKLIST

Gardner outlined five basic customer service-focus questions that can improve a company's chances to reach, and satisfy, current and potential customers. Although basic in nature, some or many of the five questions are often pushed aside in today's fast-paced business environment. Nevertheless, they are essential to customer retention and development.

"Realistically, you can take these five questions and discuss their merits for hours," Gardner said. They are:

■ **Are you truly listening to your customers? "Knowing what your customers need, and how you can best help them, are keys to completing the sales process and encouraging repeat business. The real question is, 'What methods are being used to gather pertinent information related to customer needs?'"** Gardner asked, during his session.

Audience responses included the use of customer surveys sent via email or other means, asking such questions: "What did you think of your experience with our company? Would you come back? Would you refer us to somebody else? What would you suggest we change? What can we do differently? What did you like the most from our product and/or service?"

Gardner added: "Look at those questions from a hospitality standpoint. If I am a guest at a hotel, what are some of the first things the concierge is going to ask me? It will probably be, 'Is everything OK? How is your stay going so far? Is there anything we can do to make your stay better?'"

"Such questions provide an immediate feedback, and help you learn about a customer's needs and wants. **If you are constantly asking a customer how you can make his/her experience better, chances are that customer is coming back. It shows you are truly listening.**"

Properly capturing customer feedback and sharing with "the powers that be" within a company — such as staff, managers and executives — can lead to improved customer development and relations, Gardner added.

"The use of customer focus groups and panels can also help a company discover and track trends and desires. Members of such groups can be asked: 'What would you like to see from our business? How can we improve your experience?'" he said. "It's important to track the things that current and potential customers want, allowing a company to adjust and meet customer needs, ultimately leading to better customer service."

Another method of "listening" to customers — and to better understand what customers experience as they interact with a company — can be accomplished through a process known as "secret shopping." It's another way companies can measure the quality of their products and services, while also making sure important values and processes are being implemented.

"If you don't know such things, how can you, as a company representative, properly validate what is really taking place?" Gardner asked.

Also discussed by Gardner was the acronym **RIPESSS**, which he explained stands for: **Revenue, Image, Productivity, Efficiency, Safety, Security and Stability**. Such focus points can lead to better customer service and retention.

The “**revenue**” portion of RIPESS helps a company provide an answer to the important question, “Why should I do business with you?” It focuses on the bottom line, savings and return on investment.

“Why do people go to a five star hotel versus a one star? Why does one cost more than the other? The answer is ‘service,’” Gardner said. “If you go to a five star hotel, you are expecting the world (in customer service).”

It’s therefore important to have the revenue in place to attract the type of customers who require a high level of customer service, which in turn often leads to the purchase of more profitable products.

“**Image**” focuses on how to make a company “look better” to customers, to the industry and/or the community. Image is the representation of a company to others, with the idea that a good image will attract more people.

Gardner explained that “**productivity**” and “**efficiency**” can be seen as “process levels” within RIPESS. They address how a company can help its customers become more productive and efficient by using a certain product and/or service from that company.

“Streamlined processes allow a company to make sure its end-product is ultimately customer service,” he said. “The level and success of that service is dependant on the amount of investment being placed by the company.”

The final part of the acronym RIPESSS — **Safety, Security and Stability** — are more important than ever given the events surrounding the global pandemic.

Gardner explained that although the pandemic continues, customers have progressed to the point where there is now an expectation about certain products and/or services that should be available from a company. For example, more patrons of a hotel now expect the availability of hand sanitizer in the lobby and in their rooms. That was not necessarily the case prior to COVID.

“Customers are looking for certain things that they might not have thought of, or wanted, prior to the pandemic. It’s about, ‘How, as a company, do we increase our safety and security for customers? And how can that make us more stable as a business?’” Gardner said.

Being able to address issues associated with safety, security and stability can help companies improve the rate of repeat business — a key objective of customer service.

■ **Are your products/services still relevant?** How do people in charge of customer service know if their company’s products and services are still pertinent to customer needs and demands? The answer, according to Gardner, is “proper validation.” That is true not only with a company’s products, but also its customer service offering.

“As a company, how do you know if something still works and meets the needs of customers? How often do you validate? What steps do you take in the validation process?” Gardner asked.

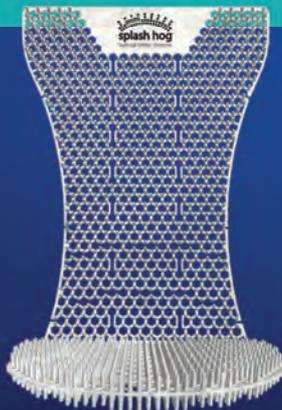
What is missing from this urinal screen?

Medical facilities and universities across the country are becoming more concerned about the fragrances their patrons experience.

INTRODUCING THE...

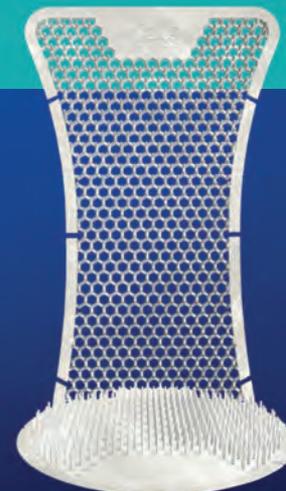
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Time-tested methods, he said, include surveys, and simply talking with customers on a one-on-one basis. Gardner added that random in-person visits, or contact with customers by other means, can go a long way to improving customer service and understanding customer concerns. That can lead to proper validation, when it comes to customer service goals.

■ **When was the last time your company had a “refresh?”** Most business leaders understand the importance of product innovation, but what about the need for customer service innovation?

One “good” thing to come from the pandemic is that many business leaders are “re-

grouping” and “refreshing.” That is true when it comes to both products and services.

Just as people operating a hotel may have found extra time, during the pandemic, to repaint the lobby, replace fixtures and add hand sanitizer stations, so can other types of businesses “refresh” their look, feel and approach to products and customer service, according to Gardner.

■ **Are you competitively priced?** Establishing price points and understanding how to be competitive through pricing has a lot to do with the level of customer service a company wants and/or needs to provide, according to Gardner.

“What is the expectation of your customers when it comes to being serviced?”

Basic to moderate levels of service do not demand a high price point, as customers are not expecting as much from a company,” he said. **“If a company, however, is committed to providing a higher level of customer service, that should allow it to increase its price point, as most customers are willing to pay more for better service.”**

■ **Should you provide ongoing training?** Gardner was quick to point out that this is a rhetorical question. The answer is, “yes.” That includes training for improved customer service.

“The next question is, ‘How often should you train your staff?’ The answer is, ‘Continuously,’” he added. “Training is essential, as everything is business continues to change. It’s therefore important employees are kept up on the ‘latest and greatest.’”

He added that different jobs within a company often require different levels and/or types of training. Customer service representatives require a specialized skill set. Training should properly prepare reps for that skill set.

“The service a company provides is only as good as the knowledge displayed by its staff. An employee who does not know how to properly do something may negatively affect customer service,” Gardner said. “If your team members don’t know all about the products or services the company provides, how can customers benefit?”

He added that customer service training is also vital in helping representatives learn new ways to communicate with people. Therefore, investment in training is essential for growth.

“As Benjamin Franklin once said: ‘For the best return on your money, pour your purse into your head.’ That can be true for companies as well,” Gardner said. “Training is a vital component to improved customer service.”

“Train all of the time. Training helps people constantly learn new things, which ends up helping both the company, and its customers. By focusing on customer service training, a business and its bottom line are likely to improve, even in difficult times.”

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From Essity: Tork Products And Trainings Bring Sustainability And Hygiene Together For Better Facility Care

Tork®, an Essity brand, was presented with the Innovation of the Year Award for its **Tork Interactive Clean Hospital Training** and **Tork Clean Hands Training** programs, during the 2021 ISSA Show North America, in Las Vegas, NV (Nov. 15-18).

The two free interactive virtual training programs address key needs in healthcare: **improving surface cleaning** and **improving hand hygiene compliance** — both supporting infection prevention and control, and ultimately, contributing to better patient outcomes.

“By digitizing best practices in surface cleaning and hand hygiene into easy-to-access and easy-to-understand comprehensive trainings, Tork supports the transfer of critical knowledge to environmental services (EVS), infection prevention and control, and all other health care professionals,” according to Essity. “The trainings were created alongside industry experts and leading behavioral scientists, and designed to follow industry best practices in an engaging way via gamification. These trainings are available in multiple languages for a broad reach and improved retention.”

“We are pleased (the two training programs) were recognized at ISSA,” **Don Lewis, President of Professional Hygiene at Essity**, said. “Proper surface cleaning and hand hygiene compliance are important in controlling infections at health care facilities.”

Tork Interactive Clean Hospital Training is an innovative desktop tool designed to make the training process for EVS staff engaging and efficient. **Tork Clean Hands Training** invites users into a virtual world where they interact and train in a realistic, safe environment that aims to boost hand hygiene compliance.

The Tork Clean Hands Training is available in desktop and in a VR app. The Tork Clean Hospital training is available only in desktop.

Lewis added the two Tork programs recognized at ISSA not only help improve the training process for healthcare professionals, but make such training more enjoyable and fulfilling.



SUSTAINABLE HYGIENE MANAGEMENT

The theme used by Tork during the ISSA show was “Sustainable Hygiene Management,” focusing on how “sustainability” and “hygiene” can be complementary for the benefit of people, facilities and the environment.

“That focus has allowed us to look at the Tork portfolio differently to achieve new objectives in hygiene and sustainable practices,” Lewis said, during the ISSA Show. “We also want to help make that process easier to achieve for both end-customers and distributors.”

A recent expansion of products and programs within the Tork lineup has provided more sustainable hygiene management options.

“One result of the global pandemic, along with today’s greater focus on environmental issues, is the need to relearn what we thought we already knew. The world, and our industry, continues to change,” Lewis said. “We take pride in introducing new and essential products in response to research, which shows more people are placing a higher emphasis on hand washing and hand sanitizers. There are also more visits taking place to restrooms just to use soap, water and towels.”

Another change is that as more people are returning to the office, after working from home, they are expecting an increased availability of hygienic products and options in the workplace from their employers, according to Essity. Demand for more sustainable products is also increasing.

“For the Tork brand, that is an easy fit for us because **we have always been involved with both — sustainability and hygiene,**” Lewis said. **“You shouldn’t have to choose between the two.”**

He explained that Essity has been a longtime partner with the United Nations, focusing on sustainable development goals. Among Essity’s newer offerings is the **Tork PaperCircle** program, currently available in

select European countries, which is the world’s first circular recycling service for used paper hand towels, turning discarded waste into new tissue products.

“We have received really good reviews from key customers about Tork PaperCircle,” Lewis said.

Another key offering is **Tork Vision Cleaning**, an evolution of Tork EasyCube®, harnessing the power of real-time data through the use of sensors in dispensers to identify when, and where, there are service needs within a facility. According to Essity, Tork Vision Cleaning helps maximize efficiency, allowing cleaners to refocus their energy where it’s needed most, while still meeting the highest hygiene expectations.

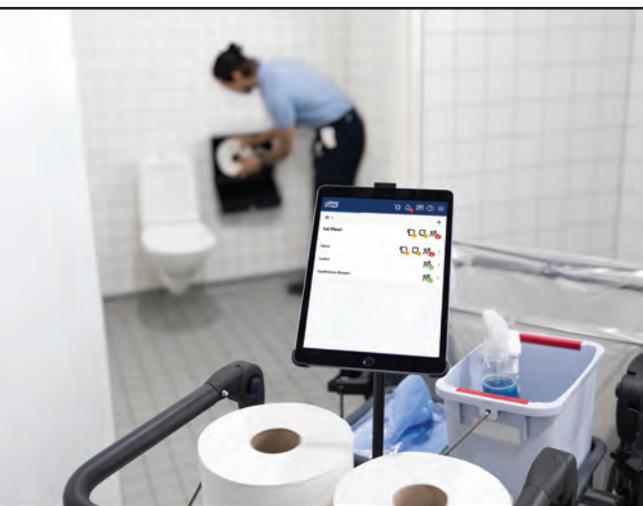
Other key products from Tork that are helping achieve sustainable hygiene management include:

■ **Tork Alcohol Gel Hand Sanitizer**, which is among the first two sanitizers in the market to meet the high standard for health and safety set forth by Green Seal, the nation’s leading non-profit authority on safer and more sustainable cleaning and facility care products, according to Essity; and,

■ **Tork PeakServe®**, which offers sustainable hygiene products without compromising quality. The system combines revolutionary continuous towel technology with compressed hand towels that help reduce carbon footprints and streamline operations.

“Innovations like PeakServe®,” Lewis said, “make dispensing easy to maintain, and ensure paper products are always available — all while reducing waste and consumption.”

“We continue to expand our PeakServe® capacity. It’s been a blockbuster innovation.”



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for more information.



to make repairs as fast as the company would like.

“It has been rough in the parts world, like every other supply chain,” Costello said. “Lead times prior to the pandemic are now totally out the door. Things are very difficult to get on time. In fact, there is no ‘on time’ anymore.”

“Priority No. 1 is getting a piece of equipment fixed properly and back to the customer. These days, sometimes it takes longer to get that accomplished. For that reason, we have a small loaner fleet of equipment for our customers that they can use when we know it is going to take awhile to fix an item.”

Milhench also relies on the strong relationships it has cultivated with its vendors to help in the maintenance and repair effort.

“Our vendors help us troubleshoot and solve problems,” Costello said. “We try to be there for our customers in any way we can. That flexibility helped us during the pandemic. The trust in us grew during that crazy time. When people had trouble getting products, we worked hard to find substitutes or allocate the best way.”

Heike Milhench added: “In the allocation process, we tried to do the best we could for our existing customers. That really helped us at that time.”

COMMUNICATION AND HONESTY FOUNDATIONAL KEYS TO SUCCESS

Two of the main principles Milhench lives by every day are communication and honesty. That commitment is key in building long-term relationships with customers.

“Communication and honesty fold right into our customer service culture. Those two things are huge,” Costello said.

Indeed, the commitment to provide the best in customer service has resulted in new business for Milhench.

“There are many people who tell us, ‘I am doing business with X, Y, Z distributor, and I haven’t seen or talked to anyone for awhile,’ or ‘My prices are always changing and nobody tells me about any of this stuff.’

“You have to take the extra effort. Send a customer an email or a quick text, or call to keep the client informed.

“Be honest and up front. You might have to tell a customer, ‘We don’t have the product you want,’ or ‘You’re going to get this as a substitute,’ or, ‘The price is going up here or down there.’ People love that stuff. For you to call customers and keep them informed, makes a big difference.

“When people start doing business with us, we don’t send them products we didn’t quote. We are seeing a lot of that with our competitors, who just send a customer a few products that were not requested, so they can make more money. Or they substitute a cheaper version of a product just to make more money. We don’t do that sort of stuff.”

Another aspect of customer service is meeting with new customers to give them advice on how to save money, or to explore any other concerns they might have.

“Typically, if it is a school, we will meet with a facilities department representative who will give us a tour of the school, including janitor closets and bathrooms. Serving those areas of the school’s operation is right in our wheelhouse.”

The same is true for a manufacturer customer. During such tours, Milhench’s sales force is trained to be on the lookout to identify the best way the company can apply its expertise.

“Our salespeople go on tours, take good notes, and

then we figure out how best to help customers,” Costello said. “We offer suggestions and advice such as, ‘Maybe you can save some money by switching to a dilution system,’ or, ‘Rather than manually taping all these boxes, maybe you can get a case sealer.’

“It is different with every new customer. We want to increase sales, but we also want to be a convenient one-stop shop for our customers, where it makes sense.”

Milhench could not meet any of its goals without a dedicated workforce, who have persevered and worked hard, despite the challenging times brought about by COVID.

“Many companies are struggling with labor issues, but we are doing fine,” Costello said. “We proactively meet with our employees every year, to check in with them. Officially we do that once a year, but we also meet with them throughout the year.

“It is important that the president of the company and top executives show their faces, talk with people and ask how they are doing.”

Employees who work in-person in the warehouse and make deliveries are, perhaps, more exposed to catching coronavirus than those who work from home.

Those dedicated employees put it all on the line as they dispatch the company’s trucks each day to deliver products to customers. Drivers have acquitted themselves well as representatives of Milhench.



Scott Arruda is in charge of managing Milhench’s warehouse operation.

What else?



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“We remind them constantly they are the ‘face’ of the company to customers. They typically see customers more than anyone,” Costello said. “Drivers touch base with our salespeople when they see a product that we sell that we are not delivering. Essentially, they are part of our sales staff in that regard.”

GREEN, DIVERSITY, HOT TOPICS

Popular topics in doing business in the modern-day marketplace include diversity, sustainability, inclusion and cleaning for health and safety.

“As a woman-owned business, we are especially aware of, and focused on, the issues pertaining to diversity, equity and inclusion,” Costello said.

While the green movement has been around for awhile, there now is more emphasis on offering sustainable solutions and products that help ensure the health and safety of employees and end-users.

“We offer Green Seal and ECOLOGO certified paper products and trash liners,” Costello said. “We sell lots of cleaning chemicals that are Green Seal certified.

“Green is not going away. Indeed, it continues to be more and more relevant. We have to stay on top of it, and it is my job to find new green products for our sales-force to offer.”

In that vein, Milhench Supply Company is doing its part to become more energy efficient.

“We are in the process of putting solar panels on our roof to generate the energy that we need,” Heike Milhench said.

Costello added, “There are many technology and biotechnology companies in and around Boston. Many employees of those companies are young people, and green is important to them. Particularly in that channel, we are seeing a lot of inquiries and demand for environmentally friendly products.”

“Green is not going away. Indeed, it continues to be more and more relevant. We have to stay on top of it, and it is my job to find new green products for our salesforce to offer.”

— General Manager Mike Costello

FEELING GOOD ABOUT THE FUTURE

One of Milhench Supply Company’s important priorities, moving forward, is enhancing its presence on social media platforms and the internet.

“Because of the pandemic, many companies have been thrust into doing more over the internet, whether it is conducting meetings or selling products,” Costello said. “Enhancing our presence on the web was one of our initiatives before the pandemic. That includes everything from our webpage, commerce site and social media platforms to our blog post and email marketing blasts.

“I like to call it ‘surround sound’ marketing, which also involves informing people about products we sell. The effort also gives people a flavor of our company culture.”

Heike Milhench added: “We are upgrading our e-commerce platform. Getting that up and running is going to be a project. It will be a whole new look for our customers when they order online, which is great.”

Costello said the pandemic has resulted in exposing weak companies versus strong businesses.

“Heike and the company have provided the resources to be very healthy financially, as well as resources that have helped us deal with the pandemic,” Costello said.

“Also, we have a computer system and the infrastructure in place that helped us manage the demand experienced over the past year, as well as current supply chain disruptions.

“Those efforts take manpower, time and effort, and we have done a good job. As a result, we are gaining customer loyalty.”

Heike Milhench added: “There has been a lot of consolidation in our market. Many of our long-time independent distributor competitors have

sold to national or regional corporations. That creates a big opportunity for us, because we continue to offer individualized customer service.

“We pride ourselves on our honesty and our proactive communication with customers. Our long-term relationships with suppliers, the community, employees and customers are a big part of our culture, and always has been since my grandfather started the business.”

Contact:
Milhench

Supply Company,
21 Duchaine Blvd.,
New Bedford, MA 02745
Phone: 508-995-8331.

Email:
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Website:
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Nassco Inc. Relocates Headquarters

Nassco Inc., New Berlin, WI, has recently relocated its company headquarters to a new office and warehouse facility within New Berlin. The new location, located at 5355 S. Westridge Dr., is a 217,000-square-foot distribution center which was originally built for distribution.

Nassco, founded in 1955, is a third-generation family business providing janitorial and packaging supplies throughout the Upper Midwest. In addition, Nassco provides service and repair of janitorial equipment, laundry and ware wash systems and packaging equipment.

“We are thrilled to remain in New Berlin, the community we have been in for over 40 years. Our new location offers the ability to better serve our customers across the Upper Midwest and offers additional room for growth and expansion,” said Mark Melzer, president of Nassco Inc.

For more information visit:
www.nasscoinc.com.



Nassco Inc., of New Berlin, WI, has recently relocated its company headquarters to a new office and warehouse facility within the city.

Pictured, left to right, are: Kurt Melzer, Gene Melzer and Mark Melzer, president.

American Paper & Twine Acquires Monts Paper & Packaging



American Paper & Twine, Nashville, TN, a large regional independently owned wholesale distributor, has acquired Monts Paper & Packaging, located near Tupelo, MS.

“The purchase of Monts Paper & Packaging expands American Paper & Twine’s reach and increases its share in the wholesale distribution market,” according to the company.

“We are delighted to bring Monts under the American Paper & Twine umbrella,” said Karen Doochin Vingelen, American Paper & Twine president/COO. “It couldn’t be a better fit. In addition to sharing a similar history, our companies were built on the same core values and customer-first culture, which is what has made us successful for 95 years.”

Both companies are wholesale distributors of janitorial products, packaging materials, food service disposables, safety supplies and office products, servicing customers across a broad spectrum of market segments.

“The acquisition is a great match, and allows American Paper & Twine to expand its service area throughout Mississippi,” said Bob Doochin, American Paper & Twine chairman/CEO.

Monts Paper & Packaging President Mark Monts will continue to be active in the business.

“We are excited to bring together two successful privately owned businesses. It creates a wonderful opportunity for our employees and improves the total value we bring to our customers.”

Monts Paper & Packaging will operate as a division of American Paper & Twine for an interim period as the companies execute an integration plan.

“Given our shared core competencies, we expect the transition to be relatively seamless,” said Vingelen.

The acquisition continues a period of growth for American Paper & Twine. Over the last several years, the company opened a new distribution center in Muscle Shoals, AL, acquired RMJ Distributing Co., in Johnson City, TN, and most recently expanded to offer full-service delivery operations in northwest Arkansas.

American Paper & Twine was founded in 1926, and is a distributor across business sectors that include janitorial, packaging, disposable food service, safety and office products. The

company has more than 350 employees, over 100 delivery trucks and operates seven full-service distribution centers with combined warehouse space of over 550,000 square feet.

The facilities are located throughout the Southeast in Nashville, Chattanooga, Memphis, Knoxville, Little Rock, Atlanta, and Muscle Shoals.

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XVNYTH Manufacturing Corp. Celebrates 35th Anniversary

“XVNYTH Manufacturing Corp. is renowned among its customers for its excellent, effective products and premier customer service.”

“These past 35 years have given us plenty of reasons to celebrate,” said Kevin Wice, president. “Our company has progressed over the last 35 years in all areas while offering a line of high-quality icemelters. XVNYTH Manufacturing Corporation has played a large role as a leader in the ice melting manufacturing industry.

“Founded in 1986, XVNYTH is based in Vancouver, British Columbia, and over the years, has continually evolved to develop and market its products across North America. There are many challenges, but our future is bright.

“Over the years, the company’s portfolio has been enlarged with many more creative, solutions-based products to meet the needs of the ever-changing business environment challenges.

“From the early days of the organization, the objectives have emphasized on the belief that commitment to our customers' success is the basis of what is consistently a mutual successful business relationship. Our company mandate is to always exceed our customers' expectations. Today, XVNYTH looks forward to many more years of continued growth, serving our customers and developing many more win-win relationships.

“XVNYTH manufacturing has continually developed products focusing on offering safer choices with an emphasis on protecting our environment.

“We started with our first eco-friendly product, Mountain Organic Natural Icemelters, and even today it is our #1 best seller! Over the years, we have truly become the leaders in producing environmentally friendly icemelters. Our goals are not only limited to promote the industry, but also to develop quality standards throughout the years. We strive continually put in place updated programs for our distributors to help them meet the needs of the ever-changing industry.”

For more information, visit xvnyth.com.



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Queenaire Technologies *Continued From Page 16*

She added that a good ozone generator is, and always will be, the best way to deodorize air, surfaces and to reach cracks and crevices. However, limitations in this process occur in areas where people are also present.

“An hydroxyl generator can be used to fill this void for superior air quality. With the Newaire™ HO3 - 2500 Air & Surface Treatment System, Queenaire Technologies now offers two types of odor elimination — ozone and hydroxyl — within the same machine,” Duffy said. “These are complementary technologies.”

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



The Newaire™ HO3 - 2500 Air & Surface Treatment System

etc. The Newaire™ Plugin 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 that is less than 4 inches wide by 6 inches high by 2 inches deep, and weighs less than 1 pound. 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 spaces such as kitchens, bathrooms, family rooms, laundry rooms, hallways, pet areas, hotel rooms, offices, classrooms, hospitals, nursing homes, boats, recreation vehicles, fitness centers and day care centers.

“The Newaire™ Plugin 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™ Plugin is a great tool for distributor sales reps to have with them when visiting customers, allowing end-users to see the true potential of the product.”

Also available from Queenaire Technologies is the line of Rainbowair™ Activators, which has been the brand of choice for over 30 years at such end-use facilities as hotels, restaurants, professional cleaners, rental stores and contractors. All Rainbowair™ products incorporate the most up-to-date ozone generating technology available, and are especially good at satisfying building restoration needs.

DISTRIBUTORS CAN LEAD THE WAY

The need for odor control continues to increase among distributors and end-users. After years of research and development, Queenaire Technologies offers what company officials feel is the right hydroxyl and ozone mix of products for the odor control market. Further, a trained service team at Queenaire offers maintenance and repair work on several company makes and models.

“One of our ongoing objectives is helping distributors have all the information and tools they need to become successful when selling our products,” Duffy said. “This is especially important for those distributors who are not familiar with Queenaire Technologies. It's important that all distributors understand the technology behind hydroxyl air treatment and ozone generation, as opposed to other odor control options.”



Queenaire Technologies' line of Rainbowair™ Activators

“I feel this is where we really shine as a supplier. Queenaire Technologies has been in the odor control business for a very long time. We know what it takes, especially when it comes to customer service.”

So much so that company officials have available for distributors *A Comprehensive Guide To Deodorization Using Ozone*. This 200-plus page publication details the best ways to eliminate odors — from cigarette smoke in a guest room to deodorizing a crime scene — and everything in-between.

“The main point I want to make is, especially on a commercial basis, Queenaire Technologies is able to help with any type of odor and air quality problem. We can provide the solution, and have done so for the past 30 years,” Duffy said. “We also have a large video library on our website (www.ozoneexperts.com), which provides a wealth of information about odor control and our products.”

Duffy added that offensive odors are often present where there are ongoing issues with poor air quality. This can include areas that do not have proper ventilation.

“Every facility in the country deals with some type of odor issue. The problem is, facility managers don't always hear from customers about these issues. Instead, customers simply don't come back. For example, there are hotels that receive complaints about odors only after conducting quality assurance testing,” Duffy said. “Queenaire Technologies, well known over the years for its ozone generators, now also provides equipment designed to combat offensive odors through ozone generation and hydroxyl air treatment. Such options balance one another when dealing with odors and contaminated air.”

“These units are portable and simple to operate. End-users can just turn them on and let them run. With a small footprint, they use minimal space.”



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BOOTH PHOTO GALLERY



Essity's global professional hygiene brand, Tork®, offers hygienic solutions such as the award-winning Tork PeakServe® Continuous™ Hand Towel System. Product offerings also include paper hand towels, hand soaps and sanitizers, bath tissue, wipers, napkins, facility management software and intelligent restroom solutions.



Distribution One and Universal Business Systems (UBS) have merged under the Distribution One name to offer expanded ERP solutions. Complete distribution software solutions feature an ERP system powering everything from back-office operations to warehouse management. Shown, left to right, are company representatives Larry Ward and Chris Raffo.



Intercon Chemical Co., Inc., manufactures a complete line of industrial, institutional and professional cleaning and maintenance chemical products and product delivery systems, marketing to end-users through its network of distributors and OEMs.



J & M Technologies provides software that creates customizable e-commerce sites for jan/san distributors. Users can accept orders online from a catalog of the products that they sell, with customer history and unique pricing. J & M Technologies provides the images, detailed descriptions and more, as well as software to create print catalogs/quotations, and an interactive “shop by room” e-commerce tool.



RJ Schinner is one of the largest family-owned redistributors in the United States. The company has over 70 years of experience and 19 distribution centers nationwide, servicing the food service, lodging, grocery, janitorial supply and office supply markets.



ACS Industries, Inc., provides hand scouring, scrubber, sponge and grill cleaning products; floor maintenance pads; mops; brooms; handles; squeegees and accessories; brushes; sand screen discs; and steel wool products.



Queenaire Technologies, Inc., features a management team with over 30 years of experience in the ozone industry. All products incorporate the most up-to-date ozone generating technology available today. Further, the company's trained service team offers maintenance and repair on several different makes and models of ozone equipment.



XYNYTH Manufacturing Corp., a North American leader in the ice melting industry, was founded in 1986. With a major focus on the environment, XYNTH offers its customers several lines of high-quality ice melters that are organic, “green” and safe to use. Shown, left to right, are company representative Parm Bharaj and Kevin Wice, president.



Americo Manufacturing Company, founded in 1969, produces such items as floor pads, cleaning accessories, OEM specialty nonwovens and floor matting. The company's products are sold and distributed to over 70 countries worldwide.



CP Industries produces technically advanced and environmentally safe products including ice melters, cleaning chemicals and detergents. Custom chemical formulations and manufacturing are provided. Production facilities are located in Salt Lake City, UT, and York, PA. Shown are company representatives Ann Lieber and Greg Lieber.



Spartan Chemical Company provides cleaning and sanitation solutions for the industrial and institutional markets. Spartan formulates and manufactures its products from a state-of-the-art facility in Maumee, OH, and sells both domestically and internationally through a select network of distribution.



Haviland Corporation manufactures premium floor and window squeegees; aftermarket replacement blades, gaskets and splash guards for floor machines; paving and roofing tools; waterrooms; serrated squeegees and more. Shown, left to right, are Kevin Grellner, customer services; Alice Andrews, executive vice president; Jan Haviland, president & CEO; and Joyce Dudenhoeffer, marketing director.



Bro-Tex, Inc., is a wiper converter committed to customized wiping solutions. Additionally, Bro-Tex offers a wide selection of specialty wipes. This includes microfiber towels, premoistened wet wipes and a "build-your-own" wet wipe system. The company was founded in 1923. Shown, left to right, are company representatives Lee Gilbertson, Dan Greenberg and Greg Browne.



Clean Control Corporation manufactures "OdoBan® The Original Odor Eliminator since 1980," as well as other high-quality products for industry professionals worldwide, sold under the brands OdoBan®, Earth Choice®, Lethal®, Pets Rule® and Sports Edge®. Shown, left to right, are company representatives Bill Frazier, Walker Davison, Steve Davison, Tom Colarusso, Cory Hammock, Nic Bekkers and Kevin Zdeblick.



WizKid Products provides antimicrobial restroom mats, urinal screens, air fresheners and a shoe disinfecting system for a wide variety of away-from-home locations.



DDI System's leading-edge ERP technology and industry-specific experience equips distributors with the ability to drive operational excellence, improve margins and thrive in today's competitive and changing marketplace.

Shown, left to right, are company representatives Robbie LaRocca, Lisa Riebe, Steve Weber, Denise Gagne and Michael Gorodischer.



Briarwood Products, LLC, supplies Shank-free correctional facility tools, Adjust-a-Turn surface cleaning tools, wet mop holders, all-plastic floor squeegees, fiberglass extension poles, dry dust mop frames and sweeping equipment. Shown, left to right, are company representatives Manfred Tomm, Dayna Piersa and Tom Piersa.



Sky Systems Co., Inc., established in 1985, specializes in bag-in-box systems, featuring a wide range of general and foamy soaps. Sky Systems also offers a complete line of hand dryers that are suitable for many applications. Other products include metered aerosol dispensers, metered aerosol fragrances, gel air fresheners, urinal screens and rim cages. Shown, left to right, are company representatives Jerry Laperriere and Randy Su.



GreenFlow Distribution offers a family of cleaning and sealing products with unique formulations that deliver better and safer removal of dirt, debris, stains and odors. Shown, left to right, are company representatives Jonathan Donald and Ron Jones.



STEP1 Software Solutions provides Windows-based (Microsoft SQL) distribution software for the jan/san, industrial paper, packaging supply, and safety supply industries. The company's software is designed to be affordable, scalable and easy-to-use.

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