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Questions and Answers about Bio-Cleaners.

One of the newest trends in the professional cleaning industry is the use of bio-cleaners. Many industry professionals are not quite sure what bio-cleaners are or how they can be added to the Green cleaning arsenal. This article addresses these questions.

Business Trends
There are those in the jansan industry who may be a bit behind the curve when it comes to the use of social media sites, like Facebook or LinkedIn, but that hasn’t stopped others from enjoying the success that can come from such sites.

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U.S. Department of Education’s Green Ribbon Schools Award Highlights CIMS-GB

The U.S. Department of Education has specifically identified ISSA’s Cleaning Industry Management Standard (CIMS) Green Building (GB) program as a valuable tool in helping K-12 schools achieve the department’s new Green Ribbon Schools Award. The Green Ribbon program recognizes organizations that create healthy and sustainable learning environments in a system modeled after the popular Blue Ribbon schools program, which acknowledges academic excellence.

“The recognition by the U.S. Department of Education is yet another example of the widespread adoption of CIMS and CIMS-GB as the industry standard,” said ISSA Director of Facility Service Programs Dan Wagner. “Schools that become certified under CIMS-GB now get the benefit of being eligible for public recognition – in addition to providing a safer environment for students.”

Employees of companies who have K-12 educational facility customers striving to create clean and healthy learning environments can become a CIMS “ISSA Certification Expert” (I.C.E.). I.C.E. suppliers can then help their customers institute effective management systems and comprehensive green cleaning programs that they, in turn, can use to help their own customers increase efficiency, improve operations and save money as well as prepare them to be eligible for a future Green Ribbon award.

ISSA and the U.S. Department of Education have extensive resources available online to help those who want to learn more about maintaining a clean and safe environment for students, including:
• ISSA I.C.E. Workshops – Learn about the elements of a well-managed and sustainable green cleaning program.
• CIMS-GB – Determine how well they meet green cleaning requirements.
• Green Ribbon Overview – Understand the U.S. Department of Education’s Green Ribbon program.

The U.S. Department of Education is the latest organization to validate CIMS and CIMS-GB value in identifying quality facilities and service providers. For more information, visit the ISSA web site at www.issa.com/cims.
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Perception is a key hurdle when providing your services. With your direct client, their customers, and/or their company employees and building occupants as customers, you will likely encounter customers who have a perception of your service that you don’t agree with.

Sometimes, your customers will see things differently based on their viewpoints or experiences, so you shouldn’t be taken off guard. Just remember, their perception is reality to them. The key to great customer service is knowing how to deal with it, since changing their perception is not easy.

The customer’s perception influences whether they think they’re getting the service they expect or not. While the old adage “the customer is always right” can’t be taken literally, you can use it to approach issues. Acting as if your customer has a legitimate problem to solve puts you in a better position to resolve the issue and convert the customer from foe to fan.

If you treat their perception of a problem as incorrect, you will fuel the fires of discontent, making it more difficult to deal with the real issue. The argument about whether the customer’s perception is right or not overshadows the real issues and antagonizes customers, making it much more difficult to bring them onside as a satisfied customer.

CHANGING PERCEPTION

Naturally, there are times when you need to focus on changing a customer’s perception. When this is the case, it should be done very professionally and diplomatically, without implying that the customer is wrong. Often the facts, carefully positioned, will help change their perception sufficiently to allow you to deal with the real issue at hand. The key is to let them change an inappropriate perception without you having to confront that perception head-on.

Information changes the way people understand a situation. A proactive approach to customer service implies a willingness to make sure your customers have the information they need to develop accurate perceptions of your service and to make their working lives easier.

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and a little more finesse, you will get better results. There will be times when you will need to accept that in the customer’s eyes, you have not met their expectations.

As it won’t be possible to fix some customer’s perceptions on some issues, these situations will demand a proactive attempt to fix the problem without fighting about it. Over time, your focus on constant improvement should bring even the most hard-nosed customers on board.

In one example, a staff member said something that was perceived by the customer very differently from what was meant. The customer was upset about what was happening with the service and escalated the issue. To resolve the situation, the staff member apologized, acknowledging the customer’s perception of what happened, and then clarified the real issue. The staff member then provided information and facts to shift the customer’s perception, and resolve an issue rooted in a misunderstanding.

Rather than focusing on the fact that information was misunderstood or taken out of context, the staff member delivered an apology that satisfied the customer, who was then much more receptive to the facts. Indeed, the apology enabled the customer to change his perception on his own. This resolved the problem in a positive, cooperative manner.

**ACCEPT THE CUSTOMER’S PERCEPTION AS REAL**

Effectively dealing with customer perception means accepting that the customer’s perception is real to that customer.

Once you or your staff put up a defensive posture and move to defend your own position without acknowledging the customer’s perception, you make the issue more difficult to solve. Realistically, the defend-first approach comes from a position of pride in the work you do. Keep that pride (and any associated attitude) in check when dealing with customers because a satisfied customer, whether internal or external, is more important to your organization.

This approach underlines the fact that you should never argue with a customer’s perception. The best way to deal with their perception is to resolve it as if it’s a real issue. This gives you a chance to explain (or apologize) based on what the customer sees, not what you see. That will make it easier to get past their perception and deal with the real issue. As soon as you break down the perception barrier, you will find it easier to convey the facts, establish your position and solve the underlying issue.

**Often the facts, carefully positioned, will help change their perception sufficiently to allow you to deal with the real issue at hand.**
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Stephen Ashkin, long known as the leading advocate for green cleaning in the professional cleaning industry, released his "Green predictions" at the start of this year. Many, he noted, have been evolving for years, but are becoming more apparent today than ever before.

For instance, he said "Green is a given." By that he meant that end customers and users are now selecting green cleaning chemicals first and only going back to a conventional cleaning product if a green one is not available, is cost prohibitive or does not perform – in most cases, these issues have now been addressed.

He also indicated that the professional cleaning industry, as well as end customers/users, is going to put a greater emphasis on sustainability. The word sustainability references many things, but for our discussion, it means limiting the use, if not eliminating the use, of non-renewable resources.

One area that Ashkin did not touch on, which I believe is fast becoming one of the new trends in the professional cleaning industry, is the use of bio-cleaners. While not all are Green, some are now proven Green (i.e. certified), which means they can be added to the list of Green cleaning products available for cleaning virtually all types of facilities, from schools to restaurants. Further, because most are made from agricultural products, they are without question sustainable.

However, many people, and I assume many of my readers, are not quite sure what bio-cleaners are and how they can be added to a cleaning professional’s ‘Green arsenal’. The following should address those concerns.

Continued On Page 18
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green cleaning

Concerns and questions.

What exactly are bio-cleaners?

Bio-cleaners, as referenced earlier, are made from agricultural products such as corn, soybeans, coconuts and other crops. Some bio-cleaners are actually bioenzymatic cleaners. This means that they are formulated with specific enzymes and ‘good’ bacteria that allow them to essentially digest soils. This is how contact lens cleaners work. By soaking the lenses in specially prepared enzymatic cleaners, protein and other deposits on the lenses are consumed.

In professional cleaning, as we’ll discuss later, this can be especially helpful when cleaning hard-to-reach areas such as grout and textured floors, as well as where there is soil build-up such as grease and oils in kitchens or urine in bathrooms.

Are they new to the professional cleaning industry?

Bio-cleaners and bioenzymatic cleaners are not new. In fact, the first patent for an enzymatic cleaner dates back to 1932. Over the years, scores of chemical manufacturers, including some of the biggest names in the professional cleaning industry, have introduced and patented their own bio-cleaners and bioenzymatic cleaners. However, they have received more attention in recent years for three key reasons:

1. Their effectiveness and performance has improved.
2. They are more cost effective.
3. Some are now proven Green, having been certified by EcoLogo™ and Registered with the USDA Bio-Preferred Program, which we will discuss later.

Why the interest now?

Just because they perform better, are more cost effective and have been certified does not entirely explain the interest in these products today. The prime interest generator is the fact that these products are the ultimate in renewable cleaning products, so interest in them has increased with the growing interest in sustainability. But it cannot be denied, there are some governmental influences as well.

The first big push occurred in 2002 when the U.S. government created the Bio-Preferred Program (USDA). It was partially designed to help the U.S. agricultural industry as well as promote sustainability. Then, in October 2009, U.S. President Barack Obama issued an Executive Order encouraging the purchase of bio-cleaners, including bio-enzymatic cleaners, wherever and whenever possible.

Both the BioPreferred Program and the Executive Order have crossed boundaries, impacting Canada and other parts of the world as well. The order goes a step further and encourages the vast U.S. government, which occupies millions of square feet of office space around the world, to select these products and “lead by example.” (See Poll Shows Greater Acceptance of Green and Bio-Based Cleaning Products).

What special benefits do they offer cleaning professionals?

One of the big benefits of using bio-cleaners is reducing the amount of petroleum used to make cleaning chemical ingredients. In addition, with bioenzymatic cleaners, odors and deeply-embedded soils are typically eliminated in a short period of time (30 days). This is because, as we have pointed out, they eat soils and bacteria, which typically cause the odors.

And, because they continue to work after they have been applied, they can be used to clean showers and locker rooms in gyms, for instance to keep surfaces cleaner and odor free. However, we should not limit ourselves to just addressing malodour problems or cleaning shower areas. There are bio-cleaners/ bioenzymatic cleaners for cleaning kitchen floors and grease traps, carpets and fabrics, flooring, washroom surfaces and fixtures, even trash cans.

What market sectors are most interested in bio-cleaners?

Because of the federal initiatives in the U.S., some of the first market sectors to begin selecting bio-cleaners were federal, state and local governments. However, in many ways, the interest in bio-cleaners has followed the same pattern as Green clean-
Poll Shows Greater Consumer Acceptance of Green and Bio-Based Cleaning Products

A poll by the Genencor® Household Sustainability Index released in May 2011 indicates that consumers (end customers) both in Canada and in the United States are becoming more familiar with bio-based products, including bio-based cleaning products.*

Eight in 10 consumers in both the U.S. and Canada indicated they would select bio-based products “as long as they were comparable in cost and performance to other Green or conventional products.”

The survey indicated that majorities in both countries, 71 per cent in Canada and 53 per cent in the U.S., report recent purchases of Green or bio products. The respondents labelled these products as ones that include the following characteristics:

- Are made from sustainable/renewable ingredients;
- Require less energy to produce or use;
- Contain few if any harmful ingredients.

Regarding bio-based products specifically, 40 per cent of American consumers and 35 per cent of Canadians indicated they are familiar with the term bio-based as it applies to products. Of these, strong majorities believe bio-based products are Green. One of the most common associations with bio-based products are with cleaning products.

* Genencor is a division of Danisco A/S and is engaged in industrial biotechnology. The survey was released in May 2011 and involved contacting 2000 Americans and 2000 Canadians by telephone.

Poll Shows Greater Consumer Acceptance of Green and Bio-Based Cleaning Products

Bio-Cleaners and the Cleaning Professional

Should cleaning professionals now select bio-cleaners and bio-enzymatic cleaners instead of conventional or even certified-Green cleaners? For those maintaining government facilities, schools, gyms or restaurants they are definitely worth considering. Because of their special characteristics and benefits, they may prove more effective than other types of cleaning products.

However, before jumping in, some issues remain. First of all, make sure the product is Green certified. Many bio-cleaners are not, so they cannot be used as part of a Green cleaning program. Further, stay current on certification trends. While more bio-cleaners are becoming certified, some have actually had their certification revoked, specifically those made with H2O2 and d-limonene. Some of these ingredients are now considered a respiratory irritant, skin

Continued On Page 38
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There are those in the jansan industry who may be a bit behind the curve when it comes to the use of social media sites, like Facebook or LinkedIn, but that hasn’t stopped others from enjoying the success that can come from such sites.

According to Hubspot’s “State of Internal Marketing Report” in 2011, roughly 41 per cent of all business-to-business (B2B) companies report to having acquired customers through Facebook. That statistic even includes B2B companies who haven’t jumped on the social media bandwagon yet, indicating that the percentage of Facebook-using businesses that have success is much higher.

On the other hand, according to a CleanTelligent survey, only about 53 per cent of janitorial companies even have a Facebook profile, and only 30 per cent actively use a Twitter account. The janitorial industry is only beginning to scratch the surface when it comes to increasing business through social media.
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The American Lung Association and ProTeam are partners in an educational campaign about Indoor Air Quality issues. The American Lung Association does not endorse products.
any company – BlogHer recently reported that 93 per cent of all adult Internet users have accounts on Facebook. Anthony Deponte, a marketing assistant at Advantage Maintenance Inc., shared an experience that his company had with a new customer.

"After we got a new customer, they wanted to give us some feedback," Deponte said. "They sought us out and found our Facebook page. If we hadn’t had a Facebook account, we would’ve just gotten a private phone call. Instead, their positive comment is on our Facebook page, for anyone to see."

At CleanTelligent, we’ve learned that the important thing about social media to remember, especially in the case of small businesses, is that it doesn’t matter how many “friends” or “followers” you have if you don’t interact with them. Numbers are not everything.

The quality of the relationship you foster with your “followers” is far more vital to company success than the quantity of “followers” that you have.

Building Your Website Through Social Media

One social media site that many jansan companies use, with much success, is LinkedIn. The CleanTelligent survey shows that about 80 per cent of respondents use a LinkedIn account. LinkedIn focuses on personal relationships between individuals, rather than the relationship between an individual and a company. This is a major reason why business professionals gravitate to the site. Kevin Araujo, of New Era Housekeeping Services, relates a recent experience in expanding business because of LinkedIn.

"I met a property manager on LinkedIn and she saw that I also knew some of her co-workers and hence a conversation through LinkedIn commenced," said Araujo. "After a few messages back and forth, we decided to have coffee together. Since then we have continued to get together and are slowly building a relationship that will hopefully lead to some business."

One major benefit to having company accounts on multiple social media sites is that search engines are able to ‘find’ that company easier. Whenever a person uses a search engine, such as Google, to look for someone to do business with, your com-
pany has a much better chance of attracting that potential customer. Despite only having implemented social media recently, Advantage Maintenance has already seen the fruits of their labours.

“The biggest difference we’ve seen, as we’ve done more with social media, is the number of page views on our website,” Deponte said. “As recently as June 2011, we had rare visits to our website. After all of the work we put into Search Engine Optimization (SEO), our site is now getting anywhere from 25 to 40 visits per day.”

Make Social Media Work For You

Only 30 per cent of jansan companies surveyed say they visit or update their social media site more often than once every two to three weeks. This is where a business has to make a choice: take the time necessary to have a presence on social media sites, or ignore it and do “business as usual.”

Social media expert Randy Scott, of SnappConner PR, takes the broad realm of social media tactics and breaks it down into four easy steps:

1. Create a ‘plan’ (as you would for any marketing campaign – dedicate time and resources to the plan).
2. Add content such as press releases and blog entries (become a “thought leader” in your industry where people can go to learn and receive value).
3. Reach out to customers through surveys.
4. Strengthen bonds with current customers by resolving customer support issues.

Make no mistake, social media is the present and the future. The business leaders of tomorrow will not use it as a side project; they will rely on it. Social media offers a new way of doing business, where cold call sales are no longer the lifeblood of a company, and where word-of-mouth is not limited by geographical proximity.
It's a small-talk staple as common as the weather and politics. At dinner parties, social gatherings and pre-interview gabs, the conversation turns to a modern reality that has improved our overall quality of life. As the discussion proceeds, inevitably someone asks the question, “What would the world be like without...?”

In sanitation circles, I've been engaged in this parlay of postulation many times, ranging in topics from autoclaves, to high-level disinfectants to triclosan. But it took me completely by surprise when a colleague sitting across the table asked me what I thought the world was like without hand sanitizers.

I gave him an answer but I knew it wasn’t really the best one that I could offer.

Considering that hand hygiene is one of the reasons my alternate identity, The Germ Guy, has become so popular, I decided to investigate what life was really like without hand sanitizers. Using historical records from academic journals such as The Lancet, the Journal of the American Medical Association, and Archives of Surgery, I went back in time to understand the realities of hand sanitation between 1847, when Semmelweis discovered that handwashing reduced maternal mortality, and 1988 when the first hand sanitizer was made commercially available.

Alcohol is better on the body, not in it.

During the mid 1800s, the use of alcohol as an antiseptic was quite popular although perhaps not for the right reason. Alcohol was seen as a means to help purify the blood and was administered either orally or intravenously. Letters to journals abounded with proclamations of the benefits of a few ‘drops of brandy’ to calm the very sick or bring lucidity to those who were fading. The practice became so popular that in 1862, an English audit showed that alcohol was being used almost uncontrollably and yet the actual survival of patients hadn’t particularly improved.

In 1881, Robert Koch helped to turn the tide by showing that the external application of alcohol could potentially help to kill bacteria and maybe save human lives. Less than 10 years after that, studies showed...
that higher concentrations of alcohol could serve even better. By 1912, alcohol at 50 to 70 per cent was the gold standard for reducing the level of bacteria on the skin to safe levels.

The age of hand sanitizers had begun although it would take almost three-quarters of a century to become readily available.

Demon alcohol

The advent of hand sanitization should have sparked a new direction in medicine and what was slowly becoming known as infection control. Yet, for some reason, there was little interest in the concept. Even as early as 1888, when the American Public Health Association seemingly forgot to include alcohol as a potential antimicrobial agent, those who have worked to see hand sanitizers gain acceptance and use knew the battle was going to be long fought. Ironically, while studies in Europe continued to show the promise of alcohol as a skin antiseptic, America was busy condemning alcohol and its effect on quality of life. The implementation of Prohibition in the 1920s all but sealed the fate of alcohol for decades to come.

Studies continued over the next half century, sparked in part by the work of Philip Price in Baltimore, who demonstrated in 1939 exactly how a surgical scrub with alcohol should be formulated for best effectiveness. Yet even this landmark finding did nothing to change the perspective of the American Public Health authorities who still believed alcohol was a curse rather than a cure. Eventually, evidence for alcohol grew as did the re-acceptance of alcohol into the American culture and in 1965, an editorial in the American Journal of Surgery recommended alcohol products to ensure the most effective pre-surgical wash.

Reaching for the SARS

While the medical establishment fully appreciated the effectiveness of alcohol, there was still little interest in the public. The only hand sanitizers that existed were made up of homemade solutions of rubbing alcohol and glycerin, an olden-time remedy for external ear infections. I personally remember using this solution every time as a child during our family’s road trips in the 1970s. Even when hand sanitizers became publically available, there wasn’t much interest for them. This wasn’t overly surprising considering that throughout the history of mankind; life had gone on pretty much just fine without having to carry a small bottle of alcohol (for use
That all changed in 2003.

The pandemic-that-never-was caught the attention of the world in March 2003 when literally out of nowhere, a new virus had crept into the human realm and was killing at an incredibly efficient rate. Fear took over when Mrs. Kwan Sui-chu, a Torontonian who had recently visited Hong Kong with her husband that February, came down with the illness and infected her family, who themselves went on to infect other individuals, physicians and numerous emergency workers, starting a cycle of spread that was normally limited to cinematic fiction. The high transmissibility of the virus forced health care staff to work with unprecedented caution and at the height of the concern; all hospitals in Ontario were locked down if not closed altogether.

When the outbreak was finally contained and SARS disappeared from the headlines, a retrospective analysis showed that the virus was nothing more than a mutated version of a coronavirus, which causes a version of the common cold. The virus is easily killed with soap and water and in absence of that, can be inactivated with hand sanitizer. In essence, the tiger that SARS was, as an infection, was nothing more than a puppy in terms of its resistance to modern day disinfection and antisepsis. As a result of this finding, the world changed the way it viewed not only pathogens, but how to protect itself from them.

It was the perfect time for hand sanitizers to gain the acceptance they so rightly deserved.
When people think of termites, they typically think of the problems these pests cause in homes, but termites can be a costly problem in commercial buildings, too. When they infest larger structures, these pests can go undetected for months or years, with remediation costs running well into the thousands of dollars. In fact, termites can cause the most direct structural damage of any insect pest. Fortunately, a little knowledge can go a long way toward protecting your business from a termite infestation and the costly damage they could leave behind.

The Termite Problem in Canada
These wood-destroying pests, which have existed for more than 250 million years, survive year-round in colonies that vary from thousands to millions of termites. Though each species of termite thrives in different climates and eats different types of food, all termites require four things to survive – food, moisture, shelter and optimal temperature. These conditions can be found in all buildings, regardless of their construction type.

In Canada, the one termite that causes structural damage is the “subterranean” termite. These pests are most prevalent in the southern coastal areas, the dry climate of the Okanagan areas of British Columbia, southern Ontario, southern Quebec and the Maritime provinces. It’s likely that they spread to these non-native areas over the past century in infested cargo or building materials from the southern United States.

While generally limited to these areas and more common in older buildings, these pests are here to stay. Making matters worse for Canadian businesses, termites are very hard to detect compared to other common pests. With the exception of annual swarms, when reproductive ter-
mites sally forth to start new colonies, they live entirely out of sight, chewing their way silently through the infrastructure of homes and buildings. In recent years, these termite swarms have been unpredictable, and in some areas have not been reported at all. Although Canada’s colder climate makes it difficult to predict their activity, it also helps to slow their movement to other areas.

PREVENT NOW, SAVE LATER

You know what they say about an ounce of prevention, and it is never truer than when it comes to termites. Once termites find their way into a structure, they can be very difficult to control, so the game is often won or lost before termites get inside. By following these steps and knocking on WOOD, you can help ensure termites don’t set up shop in your facility:

• **Wood rot** is by far the most common way for termites to gain entry into your building. This is especially true in older facilities. The soft, pulpy material gives termites easy access to two things they need to survive – food and moisture. Work with your pest control provider to make a careful inspection of your entire facility and repair any damaged wood immediately.

  - **Overview of your facility:** The age, layout and materials used in the construction of your facility are important factors when dealing with termite inspection and prevention. Older buildings may have rock, cinder block or even wood-based foundations, and can be more susceptible to termite pressures. Additionally, older buildings can have outdated or incomplete blueprints as they are renovated or updated over time. This can lead to hidden crawl spaces or storage areas that go unchecked for years. Regardless of the age of your facility, having updated floor plans allows you to make sure you have inspected every area of your building. Knowing these details will also help your pest control provider properly inspect and, if needed, effectively treat termite infestations.

  - **Dial a pest control professional immediately if you suspect you may have a termite issue.** Your provider has the tools and expertise to locate and treat termites before they chew into your bottom line. Some of these tools include:

    - **Bora Scope** – This tool allows your pest control professional to see what’s behind a wall or under flooring. Not only do these electronic cameras help inspect for signs of termite damage, but they can also alert your pest control provider to anything behind a wall (such as a closed off storage area) or under your flooring slab (such as sink holes, old tree stumps, other hazards or decaying matter).
O.H.H.A. Conference & Trade Show
May 29 - 31, 2012
Niagara College, Welland Campus

TUESDAY, MAY 29 - EVENING
4 - 5 p.m. - Registration - Room S103
6 - 9 p.m. - Social Gathering - Cafeteria
   (Light Snacks & Cash Bar)

WEDNESDAY, MAY 30
7:30 a.m. - Continental Breakfast for overnight guests
   (Cafeteria)
8 a.m. - Registration - Lecture Room S103
8:30 a.m. - Opening Remarks, President Lori Bowerman
9 a.m. - RICN'S Tool-Kit Update and Launch of
   Revised OHHA Infection Control Course
   - Nora Boyd, RICN, and Barb Parent,
   EVS Supervisor, Hotel Grace, Windsor
10 a.m. - Break - Visit Trade Show
10:30 a.m. - Preventing a C.diff Outbreak
   - Jane Tooze, ICP, and Barb Paul,
   EVS Manager, Bridgepoint Health
11 a.m. - Living the Life of a Housekeeper
   - Jim Gauthier, CHICA President
Noon - Lunch (Cafeteria) - Visit Trade Show
1 p.m. - Get Ready, Get Set, Go!
   - Elaine Shantz, Accreditation Canada
2 p.m. - Environmental Audits - Making Them Work
   - Dean Waisman, Westech
2:45 - 4 p.m. - Snacks on the Go - Visit Trade Show
4 p.m. - Bus leaves the campus - Returns to the
   campus after dinner (approximately 9 p.m.)
4:30 p.m. - Chateau Des Charmes Winery
   - Wine tour, brief tour of Niagara Falls, dinner at
   The Hard Rock Cafe.

THURSDAY, MAY 31
7:30 a.m. - Continental Breakfast for overnight guests
   (Cafeteria)
8 a.m. - Ergonomic Awareness for Housekeepers
   Derek Morgan, Public Services Health &
   Safety Association
9 a.m. - Bed Bugs: They Are Here To Stay!
   Are You Prepared?
   Michael Goldman and CodyPurity Pest Control
10 a.m. - Break - Visit Trade Show
10:30 a.m. - Hot Stuff - Steam Technology
   - Elle Robillard - Inter Steam Technologies
11 a.m. - Lunch on the Go - Visit Trade Show
11:30 a.m. - Lunch at Hard Rock Cafe courtesy of
   Platinum Sponsor - ECOLAB
   All Sessions to be held in Lecture Room S132

Name: ____________________________
Title: ____________________________
Facility: __________________________
Address: __________________________
City: ____________________________
Prov: __________ Postal Code: __________
Telephone #: ______________________
E-mail: ___________________________

Please check off your selection from the options below.

[ ] Conference Package A - Member $300 / Non-member - $350. Includes the following: Double occupancy for two nights (May 29 & 30),
   meet and greet on the evening of the 29th (appetizers and snacks), cash bar, continental breakfast both mornings, two lunches, one
   dinner, three refreshment breaks, parking, shuttle to wine tour and to the Hard Rock Cafe for dinner and return shuttle to campus, and
   all conference sessions and trade show.

[ ] Conference Package B - Member $75 / Non-member - $85. Includes the following: Sessions on Wed. May 30, lunch, two refreshment
   breaks and trade show.

[ ] Conference Package C - Member $75 / Non-member - $85. Includes the following: Sessions on Thurs. May 31, lunch, one refreshment
   break and trade show.

Please Note: All college accommodations are double occupancy and each unit has two separate bedrooms, shared bathroom and kitchen. If you
would prefer not to share with someone, please check this box [ ] an additional charge of $40 will apply, please add this to your total amount.

If you know who you are sharing accommodation with, please include their name here: __________________________

Please make cheques payable to the OHHA and forward payment with registration form to: Ontario Healthcare Housekeepers Association Inc.,
2053 County Rd. 22, Bath, ON K0H 1G0. To reserve your place via e-mail (boonewatt@kos.net) or fax your registration form to (613) 352-5840,
and forward payment with the original registration form.

Total Amount Included: $ ________________  * Please note any dietary restrictions: __________________________
**Gojo® Cherry Gel Pumice Hand Cleaner for Heavy Dirt, Grease and Oil**

Gojo® Cherry Gel Pumice heavy-duty hand cleaner is said to quickly clean the heaviest dirt while leaving skin feeling refreshed. With a unique combination of skin conditioners, the hand cleaner is pH balanced for skin comfort. The cleaner’s innovative gel formula spreads evenly and clings to hands and arms to deliver maximum cleaning power on heavy dirt, grease and oil. It is also said to provide a quick, easy and complete rinse.

The hand cleaner is available in portable six- and 10-fluid ounce squeeze bottles, one-half gallon and one-gallon pump-top bottles and the Gojo Pro™ TDX™ dispensing system in 2000- and 5000-millilitre sizes. The dispensing system has a new rugged design and uses Gojo Sanitary Sealed™ refills to help ensure that the soap is safe from contamination.

“The gel formula with pumice scrubbers makes washing hands with Gojo Cherry Gel quick and easy, while its pleasant cherry fragrance eliminates soil odors and leaves hands smelling clean,” said Diana Costanzo, marketing director for automotive/manufacturing at Gojo. “We strive to deliver effective products that leave skin feeling refreshed and looking great, giving hands-on workers in tough soils environments confidence in the condition of their hands both on and off the job.”

For more information, contact Gojo at (800) 321-9647 or visit the company web site at www.gojo.com.

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**SCA Introduces Tork Xpressnap Signature Dispensers**

SCA has announced an expansion to the Tork® Xpressnap™ line - one of North America’s best-selling napkin dispensing systems. The new Tork Xpressnap Signature™ dispenser family is said to offer improved customer hygiene, broader display customization and an efficient dispensing process that guarantees a 25 per cent reduction in napkin usage.

According to the company, the dispenser offers “best-in-class” styling with a sleek, contemporary design that features rounded edges and an enhanced colour palette. Two dispenser types within the family are now available - a tabletop model and an in-counter model. The tabletop model offers an improved lid opening for increased versatility and easier maintenance, while the in-counter dispenser is available in three depths and a universal cut-out size. Stand and countertop models will be available later in 2012.

“Our customers love the functionality of Xpressnap, but some desired more contemporary design options that fit better with their decor and dining environment,” said John Drengler, vice president product and marketing, AFH Professional Hygiene. “The Tork Xpressnap Signature family was created to provide our customers with more style options and customized promotional features, along with cost-cutting efficiency.”

For more information, visit the SCA web site at www.tork.ca.

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**Kärcher Introduces New Scrub and Surface Preparation Head**

Kärcher has introduced the new S 65 scrubbing and stripping head for the company’s mid-size line of automatic floor scrubbers. The S 65 head can be added as an optional attachment to the B 60, B 80, (walk behind) and B 90 (ride-on) series of scrubbers. The scrubbing and stripping head uses orbital motion for maintenance cleaning of smooth floors with pads. It can also be used to prepare floors for recoating and, for example, to strip multiple coats of finish from floors using the special SP pad. Floor finish can be removed with water or neutral cleaner. This process is said to be safe, economical and more environmentally friendly than using traditional floor preparation or stripping chemicals.

The S 65 head provides a highly productive cleaning (for stripping) path of 65 cm or approximately 26 inches. The head can be attached to, or detached from any of the 60, 80 or 90 litre scrubber bodies with no tools, in a matter of a few minutes. This makes it a very useful piece of equipment in facilities that require both cleaning and stripping operations – they can both be accomplished with only one machine.

The scrubbing and stripping can be ordered to retrofit any of the aforementioned scrubbers currently in use in Canada.

For more information, contact Kärcher at (888) 705-9444, e-mail: sales_kci@karcherna.com or visit the company’s web site at www.karcher.ca.

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**EPA Certifies Spray Nine® to Kill Poliovirus Type I, Whooping Cough, Food Poisoning Germs in 45 Seconds**

Spray Nine has announced three new germ kill claims that have dramatically expanded the namesake cleaner/disinfectant’s overall germ coverage, and fast sanitizing and disinfectant capabilities. The Spray Nine brand is produced and marketed by Permatex, an innovator in chemical technology for maintenance and repair.

In addition to its ability to kill an already long list of germs in repaid fashion, Spray Nine’s effective uses have expanded to include even more germs that can pose a serious health threat to the population.

The U.S. Environmental Protection Agency (EPA) has claimed that Spray Nine safely kills Poliovirus Type I, a type of polio, in only 30 seconds, along with a broad spectrum of other viruses. It is also effective against Bordetella Pertussis (also known as Whooping Cough), and Listeria monocytogenes, which is associated with food poisoning, killing both in just 45 seconds.

“Spray Nine can be a very effective first line of defence against flu viruses and other bacteria,” said Cary Zelich, marketing manager. “Spray Nine is ideal for this type of application because it disinfects in only 45 seconds, while other disinfectants may require anywhere from five to ten minutes of surface contact in order to be effective.”

Spray Nine is also said to be an excellent multi-purpose cleaner, which can be used in a wide variety of applications at home, workplace or around the shop. It easily tackles dirt, grease and tough soils, and is very effective in controlling mould and mildew. Spray Nine features a water-based formula, which is safer to use and friendlier to the environment than solvent-based cleaners.

For more information, contact Spray Nine at www.spraynine.com.
RUBBERMAID COMMERCIAL PRODUCTS ECOURINAL SAVES WATER AND REDUCES MAINTENANCE

Rising water costs and increasing hygiene concerns are two important issues facing property managers. Rubbermaid Commercial Products introduces the ecoUrineal™, a waterless urinal system that utilized a unique cartridge that lasts 10 years. The urinal is said to assist facilities to significantly reduce operating budgets and improve hygiene while delivering real environmental benefits.

Featuring a 100 per cent waterless design, the urinal reduces water usage by an average of 40,000 gallons of water per fixture per year. These savings can also help facilities earn LEED credits. The long-lasting cartridge reduces the amount of plastic placed in landfills with other waterless systems.

Waterless operation improves washroom image and hygiene by reducing moist surface areas where odor-causing bacteria normally thrive. The urinal utilizes specially formulated enzyme tablets that proactively eliminate odor causing bacteria and maintain drain lines in coordination with scheduled fixture cleaning. The ecoUrineal’s touch-free operation eliminates another touch point (the flush valve) where germs could be spread by washroom patrons.

Waterless urinals can help facilities significantly reduce operating budgets by eliminating the water and sewage costs associated with standard urinal fixtures as well as the need for expensive valve repairs. The urinal is said to deliver these savings without labour intensive cartridge change-outs, because each cartridge lasts 10 years.

For more information, visit the Rubbermaid web site at www.rcpworks smarter.com.

WITT ADDS SMUDGE-RESISTANT GRANITE MODEL TO POPULAR HANDS-FREE WASTE AND RECYCLING CONTAINER FAMILY

Witt Industries introduces the Granite series, the newest addition to the popular “hands free” dome topped 415DT family of waste and recycling containers. The new model is said to combine aesthetics and functionality with a decorative granite-like finish which complements many colour schemes and decors, and features a texture that resists smudges and fingerprints — allowing the receptacles to preserve their new appearance with very little maintenance.

The Granite 415DT and the entire 415DT family are ideal for hotel lobbies, movie theatres, executive offices, malls, restaurants, coffee shops and more: combining them with the 415DT-R recycling units, makes them ideal for facilities seeking compliance with green initiatives.

Crafted from durable, fire safe steel with a galvanized liner, the 415DT hands-free family is decorative and functional — providing long-term value for a single-stream collection of waste or recyclable materials. In addition to the smudge-resistant Granite finish, they are also available in blue, black, green, chrome and a combination of blue and chrome — with a large and highly visible recycling logo available on 415DT-R models. Models of the various finishes can be paired for an attractive and functional waste and recycling station.

For more information, contact Witt Industries at sales2@witt.com or visit the company’s web site at www.witt.com.

ECO-FRIENDLY CLEANER / DEGREASER ELIMINATES NEED FOR MULTIPLE SOLUTIONS

New eco-friendly Oil Eater Original is a powerful and versatile water-based cleaner / degreaser that is said to be formulated to eliminate the need for multiple solutions.

The all-purpose cleaner is highly concentrated, biodegradable, non-toxic, non-corrosive and non-flammable. It safely and rapidly dissolves grease and oils wherever they may occur throughout a building, rinses off easily and leaves no residues. It can also be used on carpets and upholstery.

Oil Eater is made from a mixture of non-ionic surfactants, emulsifiers, water softeners and other biodegradable ingredients, and will not harm the skin.

It is available in 32-ounce and one-gallon bottles, five-gallon bucket, and 30- and 55-gallon drums. A sample is available upon request.

For more information, contact Oil Eater at (800) 528-0334 or visit www.oileater.com.

ULTRA BATHROOM AND GROUT CLEANER PROMOTED

Ultra’s Bathroom and Grout cleaner is said to be an unparalleled deep grout soil remover which utilizes Ultra’s Electrolytic cleaning technology.

For grout cleaning, users simply mix at 16 to 32 oz, per gallon of water, while for general bathroom cleaning, mix four ounces per gallon of water.

The Bathroom and Grout cleaner removes mineral deposits, hard water stains, outperforms conventional acid cleaners and is EcoLogo certified for its environmentally friendly Food Grade Acid technology.

Overall, the product is said to deliver these savings without labour intensive cartridge change-outs, because each cartridge lasts 10 years.

For more information, contact UltraChem at (909) 620-0949, Fax: (909) 620-0940 or visit the company’s web site at www.ultrachemlabs.com.

AVT LAUNCHES RESOURCE LIBRARY ON STEAM VAPOUR

Advanced Vapor Technology (AVP) has announced the availability of a resource library on steam vapour technology to help users better understand the science underlying the efficacy of steam vapour sanitation systems.

“Research indicates that steam vapour sanitation (SVS) can be an effective intervention in critical environments such as healthcare,” said Dr. Charles P. Gerba, an internationally recognized environmental microbiologist and Professor of Environmental Microbiology in the Departments of Microbiology and Immunology, and Soil, Water and Environmental Science, at the University of Arizona. Dr. Gerba was one of the scientists that participated in peer-reviewed research on steam vapour published in the American Journal of Infection Control (AJIC).

“We are pleased to publicly present research to help promote informed selection of steam vapour cleaning technology, and enabling cleaner and healthier environments as substantiated by independent science,” said Rick Hoverson, principal of Advanced Vapor Technologies.

To review the resource library, visit www.advap.com.
VILEDA PROFESSIONAL - MARINO APPOINTS TWO NEW ACCOUNT MANAGERS

Vileda Professional – Marino has recently hired two new account managers to its sales team – Spencer Knowler and Sharry Brierton.

Spencer Knowler served as a business development manager at Mister Chemical and previously was an account manager at Johnson Diversey. Knowler will be the Vileda Professional – Marino account manager for Ontario central and northern regions.

Sharry Brierton served as a vice president/business development manager at Cleanmax Inc. along with various roles within the industry over the years at Omni Facilities, Wood Wyant and North American Cleaning Equipment.

Both Knowler and Brierton bring years of experience and proven track records of success within the sanitation industry. This will be invaluable in meeting departmental goals and objectives within the organization.

“We are delighted to welcome both Knowler and Brierton to the Vileda Professional – Marino team,” said Mike Della Camera, Vileda Professional-Marino national sales manager. “We are confident that these gentlemen will continue to provide knowledge and value added service to our customers.”

PROTEAM ANNOUNCES OLDEST VAC CONTEST TO KICK OFF 25TH ANNIVERSARY

To kick off a 25th anniversary celebration year in 2012, ProTeam® is giving away three new high-performance machines in exchange for the three longest-lasting vacuums out in the field. Running until Apr. 30, 2012, the Oldest Vac Contest gives ProTeam owners the opportunity to enter in basic information on their existing vacuum for the chance to trade up to their choice of a brand new ProTeam Super CoachVac HEPA or Super QuarterVac HEPA model. Three winners will be announced on Mon. May 14, after ProTeam determines the three oldest vacuum entries by serial number.

To enter, contestants should submit their name, phone number, e-mail address and facility type, along with pictures of their ProTeam vacuum and serial number, to the ProTeam Facebook contest page at www.facebook.com/ProTeamVacuums. Those without Facebook accounts can e-mail entries to pt.contest@emerson.com.

Full contest details and rules are available at www.pro-team.com/contest.

“Here’s to making lasting impressions,” said Jacalyn High, ProTeam director of marketing. “ProTeam vacuums, especially our backpacks, stand the test of time and the cleaning industry. For our silver anniversary, and to reward those customers who have loved and cared for their vacs over the long haul, we want to seek out the oldest machines and trade them up for brand new models.”

ProTeam held a similar Oldest Vac Contest eight years ago. A 17-year-old vacuum ended up in the winner’s circle. In the cleaning industry, when the lifespan of a heavily-used vacuum typically extends less than a year, “the fact that these vacuums are still in daily use is a remarkable achievement worthy of commemorating.”

“The entire year of 2012 will be an anniversary celebration in dedication to our fans, whose devotion to ProTeam vacuums has enabled our company to last a quarter of a century, while staying innovative and relevant,” High said.

The company will continue to post updates and pictures on the company’s 25th anniversary year celebrations, contests and giveaways on the Facebook fan page throughout the year.

ADVANTAGE ANNOUNCES NEW REGIONAL REPS

Advantage Maintenance Products Ltd. (AMP), a manufacturer and master distributor of janitorial equipment and supplies, has announced the addition of Dave Doleman as representative for the Manitoba, Saskatchewan and Thunder Bay regions.

Doleman has been a long-time representative in the area for many years in other channels of distribution. His experience in the field is impressive and the Advantage family believes Doleman will be instrumental in the growth of this local market.

Doleman can be contacted at (204) 488-4241 or e-mail: dave@advagentainment.com.

HACCP INTERNATIONAL CERTIFIES ANTIMICROBIAL TECHNOLOGY

Antimicrobial specialists BioCote® has become the first technology of its kind to be officially recognized by HACCP International for its benefits within the food industry.

BioCote® protected dispensers are available exclusively from Deb. To reduce the risk of surface contamination and the associated risk of infection, BioCote silver ion technology has been incorporated into all Deb manual and touch-free dispensers to create a hygienic solution – a permanent protection against superbugs such as MRSA, E-Coli and other microorganisms in the Food Processing Industry.

A dispenser’s surface may look clean, but bacteria, germs and fungi can grow even in-between cleanings. BioCote is a silver-based antimicrobial agent incorporated into dispenser components at the time of manufacture. It reduces surface bacteria by up to 99.99 per cent within a 24-hour pe-
In countries with limited healthcare resources like Nicaragua, when it comes to treating those that are sick, prevention is key. Though hospitals promote hand hygiene with posters and information, basic soap, sanitizers and even paper towels are non-existent.

A group called Team Nicaragua from London, Ont., recently returned from a mission trip which included a variety of community based projects. They visited Fernando Velez Paiz in the capital city of Managua, a hospital in dire need of basic hand hygiene on top of other major equipment needs.

“We are lucky here in Canada that we don’t often have to make tough decisions about resource management, but they make those decisions every day,” said Melissa Marcy, RN. “Something as basic as hand sanitizer that Deb Canada provided—makes a real difference. It’s one step in a series that helps to reduce infections.”

Though the hospital is the Neonatal Intensive Care Unit (NICU) centre for the region, most newborn babies do not even have hats or blankets, and instead are wrapped in pillowcases.

“Babies that required phototherapy had to share light with another baby (whereas we might have two lights to a baby here in Canada), there were only three cardiac monitors, two Continuous Positive Airway Pressure (CPAP) machines, one ventilator and a lot of isolettes (incubators) that were broken or missing parts. All for roughly 40 babies that were either sick or pre-term,” Marcy said.

Her team did have a chance to do a hand hygiene session with mothers in the burn unit and mothers who had babies in the ICU, but unfortunately not with the hospital staff, due to circumstances. Team Nicaragua were also involved in a number of projects which included painting a school and hospital, repairing a roof, as well as delivering baskets consisting of food staples and personal products for 10 widows.

“I would strongly recommend donating any surplus resources to this hospital if you have the means to do so,” Marcy said. “It is truly a hospital in need, in a country that has a lot of need.”

**CHEMOTEC APPOINTS NEW MEMBERS TO SALES TEAM**

Chemotec, a manufacturer of cleaning products since 1955, has announced the appointment of two new members to its sales team – Mario Manzi and Paul Cuddy.

Manzi will join Guy Philibert and the Chemotec sales team in Montreal for sales and business development in Quebec. Manzi brings extensive experience with him, having spent many years working with distributors in the cleaning chemicals industry. He also has a strong knowledge of janitorial products.

Cuddy is based in Toronto and will be handling Chemotec activities in Ontario. Cuddy has worked in the janitor industry for 12 years, with a strong background in cleaning chemicals, towel and tissue.

Chemotec manufactures the Safeblend line of cleaning products for commercial, industrial and institutional use. Our commitment is to use new and safer technologies to produce high performance, affordable cleaning solutions that respond to environmental, health and safety concerns. Most Safeblend cleaning products are EcoLogo certified and CFIA accepted.

All of the company’s products are available in its Safeblend, Chemotec and Resistol brands, or in a private label.

**DON LEWIS NAMED PRESIDENT OF SCA**

Don Lewis has been named president of SCA’s Americas Business Unit. In this role he will be responsible for overseeing all of SCA’s businesses in the United States, Canada, Mexico, Central America and South America, and will service as a member of the company’s global leadership team.

Lewis joined SCA in 2001 and was previously president of SCA’s North American away from home tissue division which manufactures and sells the Tork® brand of towels, tissue, napkins and wipers used in professional settings such as office buildings, restaurants, schools, health care facilities and arenas.

In his new role, Lewis will also be responsible for the America’s efforts for other SCA brands including TENA®, a leading incontinence care brand; Saba®, a leading feminine care brand in Mexico and Central America; and a number of other consumer and business-to-business brands the company makes and sells throughout the Americas.

Lewis has nearly 25 years of experience in the paper industry and prior to joining SCA was with Encore Paper, which SCA later acquired, and Fort Howard Paper Company. He earned a bachelor’s degree in business administration from...
DON LEWIS NAMED PRESIDENT OF SCA

Youngstown University.
Joseph Russo has been promoted to vice president of sales and marketing, for SCA's North American away from home professional hygiene business. Russo has been with the company for 19 years, and was previously vice president of sales distribution for the U.S. and Canada for SCA's North American tissue division. Russo earned an MBA in management from Fairleigh Dickinson University in Rutherford, NJ, and a bachelor's degree in marketing from Fairleigh Dickinson University in Madison, NJ.

“(Russo) and I have worked side-by-side for two decades,” Lewis said. “I am confident that in his new expanded leadership role (Russo) will continue to propel the growth of the Tork brand.”

SCA's Americas leadership team now boasts two additional professionals from the company's North American Tork tissue business. Michael Jansen takes on a promotion to the new role of vice president of product planning and logistics for SCA Americas.

Jansen has been with the company for 11 years and was previously vice president of finance and CFO, as well as vice president of supply chain for the company’s away from home tissue division. Prior to joining SCA, Jansen held management roles at Schreiber Foods, Unilever and Wisconsin Tissue. He earned an MBA from the University of Wisconsin-Oshkosh and a bachelor's degree in finance from the University of Wisconsin-Green Bay.

Fred Albrecht has been promoted to the new position of vice president, supply chain for SCA Americas. Albrecht has been with the company for nearly 10 years and was previously vice president of manufacturing for SCA’s North American away from home tissue division. He has also worked with the company in the areas of sales, marketing, human resources, and training and development. Prior to joining SCA, Albrecht was with Champion International Corporation, GlaxoSmithKline and Right Management Consultants. He earned a Master's Degree in Safety from the University of Wisconsin-Stout and a Bachelor's Degree in Civil Engineering from the Virginia Military Institute in Lexington, VA.

The remaining members of the SCA America Leadership Team include Amy Bellcourt, vice president communications; Michael Casamento, vice president finance; Jaime Costa, senior advisor of Latin America; Pablo Fuentes, vice president of the Mexico and Central America division; Kevin Gorman, vice president legal; John O’Rourke, vice president human resources; Jan Schiavone, vice president of the South America division; and Bruno Zepeda, vice president and marketing personal care in North America.

Michael’s Equipment Ltd., a national wholesaler of commercial floor cleaning equipment, is pleased to announce the appointments of Gary Palmer as the new representative for Alberta, and Dave Doleman as representative for Manitoba/Saskatchewan and Thunder Bay.

Palmer and Doleman have many years of experience as distributor representatives for other channels of distribution within the industry.

Both new representatives look forward to meeting and getting to know the dealers of Michael’s Equipment in their specific territory, and broadening their industry knowledge and skills.

Palmer can be reached at (587) 897-8960 or gary@michaelsequipment.ca. Doleman can be reached at (204) 488-4241 or dave@michaelsequipment.ca.

O’DELL CORPORATION EMBARKS ON BUSINESS VENTURE IN CANADA

The O’Dell Corporation is a third generation, privately-owned manufacturer of cleaning supplies located in Ware Shoals, SC. Established in 1945, manufacturing cotton deck mops, O’Dell has grown to become one of the largest privately-held suppliers of wet and dry mops, brooms and brushes, microfiber, handles, buckets and various other cleaning supplies in the United States.

Much of O’Dell's success comes as a result of its family-friendly approach to doing business along with its flexibility in meeting customers’ needs with the utmost reliability and consistency. Additionally, the company claims to lead the industry in product innovation and environmental stewardship. O’Dell revitalized the stereotypical mop with the introduction of its E-chlorine recycled products in 2007. Furthermore, the company has made a 100 per cent green power commitment. By becoming an EPA green power partner, the company has implemented recycling programs, continues to practice sustainable forest management of 1000 acres, and actively maintains established wetlands. As a re-
KAIVAC APPOINTS TWO NEW REGIONAL SALES MANAGERS

Kaivac, developer of the No-Touch Cleaning™ and OmniFlex Crossover cleaning systems, has announced the appointment of two new regional sales managers, Kevin Wehby and Aaron Humfleet.

Both will be working directly with Kaivac’s distributors and manufacturers’ reps throughout North America, helping to increase sales of the company’s products, position the company as a strategic vendor and improve distribution channels.

Wehby is not new to the Kaivac cleaning world. Formerly the company’s strategic account manager, he is being promoted to regional sales manager, and will work with local market distributors to achieve sales growth exceeding 30 per cent in 2011.

Humfleet has a strong background in sales and management, and worked for a large building service contractor before coming to Kaivac.

According to Tom Morrison, vice president of marketing for Kaivac, Humfleet’s extensive sales experience and jansan background will undoubtedly benefit the manufacturers’ reps and distributors that he will be working with.

“These are exceptionally talented gentlemen, and we welcome them to their new positions,” Morrison said.

GROWTH IN BIO-BASED PRODUCTS PREDICTED IN 2012

According to Jacque Ottman of J. Ottman Consulting, a steady stream of bio-based products – everything from compostable dinnerware and sugarcane soft drink bottles to commercial cleaning chemicals made from agricultural materials – is headed our way in 2012.

Some of this is because of the public’s greater concerns about global climate change and the excessive use of natural resources.

As part of the program, the USDA unveiled a BioPreferred product label last year to help consumers identify products that meet specific criteria as to bio-based content.

“Because they have become more cost and performance effective, we have seen a definite growth in bio-based [cleaning] products,” said Mike Sawchuk, vice president and general manager of Enviro-Solutions, manufacturer of Green cleaning products.

According to Sawchuk, a bio-based product is one that is composed in whole or in significant part of renewable agricultural materials such as corn, citrus, soy or specifically cultured bacteria and enzymes used for bio-enzymatic cleaners.

However, Sawchuk adds that just because a cleaning product is bio-based does not mean it is Green.

“We must avoid any confusion,” Sawchuk said. “Many [bio-based products] have not been proved Green (and do not) meet current Green certification criteria. It is important that our industry, along with end users, fully understand this.”

To select Green-certified bio-based products, distributors and end-users should look to see if the product bears the label or mark of a respected certification organization.

Ottman suggests that more manufacturers, including those in the professional cleaning industry, will be developing bio-based products in coming years.

“It’s clear, bio-based products figure prominently in our future and we predict that all products will ultimately be judged by their impact on [natural resources] and global climate change,” she said.

INTERNATIONAL EXECUTIVE HOUSEKEEPERS ASSOCIATION CHANGES NAME TO IEHA

By a vote of its Board of Directors, the International Executive Housekeepers Association will now be known simply as IEHA, with the tagline “Uniting facility managers, worldwide” to better reflect the organization’s brand, and the professionalism of the cleaning industry.

According to IEHA President Eric Bates, “Organizational branding is contingent on organizational identity, and ours has changed. Our ‘new’ – but established – simplified name of IEHA reflects that change and allows us to grow IEHA as a brand keenly representing members’ skill and career development interests.”

“Just as personal identities grow and mature, so do professional identities,” said Beth Risinger, CEO/ executive director of IEHA. “The International Executive Housekeepers Association (commonly known as IEHA) has become a mature organization with a strong identity around member skills accreditation, certification, education, health and safety. At one point, we considered changing our name completely, but decided instead to capitalize on the equity we have built in the IEHA name and retain the www.ieha.org as our primary web domain.”

IEHA plans to make a complete transformation of all internal documents and the web site to reflect the new name and log by January 2013.
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O’Dell Corporation Embarks on Business Venture in Canada

suit the company is certified carbon neutral by The Leonardo Academy under the Cleaning Industry Climate Initiative.

Other new products the company has brought to the industry include patented Grip N Flip microfiber mitts, Edge non-woven mops as a recycled, low cost option to traditional cotton and rayon, the Colour Flag microfiber system, as well as its most recent innovation, the Patriot Mop produced from recycled military uniform clippings.

In their continued pursuit of growing the business O’Dell has embarked on a mission to prove themselves within the Canadian market. With the hire of Riches & Associates to professionally represent and promote the line, as well as the establishment of a stocking warehouse in Toronto, O’Dell is committed to gaining the same reputation in Canada that they have made for themselves in the United States. According to a company spokesperson, O’Dell enters the market with a proven history and a clear vision. The company welcomes the opportunity to present themselves to Canadian distributors that have interest in doing business with reputable, honest and hardworking folks whose products and service are second to none.

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Knock on Wood

To Prevent Termites

- Drill Bits – Specific drill bits for new or old concrete, granite, marble and rock flooring or walls will make inspection and treatment easier and more effective. Your pest control professional will use the appropriate equipment to access the infested area without damaging your facility.

- Experience – Reputable pest control providers bring more than physical tools when they inspect for termites – they also provide expertise. Not only can they identify more subtle signs of termites, such as termite droppings and discarded wings, they can also help educate staff on these signs and provide one-on-one training on what to look for when inspecting, or things you can do to protect your facility.

While termites may not be the most common pest, their potential for damage and resulting repairs are nearly unlimited. By knocking on WOOD and working with your pest management professional, you can help ensure you avoid their bite.

Bill Melville is Quality Assurance director for Orkin Canada. Melville has 35 years in the field of pest management. For more information, e-mail Melville at bmelville@pcocanada.com or visit www.orkinCanada.com.

Visit us on the Internet at www.sanitationcanada.com

Q & A About Bio-Cleaners

sensitizer and/or can cause allergic reactions in some people.

Also, test the products. At one time, many users thought if two cleaning chemicals were Green, they performed about the same. We now know that is not true and this applies to bio-cleaners/bio-enzymatic cleaners as well. Try different bio-cleaners/bio-enzymatic cleaners from different manufacturers on different types of surfaces and under different conditions. Eventually, the best cleaner for your needs will rise to the top.

Mike Sawchuk has been involved with the Green and professional cleaning industries for more than 15 years. He is Vice President and General Manager of E viro-Solutions, a leading manufacturer of proven-Green cleaning chemicals based in Ontario, Canada.
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