



THE ASHKIN GROUP, LLC

DESTINATION GREEN

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, March 9, 2005

Issue 2

VOLUME 1 ISSUE 2

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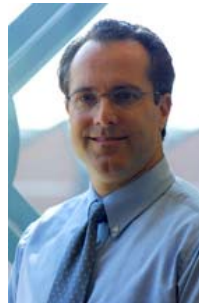
Green Potpourri

Welcome to the March 2005 DestinationGreen

by Stephen Ashkin

This month we help sales people learn more about the "bundle" that constitutes a complete Green Cleaning program. Not only is this better for creating healthier buildings and generating happier customers (and better for your sales and commissions) but some things may surprise you. Also, Earth Day is coming – why you should care and what you should do about it? Let us share with you some good reasons and good ideas so you can make a difference. And other important happenings.

[FULL STORY]



Why Facility Managers Should Care About Green Cleaning?

by Stephen Ashkin

Are you curious what facility managers are being told about Green Cleaning? Read what they are learning – what's important to them and their "hot buttons." This article was recently sent to almost 10,000 facility managers – now you can learn how to turn them into your Green Cleaning customer.

[FULL STORY]



Selling the Entire Green Bundle

by Stephen Ashkin

As a sales person you can increase your sales and commissions, and do a superior job meeting your customers needs by selling a complete Green Cleaning "bundle," instead of single items.



Learn what constitutes a complete Green Cleaning "bundle" and why selling it is important.

[FULL STORY]

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INSTANT POLL

Changing Attitudes Toward Green Cleaning

Which of the following best describes the changes in customer/prospect interest towards Green Cleaning over the past few months?

- Significantly higher
- Slightly higher
- No change
- Slightly lower
- Significantly lower

[See Results](#)

ARCHIVE

Issue 9

October 12, 2005
Vol. 1 Issue 9

Issue 8

September 13, 2005
Vol. 1 Issue 8

Issue 7

August 17, 2005
Vol. 1 Issue 7

Earth Day 2005: Now Is The Time To Begin Organizing!

If you want to be the local Green Cleaning champion then you should be aware of Earth Day, April 22nd.

Let us help you take advantage of a number of Earth Day events -- get involved, make a difference, and turn Earth Day into an opportunity to discuss Green Cleaning and how it is helping to keep our planet a healthier place for all.

[FULL STORY]



Children, Health, and Earth Day

Children are more susceptible to illnesses than adults. Sales people working with schools and educational facilities, should be aware of the potential health hazards school buildings, especially older school buildings, present and how a Green Cleaning system can help reduce the problem.

[FULL STORY]



Ashkin: Green Seal Certification Will Impact Industry

Stephen Ashkin discusses the impact of the new Green Seal Certification Program for building service contractors and its impact on our industry.

[FULL STORY]



Survey Finds It Pays to Go Green

New surveys report that not only is going Green healthier and better for the environment, but it has several intangible benefits that translate into improved productivity, increased sales in retail facilities, and lowers hospital stays for patients.

[FULL STORY]

Our Green Group of the Month: Hospitals for a Healthy Environment (H2E)

<http://www.h2e-online.org>

Each month we recognize an organization that is making as substantial contribution to improving the health of our environment.

This month, our Green Group of the Month is Hospitals for a Healthy Environment (H2E).



Currently H2E has 988 partners representing 3,996 facilities: 1,072 hospitals, 1,942 clinics, 537 nursing homes and 445 other types of facilities all of who could be good prospects for Green Cleaning.

[FULL STORY]

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July 20, 2005
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June 15, 2005
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WEB LINKS

The Ashkin Group
US Green Building Council
The Center for a New American Dream
Health Care Without Harm
Hospitals for a Healthy Environment
Green Seal
Healthy Schools Campaign

Quick Facts About Environment

If you recycled the New York Times (or most any other major daily newspaper) every day for a year, how many pounds of air pollution could you save in a year? Find the answer to this and read some other Quick Facts about how we are treating our environment.

[\[FULL STORY\]](#)

Survey Shows Increase in Use of Green Cleaning Chemicals

"Do you use green cleaning chemicals and practices in your cleaning operation?" See the results of a recent CM/Cleaning & Maintenance Management Online Survey.

[\[FULL STORY\]](#)

Empire State Goes Green

More and more states and cities around the country are going Green. Now, New York Governor Pataki has ordered his state to join ranks with the others and go Green.

[\[FULL STORY\]](#)



Stephen Ashkin's Upcoming Meetings and Events

Stephen Ashkin meets with organizations throughout the country on a regular basis. Check the attached schedule to see when he will be in your area of the country.

[\[FULL STORY\]](#)



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Green Potpourri

I've been working on Green Cleaning for the past 15 years and I'm amazed to see the remarkable changes now taking place.

This week at the NFM&T Show, I shared the podium with two of our industry's largest companies discussing their commitment and strategies to a room overflowing with facility managers eager to implement Green Cleaning. The enthusiasm of the room was itself remarkable, but perhaps more satisfying was the realization that we are entering the period where real changes and significant environmental and health benefits are to be had. As Margaret Mead said "never doubt that a small group of thoughtful, committed citizens can change the world. In fact, it's the only thing that ever has." Together these companies, these facility managers, and you the readers of *DestinationGreen* – together we are changing the world.

So for those of you just getting into Green Cleaning – your timing couldn't be better. And if you want proof, just pay attention to the various cleaning industry trade publications over the next few months to see the number of articles, headlines, covers – all devoted to Green Cleaning. But with all the growing enthusiasm, nothing will change until we change the products and processes by which we clean our buildings.

To help you make this change and take advantage of the opportunity, this month's *DestinationGreen* is building upon last month's article on Selling Green which focused on "prospecting" and how to identifying facilities which are already interested in Green. If you haven't read that article yet, click on the button to the left ("Main Page") and then on the right you'll find "Archive" where you can click on last month's *DestinationGreen*.



LETTERS

There are no letters for this article. To post your own letter, click Post Letter.

Now that you've made your prospecting list, this month's [Green Selling](#) article will help you learn more about the "bundle" that constitutes a complete Green Cleaning program. Not only is this better for creating healthier buildings and generating happier customers (and better for your sales and commissions) but some things may surprise you. Plus the article on Implementing Green Cleaning titled "[Why Facilities Managers Should Care About Green Cleaning](#)" will give you some insights as to what your customers are learning and what's important to them.

Also, Earth Day is coming on April 22nd. If you are trying to position yourself as the Green Cleaning "expert" in your area, we have a number of articles in this edition of [DestinationGreen](#) that will help you learn what you should know about Earth Day, and where you can find activities in your area.

And this month our [Green Group of the Month](#) is Hospitals for a Healthy Environment (H2E). If you are interested in selling to healthcare, then you'll definitely want to read this article. I think you'll be surprised to see the number of facilities already committed to Green and there may be some located in your territory.

All in all, this is the time to sell Green and to help make a difference. Let's make this Earth Day a truly memorable one by getting involved and helping your customers do more than just talk about stewardship, sustainability and environmental protection.

By helping your customers implement Green Cleaning programs you are helping to improve the health and safety of our buildings, their occupants, cleaning personnel and the environment. And because the products and services need to be purchased from someone, we just assume it's from you. Good selling.

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As a sales person you know that we have to be prepared in order to take advantage of opportunities. Often times, making the initial sale is the easiest part of the relationship. But if our preparation isn't thorough, it is easy to let the big fish either get away, or end up with a sale which is significantly less than we could have otherwise achieved.

Historically the selling process resulted in replacing a competitor's product with one that was either slightly better performing or slightly lower in price. But either way, it is a single product.

Because Green Cleaning is new, facility managers are looking for help implementing a complete program. Thus, the Green opportunity allows you the opportunity to sell an entire Green bundle –cleaners, floor care products, paper, trashcan lines, mats, vacuums, etc., etc., etc.

Think about it. What happens to your sales and commissions when you sell a single product versus selling an entire bundle? Furthermore, when you implement the entire bundle and build a solid Green program, you also become a more valued asset to your customer, improving the strength of your relationship and reducing the potential for a competitor to take away your business by selling just a single product, even at a lower price.

To build a complete Green bundle, the following represents the requirements of programs such as LEED-EB , Green Guide for Healthcare, and the Collaborative for High Performance Schools (CHPS):

- A line of Green Seal "Certified" chemicals for your all-purpose, glass, washroom cleaners and carpet extraction.
- Floor finishes should be metal-free are durable to



LETTERS

There are no letters for this article. To post your own letter, click Post Letter.

minimize stripping.

- Handsoaps for public restrooms use high quality soap without added antimicrobial agents (i.e. Triclosan or PCMX). Waterless hand sanitizers can be added, but only where water is not available. (Note: antimicrobial products should be used where required by regulation such as in healthcare or food preparation)

- For other cleaners such as furniture and metal polish, use no- or low-VOC (volatile organic compounds) products.

At this point we have only addressed chemicals. But a Green Cleaning program is much more than just chemicals. Thus, your Green bundle should also include:

- Paper products containing a high percentage of post-consumer recycled content and bleached without chlorine or chlorine compounds.

- Paper dispensers for hand towels should be hands-free (no cranks or levers) and hold large rolls. Toilet tissue dispensers should hold large rolls and/or multiple rolls to minimize waste.

- Trashcan liners should contain at least 10% recycled content, properly sized, and be the appropriate strength so one bag works without tearing.

- Vacuums should be "certified" by the Carpet & Rug Institute, capture 96% of particles at 0.3 microns, and be ergonomically designed to reduce back injuries.

- Floor Machines should include active-vacuum attachments to capture the fine dust that is created when dry buffing and burnishing.

- Entryway mats should be at least 10 feet long, preferably contain recycled content and be PVC-free. (Note: PVC [vinyl] is a highly controversial in the Green community)

And get creative in your Green bundle by adding items that conserve energy, water, resources, prevent pollution, etc., such as recycling bins, automatic flush valves, integrated pest management products, micro-fiber dusting cloths and flat mops, etc., etc., etc.

OK you say, this works great if I work for a distributor who carries all these products, but what can I do when my company only makes a portion of the bundle? Become the resource that can help your distributor pull together their complete Green bundle and help their sales people sell that bundle and implement Green Cleaning programs in end-user accounts. And if you help build that complete Green bundle, your products will always be included.

Finally, keep in mind that the real goal of a Green Cleaning program is to create a healthy and productive indoor environment, while minimizing impacts on product users, building occupants and the environment. Thus in order to do this, your Green Cleaning bundle has to include product training, procedures, workloading, stewardship, communications, policies, etc., because only when we put all these things together do we accomplish our real goal.

So good luck selling Green. We can't change the industry until buildings start using Green Cleaning products. And as long as they have to buy them from someone, we hope they'll buy them from you!

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Empire State Goes Green

The movement toward the implementation of green cleaning programs by and into states, cities and organizations has gained a great deal of momentum recently, as more and more individuals are realizing the benefits of using environmentally preferable cleaning products and techniques.



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Green cleaning protects the health of cleaning workers, occupants and the occupants of buildings and facilities, as well as the environment, according to the movement's advocates.

Gaining momentum

Thus far, states such as Massachusetts, Connecticut, and Pennsylvania, as well as cities such as Santa Monica, CA, and San Francisco have enacted green purchasing plans, according to Stephen Ashkin, president, The Ashkin Group, LLC, Bloomington, IN, a major proponent of the green cleaning movement.

Mark Petruzzi, vice president of certification, Green Seal, Greenville, RI — an independent organization seeking a healthier and cleaner environment by promoting environmentally preferable products — agreed with Ashkin that there are numerous municipalities at all levels (federal, state, county, city, etc.) with specific green cleaning specifications included procurement procedures. And now, one more can be added to the list.

New Convert

New York State Governor George Pataki announced in his 2005 State of the State Address in January that he has signed an executive order mandating that state agencies and authorities use only non-toxic cleaning supplies; a similar mandate is currently being created for all New York State schools.

The mandate — an effort led by the New York State

LETTERS

There are no letters for this article. To post your own letter, click Post Letter.

Office of General Services (OGS) — makes the state the latest to join the trend, prompting Ashkin to believe this is another important step in the green cleaning journey, since a large state such as New York contains many potential customers for the cleaning industry.

Ashkin said the move by New York indicates the importance of following green cleaning procedures, and likened the trend to a train headed down a track. There are three options for the cleaning industry, he said — get on board, get out of the way, or get run over.

Petruzzi agreed, saying the green cleaning trend will eventually spread to all types of facilities (office buildings, hospitals, schools, hotels, etc.), as Pataki alluded in his State of the State address.

Greening your institution Ashkin said he believes that, in order to successfully implement green cleaning for all institutions, it is critical that the cleaning industry — and not legislators — assesses the products and procedures used by buildings or organizations.

But, just what does a switch to a green cleaning program entail?

Ashkin said implementing a green cleaning program requires facility service providers to consider chemicals, along with all the other products and equipment used in the cleaning process, including: Janitorial paper products; vacuum cleaners; floor machines; carpet extractors; entry way mats; etc., as well as how these products are used.

In addition, manufacturers must ensure green cleaning products work in a way that makes it easy for the end user to efficiently insert them into an existing cleaning program without having to significantly rearrange the program or retrain staff, according to Ashkin.

Certifying bodies

Selecting environmentally preferable cleaning chemicals and other products, especially those that can be “certified” by organizations such as Green Seal, the U.S. Environmental Protection Agency (EPA) or the Carpet & Rug Institute (CRI), is a crucial step in the process, Ashkin said. (See “Federal agency follows the green track” below.)

Ashkin added that it is imperative to explain to building occupants, managers, and facility service providers — and to everyone else involved in the greening process — why environmentally preferable cleaning products are used.

The mandate states...

The executive order regarding New York State has very specific requirements for the types of cleaning products that will be used by state agencies and authorities, as well as when the switch to green products will occur.

The executive order states, “All State Agencies shall procure and use cleaning products having properties that minimize potential impacts to human health and the environment consistent with maintenance of the effectiveness of these products for the protection of public health and safety.”

Jennifer Meicht, spokesperson for Governor Pataki, said the executive order went into effect on the date of the State of the State, but it will likely take the agencies close to six months to use their remaining cleaning supplies and ensure proper training for the use of green cleaning products.

Meicht said the cleaning products would conform to guidelines set forth by the EPA for environmentally preferable purchasing.

In addition, the OGS will work to create a centralized contract where state agencies can buy the products through contracts set up by the OGS, Meicht said.

The cost of going green

The switch to using all green cleaning products — which will necessitate new procedures to safely and effectively utilize the products — will not create additional costs for the state because, when OGS puts a product on contract, it has found the best price for that product, said OGS spokesperson Jennifer Morris.

Ashkin agreed, and said that, while green products may require slightly different techniques to use them, they do not generally cost more or work that much differently than traditional cleaning products.

The cost difference, if any, is minimal, according to Petruzzi, especially when examining the overall life-

cycle costs versus initial costs.
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Why Facility Managers Should Care About Green Cleaning?

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Why should you care about "green cleaning"? Better yet, could you define the concept if you had to? Let's take a closer look at one of the commercial building industry's hottest buzz terms and try to make sense of it in a context bottom line-oriented facility executives can appreciate.

Most facilities management professionals who aren't directly responsible for the housekeeping mission have heard of the term or have been witness to it being bantered about by peers and subordinates.

A little knowledge, in this case, can be a dangerous thing because there's much more to green cleaning than environmentally preferable cleaning products. Green cleaning is not about simply replacing your current product with a milder brand of cleaner.

Green cleaning can be defined as "cleaning to protect health without harming the environment." Formulating a green cleaning philosophy and strategy involves understanding the unique requirements of your building and your occupants, examining your entire process of cleaning, identifying the areas that can be improved, developing a plan and the procedures to implement the plan, executing the plan and measuring the results. A properly designed and implemented plan will have positive impact on the cleanliness of your facility, the health and performance of occupants and your bottom line.

The Cleaning Product Exposure Factor

The U.S. Environmental Protection Agency notes that the cleaning industry employs about 2.8 million cleaning professionals. In addition, many other building occupants perform light cleaning on a routine or occasional basis, e.g. dusting, wiping off



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desks and counters, etc. — making it possible for all building occupants to be potentially exposed to the hazardous components of commercially available, non-green cleaning products. For example, chlorinated cleaners such as some sanitizers and mold and mildew stain removers contain bleach (sodium hypochlorite).

Traditional cleaning products formulated with this ingredient can cause serious skin and eye burns; irritate the respiratory tract, which can be especially problematic for those with asthma; permanently damage clothing, carpeting and other fabrics through accidental contact; and, if mixed with other commonly used cleaning agents, such as those containing ammonia, can produce a poisonous gas.

American businesses use more than six billion pounds of cleaning chemicals a year. Now add the 500 million pounds of janitorial equipment — enough to fill 10,000 garbage trucks — that are shipped to landfills every year, and this becomes a much more serious issue than anyone anticipated. Then there's the 4.5 billion pounds of janitorial paper products — toilet tissue and paper hand towels -- most of which are made from virgin tree fiber, requiring the cutting of approximately 15 million trees. These fibers are bleached with chlorine compounds.

Green Cleaning's Hidden Savings

Researchers have determined that high standards of indoor air quality can have a positive impact on worker productivity and result in a savings of 3 to 34 minutes per day, per worker. On the conservative side, those three minutes might be saved by reducing the frequency of blowing a nose, rubbing an eye, dealing with an allergen-induced headache, not to mention the avoidance of calls to doctors and pharmacies, and time wasted discussing these maladies with co-workers.

The Building Owners and Managers Association—International estimates the cost of salaries and benefits per square foot in a Class A office building is nearly \$150. Thus, a three-minute per day increase in productivity results in a 75 cents per square foot savings. Contrast this number with electrical upgrades and retrofits that are made because they can save up to 25 cents per square foot, and it's clear that the time has come to add green cleaning to the next boardroom meeting agenda.

It should be clear that the pursuit of traditional, non-

green cleaning programs can have wide-ranging and deleterious effects on personal health, safety and performance of those who are employed in the commercial cleaning industry, building occupants who may perform light cleaning tasks, building occupants in general, and the greater indoor environment.

I also want to point out that not all the current commercial cleaning products are problematic, and, in fact, traditional cleaning methods have made important contributions to protecting health and facilities. Green cleaning simply represents the development of new technologies that allow for cost-effective cleaning, while at the same time further reducing the risk of harm to both people and the environment.

The International Sanitary Supply Association — with 4,800 corporate members — is the co-sponsor of a program with the U.S. Green Building Council. The program addresses how to leverage cleaning as a way of ultimately gaining LEED-EB (Leadership in Energy and Environmental Design – Existing Buildings™) certification. Similarly, the Building Service Contractors Association International — with over 2,000 corporate members — recently published a book on green cleaning.

So whether you use an in-house cleaning staff or contract out your cleaning services, you have more leverage than you think. Thanks, in part, to organizations such as the USGBC, "green buildings" have become more top-of-mind for building owners and facilities executives. The USGBC's recently adopted LEED-EB rating system, for example, provides a set of credits and performance standards for the sustainable operation of existing buildings which can serve as the "roadmap" for green cleaning.

The LEED-EB criteria cover building operations and system upgrades in existing buildings where the majority of interior or exterior surfaces remain unchanged, reducing the environmental impact of cleaning. LEED-EB credits can be gained (up to 13 credits) via a range of activities, including purchasing cleaning products, janitorial paper and equipment; performing exterior maintenance and pest management; training; recycling; and more — issues which will be addressed in more detail in future newsletters.

What About Product Availability and Cost?

Over the past few years, manufacturers of commercial cleaning products have introduced numerous green alternatives for cleaning chemicals; toilet paper and paper hand towels; vacuum cleaners; and floor machines. Just two years ago, there was only one company that had products certified by Green Seal – a non-profit environmental standard-setting organization. Today there are 31 companies with more than 120 Green Seal-certified products — and more in the pipeline. As a result, the majority of local janitorial cleaning product distributors offer competitively priced green products that perform well. Thus it's become easier than ever to replace that chlorinated or other traditional cleaners with ones that have been proven to perform well, while reducing health and environmental risks.

Creating greener, cleaner and healthier buildings for your occupants also can create a business advantage for you. Employing green cleaning solutions can reduce occupant complaints, absenteeism, tenant turnover and liability claims, while at the same time improve asset protection, the marketability of your space and worker productivity. The best news is that you can reap these rewards without spending more than what you are currently spending on cleaning.

Today, the green cleaning industry has gotten tremendous lift from the green building industry. Many large facility outsourcing companies offer green cleaning programs. To me that says a lot about acceptance. Does your cleaning service provider offer a green cleaning program?

I hope I've begun to establish a compelling business case for green cleaning. Improved employee productivity, enhanced health and well-being, reduced liability in the forms of fewer litigation dollars caused by "sick building" lawsuits, lower insurance premiums, better value for tenants, and increased property value can be green cleaning dividends.

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Recent surveys by Research, Inc., Eden Prairie, MN, confirm that going green saves money over the long-term.

For instance, green buildings built in the US have been noted to consume 30 per cent less energy on the average than comparable conventional buildings and over a two-year period, their higher construction cost have been comfortably offset by savings from lower running costs.

In fact, advancements in technology have managed to introduce more economical ways of saving energy, such as through the use of recycled paper for insulation, compared to more exotic [and expensive] materials such as coated glass, computer- controlled blinds and photovoltaic cells.

Intangible Benefits

While economic savings are obviously a clear benefit of building green, intangible benefits have been surfacing as well. For instance:

- Studies by environmental psychologists Rachel and Stephen Kaplan at the University of Michigan reveal that workers in office buildings with improved indoor air quality and more natural light experience greater job satisfaction, less stress, and better health—leading to enhanced productivity levels.
- Shopping center installed with light-diffusing skylights above merchandise displays, Heschong Mahone Group, a California based consulting group, said sales can be as much as 40 per cent higher.
- Green buildings that have also incorporated many of the components necessary for LEED certification, including Green Cleaning, are reported to be able to lease faster, command higher rents, longer lease terms, and maintain higher tenant retention rates.

There are no letters for this article. To post your own letter, click Post Letter.

- Healthcare facilities integrating green design features such as plenty of natural light, views of water, and green spaces have also returned positive findings on patient health and say that the features have helped lower blood pressure as well as reduce stress and pain. The Centre for Health Design, a California-based non-profit outfit, added that hospital stays among patients are also shorter.

With the upsides so lucrative, many countries in the world are urging implementers of new projects and renovations to focus on the long-term environmental impact of building maintenance and operations.

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Children, for a variety of reasons, are more susceptible to the negative effects of environmental pollution than adults.

From conception to adolescence the body goes through a number of complex biological changes and development. It is during this developmental and growth time that the body is most affected by environmental health hazards.

Children, in proportion, are more heavily exposed per unit of body weight, to environmental toxins than adults. Children eat more food, drink more water, and breathe more air than adults in relation to their body weight. A child's body absorption rate of toxins is also much higher than that of an adult with children absorbing up to 50% of lead present in food and adults only absorbing up to 10%.

In addition to this ever increasing toxin burden on children, they also carry 'body burdens' from previous generations. A child born today has an estimated 300 chemical residues that were not present in their grandparents. These residues have been bioaccumulated by the parents as their bodies were not able to process them; these are passed then onto the child through the placenta and in breast milk.

It is not just the body's natural development that increases a child's exposure and the subsequent health effects of exposure to environmental toxins. During the time that children are most susceptible to environmental pollution they spend a large percentage of their time in day care centers, playgrounds, and schools. As the US General Accounting Office reported in 1995: "While laws compel children to attend schools, some school buildings may be unsafe or even harmful to the child's health".



LETTERS

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The potential environmental hazards in these buildings vary greatly depending on a number of factors, including socio-economic level, climate, building materials, legislation, and culture.

The three main potential hazards, according to the World Health Organization are:

1. Poor indoor air quality
2. Hazardous building materials
3. Chemical or biological contamination of furniture, arts and crafts materials, and playgrounds

Poor indoor air quality can be caused by a number of factors, including outdated or poorly maintained ventilation systems, traditional cleaning chemicals, and the continued use of biomass (wood and/or coal) fuel for heating.

The average age of a US public school is 43 years old and over 60% of schools report at least one serious maintenance problem. With tight school budgets, the worst hit schools are those in less affluent areas who cannot afford to fully maintain the ventilation systems. In addition, the smaller budgets often mean that schools are cleaned less frequently, allowing the building up of dust, mold, and other allergens which can trigger asthma and other allergies.

The term 'sick building syndrome' has been used to describe a variety of symptoms contributed to inadequate ventilation and low levels of specific pollutants. The symptoms range from headaches and nausea to upper respiratory infections and eye irritation. The symptoms tend to disappear when the person leaves the building.

The actual school building can offer many potential health hazards to its inhabitants. Two of the most common of these hazards are asbestos and lead. Although banned in 1970, asbestos has been used as a building and insulation material in many buildings prior to this date.

This becomes a health hazard when the asbestos-containing material begins to deteriorate, releasing fibers into the air which are then inhaled and absorbed into the body. A study by the US EPA in 1987 found that 10% of asbestos incorporated into buildings is deteriorating and accessible to children.

Materials containing lead have also been used extensively in older buildings, including in the paints, walls, woodwork, and window castings. Lead may accumulate in the water due to contamination of the water supply and pipes, or can be inhaled as fumes or respirable particles.

Chemical contamination can occur in a number of ways in the school. Cleaning products contain volatile organic compounds (VOCs). VOCs can also be emitted by office equipment (copiers), graphic and arts materials, and paints. VOCs are usually released as a gas vapour in above normal room temperatures. Chronic exposure to VOCs can cause cancer.

The floor, one of the most important areas for toddlers and children due to their nature of crawling and playing, is also one of the major sources of chemical and biological contaminants. Formaldehyde is used as a stiffener and water repellents in carpets. Exposure to airborne formaldehyde may result in conjunctival and respiratory tract inflammation, and precipitate asthma.

Carpets, rugs, and mattresses also carry a whole host of allergens, including the dust mite. Additional contaminants that tend to be found in higher concentrations just above the floor include mercury vapor, from formulations of latex paint, and radon which is found in the highest concentrations in the lowest elevations of buildings.

Children may also use toxic arts and craft materials, while 'non toxic' supplies can still cause health problems if ingested. Play areas may contain environmental pesticides. Toys may contain phthalates. Wooden playground equipment is often treated with substances such as arsenic, pentachlorophenol, and chromium, all are toxic if ingested.

Biological contamination is common in any group of people residing in a limited space. Schools and day care centers are particularly at risk due to crowding and to a higher incidence of infectious diseases amongst toddlers and children.

In addition, all of these risks may be increased when schools, particularly those in low income neighborhoods, are built on the cheapest land available. This land is often near more polluting industries, or in a high traffic flow areas.

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THE ASHKIN GROUP, LLC

— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, March 9, 2005

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Earth Day 2005: Now Is The Time To Begin Organizing!

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When I imagine what it means to be a "leader" in Green Cleaning, I think about the things that a leader should know and do. Earth Day is one of those events that if you are a leader in Green Cleaning, not only should you know something about it (see the other Earth Day articles in DestinationGreen), but a leader might also demonstrate some involvement.

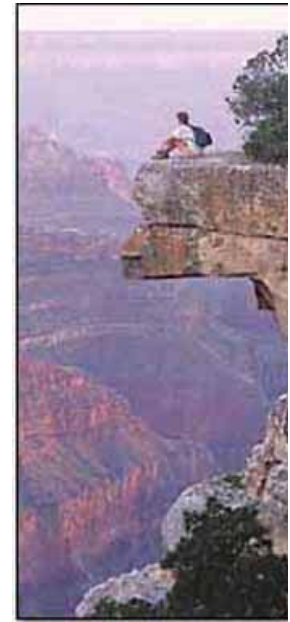
There are lots of opportunities for sales people to show your commitment to Earth Day—and discuss the important role Green Cleaning plays in protecting our health and the environment. This is a particularly good opportunity in schools (and if you have kids, you should consider doing something in their school) and universities.

Know what's already going on in your territory:

No need to start from scratch. Just go to the Earth Day Network and you can find events in your area by clicking on the following link and then just entering in your state and the year 2005.

<http://www.earthday.net/programs/find/searchEvent.aspx>
Some specific Earth Day possibilities include:

- Use Earth Day to launch a green campaign and consider a special promotion on your Green products.
- Encourage a recycling event.
- Develop some informational pieces on Earth Day such as a flyer or simple brochure, note card that you can provide to your customers to leave on the desks of the occupants in the buildings which use your products or services, insert a simple fact sheet in your invoices and include in your proposals.
- Plan an Earth Day educational event, such as an Earth Fair, that brings together concerned citizens from your community to learn about environmental issues and actions they can take to help. This is a great event for



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schools, universities and even many commercial and government buildings celebrate Earth Day.

- Organize and/or sponsor an artistic event for an Earth Day celebration. For example, kids can make posters or t-shirts.
- Or put it all together—launch an environmental project on Earth Day, or acknowledge the achievements of the past year, at your Earth Day event. Dive In Work within an existing Earth Day effort or start your own. B
- Call local environmental and conservation groups and ask what they are planning. Remember, if you like to fish, hike, boat, hunt, etc., you might find one of these groups and groups of friends who might be interested in working with you.
- If you make plans for an Earth Day event, go to List Your Event on Earth Day Network's Web site at www.earthday.net/g&e/logOn.asp and register your plans so people in your area can learn about your event. And don't forget to tell your local newspaper, customers and prospects about it. After all, these are some of the things that "leaders" do.

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Ashkin: Green Seal Certification Will Impact Industry

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Stephen Ashkin, principal of The Ashkin Group, an industry-wide recognized green cleaning consulting firm, says that the new Green Seal contract cleaning certification program will make it easier for facilities to choose a true green cleaning company.

"What we learned from our 15 years working on the green cleaning issue with purchasers within both the public and private sector is that we need to eliminate the confusion and make it easy for them," Ashkin told CM e-News Daily on Friday.

Ashkin explained that many are happy to buy green cleaning products, but these same buyers neither want to become chemists nor do they want to hire high-priced consultants to develop the specifications or do the bid analysis.

"This is why the Green Seal standard for cleaning products has become so successful – it made the specification writing and bid analysis process easy, and it gave them confidence because Green Seal independently audits the manufacturer," Ashkin said.

He predicts the same will happen in contract cleaning.

"Buying a service is much more complicated because it includes a wide range of products and equipment, as well as the procedures, workloading, stewardship and other facets of a green cleaning program," Ashkin said.

"Thus, the Green Seal standard could potentially make it very easy for both the public and private sector to confidently purchase a green cleaning service because Green Seal will have done the background analysis of the chemicals, paper, equipment, procedures, training, etc."

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Our Green Group of the Month: Hospitals for a Healthy Environment (H2E)

<http://www.h2e-online.org>



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H2E is a joint project of the American Hospital Association, the Environmental Protection Agency, Health Care Without Harm, and the American Nurses Association. In addition, various state and local resources have also joined the effort to help health care facilities achieve the goals outlined in H2E.

The primary goal of the H2E effort is to educate health care professionals about pollution prevention opportunities in hospitals and health care systems. Through activities, such as the development of best practices, model plans for total waste management, resource directories, and case studies, the project hopes to provide hospitals and health care systems with enhanced tools for minimizing the volumes of waste generated and the use of persistent, bioaccumulative, and toxic chemicals. Such reductions are beneficial to the environment and health of our communities. Furthermore, improved waste management practices will reduce the waste disposal costs incurred by the health care industry.

As of March 13, 2005, the Hospitals for a Healthy Environment program has 988 partners representing 3,996 facilities: 1,072 hospitals, 1,942 clinics, 537 nursing homes and 445 other types of facilities. These partners are health care facilities that have pledged to eliminate mercury and reduce waste consistent with the overall goals of H2E. At last year's CleanMed Conference (sponsored every 2 years) a panel discussion by representatives of the five (5) major Group Purchasing Organizations (GPOs) representing 80% of total healthcare purchasing each stated that based on the success of their green initiatives their next product focus would be Green Cleaning.

H2E also recently released its Green Guide for Health Care which is the health care sector's first

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