




BENEFITS AT A GLANCE  
FOR DISTRIBUTORS

CLEANING IS  
AN INVESTMENT IN  
HUMAN HEALTH,  
THE ENVIRONMENT  
AND AN **IMPROVED  
BOTTOM LINE.**

**ISSA.COM**

A person is shown from the waist down, carrying a stack of four cardboard boxes. The person is wearing a light-colored shirt, khaki pants, and dark shoes. The boxes are stacked in a way that they appear to be balancing on the person's back. The top box is tilted, and the text on it is also tilted. The second box from the top is also tilted. The third box is tilted. The bottom box is upright. The text on the boxes is as follows:

Increased  
Competition  
and the Need  
to Diversify

Optimal  
Supply-Demand  
Alignment

Pricing  
Pressure

Providing  
Value Adds to  
Suppliers  
& End Users

**CHALLENGES  
FACING  
DISTRIBUTORS  
TODAY**

**BENEFITS**

Optimal  
Supply-Demand  
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**CHALLENGES  
FACING  
DISTRIBUTORS  
TODAY**

**BENEFITS**

# SOLUTIONS TO ADDRESS YOUR CHALLENGES

## NETWORK AND SHARE SOLUTIONS

**MEMBER NETWORKING EVENTS:** ISSA and its local partners host a series of regional member gatherings where you and your team can network with like-minded professionals, potential business partners and customers. Many include presentations on relevant industry topics. Visit [issa.com/events](http://issa.com/events).

**ISSA SOCIAL MEDIA AND COLLABORATION:** Communicate with more than 28,000 members of ISSA's active LinkedIn community to share questions and solutions. Through the online crowd-sourcing Innovators Group, ISSA members also can share links to interesting research, data points and other supporting information from their region, aimed at helping prove the value cleaning can improve public health, the environment and a better bottom line.

**EXHIBITIONS AND TRADE SHOWS:** ISSA shows and education conferences are must-attend events for the professional cleaning industry worldwide. Look for us in North America, EMEA, Latin America, and Oceania regions. Visit [issa.com/tradeshow](http://issa.com/tradeshow) for upcoming show dates and locations and use your member discounts for valuable promotions.

**ISSA SHOW**



**ISSA HYGIEIA NETWORK:** Support and empower women in the cleaning industry by joining the ISSA Hygieia Network, a vibrant worldwide community open to all ISSA members. Visit [issa.com/hygieia](http://issa.com/hygieia).

## STANDARDS AND CERTIFICATION



**ISSA CERTIFICATION EXPERT (I.C.E.):** ISSA's I.C.E. certification program positions you as an indispensable resource for your customers, so you can help them battle budget cuts, competitive pricing, and other such challenges. Learn more at [issa.com/ice](http://issa.com/ice). Find out how the I.C.E. designation helps you lead your customers through the Cleaning Industry Management Standard (CIMS) certification.

**THE CLEAN STANDARD:** The Clean Standard offers your customers a valuable and effective tool to meet customer requirements in today's competitive marketplace. Based on the philosophy of "Clean, Measure, Monitor," the Clean Standard establishes a consistent and measurable framework to assess, monitor and inspect the effectiveness of the cleaning process. The Clean Standard can prove to your clients the value of the services and products you offer and will distinguish you from your competitors.

# MEMBER ONLY RESOURCES

## VALUE OF CLEAN® TOOL KIT

Quantify the value of cleaning to facility decision makers. Visit [issa.com/value](http://issa.com/value). PLUS, as our valued member, you have the benefit of having an ISSA representative present at your customer meetings to help you make the case for cleaning as an investment in better health, a better environment, and a better bottom line.

## ISSA INFECTION PREVENTION LIBRARY

Educate your customers with ISSA's outbreak updates, frequently asked questions, and preventative measures resources. Visit [issa.com/infectionprevention](http://issa.com/infectionprevention).

## BOOST YOUR PROFESSIONAL IMAGE

Capitalize on your ISSA membership. Access a variety of ISSA logos you can use everywhere—from your website and business cards, to your products and equipment. Visit [issa.com/member-logos](http://issa.com/member-logos).

## MEMBER-EXCLUSIVE PERSON-TO-PERSON DIRECTORY

Connect with industry leaders, key customer contacts, and other cleaning industry professionals with the ISSA Buyers' Guide—an exclusive expanded directory search available to you at [issa.com/directory](http://issa.com/directory).

## FREE MEMBER-ONLY PR

Send us your news and we'll get the word out! Your press release can turn into a member news story on [issa.com](http://issa.com), with more than 36,000 unique viewers monthly and appear on the [issa.com](http://issa.com) RSS newsfeed, and ISSA's social media sites. PLUS, we can run your news in publications such as *ISSA Today* and *Cleaning and Maintenance Management* (as space permits). Email us at [news@issa.com](mailto:news@issa.com) for more information.

## CHARITABLE GRANTS TO ADVANCE THE INDUSTRY

ISSA member contributions are used to fund periodic research to further knowledge sharing within the cleaning industry and related fields.

# EDUCATION AND TRAINING

**TRAINING RESOURCES:** ISSA's offering of software, books, manuals and training videos provides you with the latest information to help you with your education and training efforts. Visit [issa.com/shopissa](http://issa.com/shopissa).

**WORKSHOPS:** Each year ISSA hosts a variety of value added workshops available at special member prices. For more on current workshops that are being offered visit [issa.com/events](http://issa.com/events). If you can't make it to the prescheduled workshops, ISSA can also work out a customised programme for you. For more info contact [emea@issa.com](mailto:emea@issa.com)

**UNDERSTAND YOUR CUSTOMERS:** Become a more informed and valuable solution provider by utilising ISSA's Official Cleaning Times, Estimating Made Easy workbook, InfoClean Software, and other tools to better understand how to help your customers become more efficient.

# ISSA'S MISSION STATEMENT

## IT'S OUR MISSION TO:

- Facilitate ongoing networking, communications, and commercial opportunities for our members.
- Provide members with the highest quality, industry-specific, relevant information.
- Be the most widely accepted resource for knowledge and standards regarding professional business practices and making the scientific connection between cleaning and health.
- Have the greatest impact on establishing a global cleaning community.

## WE EXPRESS OUR PASSION THROUGH:

- A staff that identifies, understands, and meets or exceeds the needs and expectations of the members in everything it does.
- A commitment to continually update the association's products and services in order to reflect both the most current needs of the membership and the trends affecting the cleaning and maintenance industry.
- Representing businesses that act professionally and utilize acceptable ethical standards as defined within the ISSA Code of Ethics.
- Opportunities provided to all cleaning-industry businesses without regard to size of firm, length of time in business, or methodology of going to market.
- A leadership on the Board of Directors and staff that consistently acts professionally and ethically toward the community and the membership in its principles and with the financial resources entrusted to the association.
- A staff that warmly welcomes our members.

**THANK YOU FOR JOINING US IN**  
**CHANGING THE WAY**  
**THE WORLD VIEWS**  
**CLEANING!**



# ISSA. HELPING YOU REVEAL **THE TRUE VALUE OF CLEANING**

ISSA is the leading advocate for the cleaning industry, encompassing the entire supply chain for distributors and wholesalers and the leading resource for certifications, education, and global events that help you differentiate yourself and stay connected to the global cleaning industry.

[issa.com/emea](https://www.issa.com/emea)

