



BENEFITS AT A GLANCE
FOR MANUFACTURERS



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

ISSA.COM

Healthcare
Cost

Global
Competition

Price
Competition

Product
Development
& Innovation

**CHALLENGES
FACING
MANUFACTURERS
TODAY**

Brand
Recognition

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.

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/tradeshows 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.

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. 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

GAIN DIRECT LEADS

Your member directory listing can generate direct customer and business partner leads. More than 15,000 searches are conducted online each month, resulting in more than 5,000 direct emails or website visits.

ISSA INFECTION PREVENTION LIBRARY

Educate your customers with ISSA's outbreak updates, frequently asked questions, and preventative measures resources. Visit issa.com/infectionprevention.

BOOST YOUR PROFESSIONAL IMAGE

Capitalize on your ISSA membership. Access a variety of ISSA logos you can use on your website, business cards, and marketing materials. Visit 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.

VALUE OF CLEAN® TOOL KIT

Quantify the value of cleaning to facility decision makers. Visit issa.com/value. PLUS, as our valued member, you can request that an ISSA representative be 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. Availability on a first-come basis for groups of 50 or more. Email emea@issa.com for more details.

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, with more than 36,000 unique viewers monthly and appear on the 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 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.

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. 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.

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.

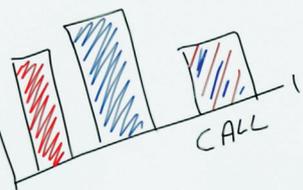
WE EXPRESS OUR PASSION THROUGH:

- 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!



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CALL

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)

