

# Green Cleaning: A Marketplace Phenomenon

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- ISSA: Non-Profit Trade Association
- Representing the Institutional and Industrial Cleaning Industry
- Over 5,500 Member Companies
  - Manufacturers
  - Distributors
  - Contract Cleaners
  - In-House Service Providers

# Introduction

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- Environmental Preferability
- Trending of the Marketplace
- Growing Demand for Green Products
- Green as a Sustainable Trend
- Standards, Guidance, Policies that Define Green Products

# Trending of the Marketplace

- Big Picture: A Macroeconomic View
- Auto Industry
- Computers
- Energy
- Grocery
- Retail Stores
- Cleaning Industry



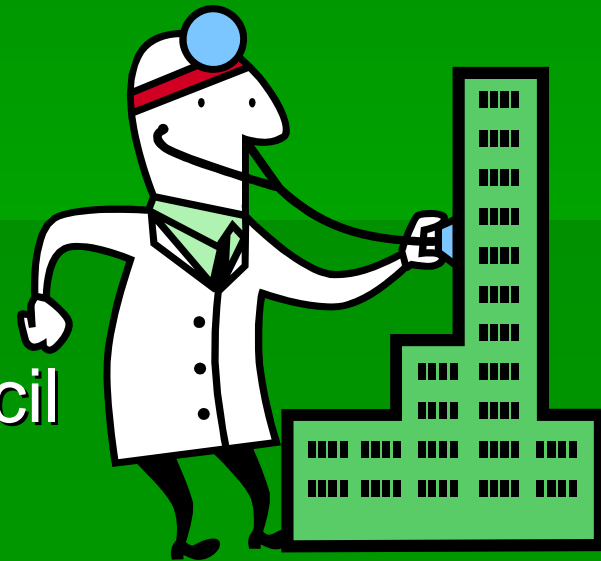
# Is Green a Sustainable Trend?

- Factors that Impact All Industry Sectors
- Increased Environmental Awareness, Concern
- Global Warming
  - United Nations Report
- Growth in Green Chemistry
- Financial Community



# Is Green a Sustainable Trend?

- Factors that Impact the Cleaning Industry
- Laws and Regulations
  - Volatile Organic Compounds
  - European Union: REACH
  - Worker Safety and Health
- Commercial Buildings
  - Mexico Green Building Council
  - U.S. Green Building Council



# Is Green a Sustainable Trend?

- Factors that Impact the Cleaning Industry
- Key Institutional Market Sectors
  - Schools and Healthcare
- Government Procurement Practices
- Private Sector Purchasing Policies
- Market Data
  - Consumer and Institutional Markets

# Confusion in the Marketplace

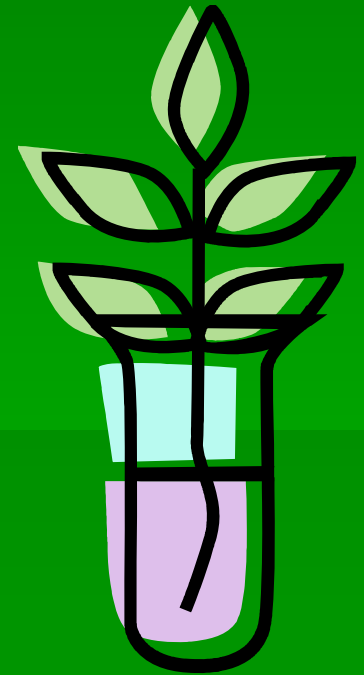
- Growth in Green Products, Claims: Confusion
- Misleading, Undefined Green Claims
- Lack of Uniformity in Claims
- Understanding of Environmental Impact and Technology Continues to Evolve





# Green Cleaning Procurement

- Standards, Guidelines, Policies
  - Lend Certainty to Buying Green
- Cleaning Product Formulations
- Paper Products
- Plastic Trash Bags
- Microfiber Cloths
- Powered Cleaning Equipment



# Cleaning Product Formulations

- Green Seal
- U.S. Environmental Protection Agency
  - Design for the Environment (DfE)
- Environmental Choice EcoLogo
- Standards, Criteria for Green Cleaners



# Bathroom, Carpet, General Purpose, and Glass Cleaners

- Green Seal: GS-37
  - [www.greenseal.org](http://www.greenseal.org)
- EcoLogo: CCD-146
  - [www.ecologo.org](http://www.ecologo.org)
- EPA Design for the Environment
  - Formulator Program
  - [www.epa.gov/dfe](http://www.epa.gov/dfe)



# Bathroom, Carpet, General Purpose, and Glass Cleaners

- Green Seal, DfE, EcoLogo
  - Standards and Criteria
- Human Health
- Environmental Impact



# Bathroom, Carpet, General Purpose, and Glass Cleaners

- Human Health Criteria
  - Toxicity (Oral and Inhalation)
  - Carcinogens, Reproductive Toxins
  - Skin, Eye Irritation
  - Skin Sensitivity
  - Combustibility
  - Employee Training



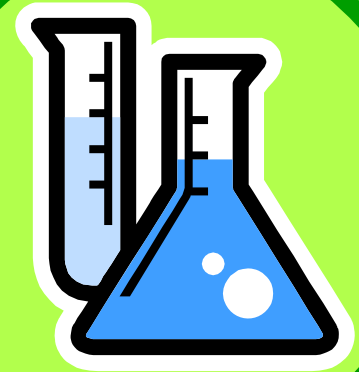
# Bathroom, Carpet, General Purpose, and Glass Cleaners

- Environmental Criteria
  - Volatile Organic Compounds
  - Toxicity to Aquatic Life
  - Biodegradability
  - Phosphates



# Bathroom, Carpet, General Purpose, and Glass Cleaners

- Prohibited Ingredients
  - Alkyphenol Ethoxylates
  - Heavy Metals
  - Ozone Depleting Compounds
  - Dibutyl Phtalate
- Packaging
- Performance



# Hand Cleaners / Soaps

- Green Seal: GS-41
  - [www.greenseal.org](http://www.greenseal.org)
- EcoLogo: CCD-104
  - [www.ecologo.org](http://www.ecologo.org)
- Human Health
- Environmental Impact





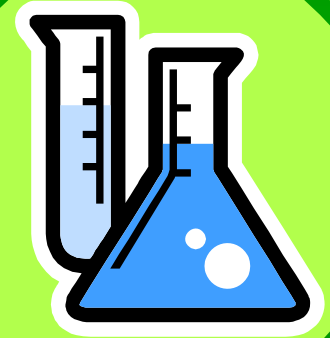
# Hand Cleaners / Soaps

- Human Health Criteria:
  - Skin Sensitizer
  - Skin Irritant
  - Carcinogens



# Hand Cleaners / Soaps

- Prohibited Ingredients:
  - Phosphates
  - Alkylphenol Ethoxylates
  - Ethylene Diaminetetra-Acetic Acid
  - Nitrilotriacetic Acid
  - Halogenated Organic Solvents
  - Butoxy-ethanol



# Hand Cleaners / Soaps

- Environmental Criteria:
  - Volatile Organic Compounds
  - No Antimicrobial, Sanitizing Claims
  - Aquatic Biodegradability
  - Aquatic Toxicity
  - Packaging
- Performance



# Floor Finishes

- Durability: 3 Years or More
- No Heavy Metals
- Compatible with Floor Finish Stripper



# Floor Finish Stripper

- Low Volatile Organic Compound Content
- Neutral pH (Closer to pH of 7)
- Bio-Based, Renewable Resources



# Floor Finish and Stripper

- Prefer Products that Meet the Criteria of:
  - Green Seal (GS-40)
  - Environmental Choice EcoLogo (CCD-147)
  - U.S. EPA Design for the Environment Formulator Program



# Disinfectants, Sanitizers

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- Select the Least Toxic
- Neutral pH (Closer to pH of 7)
- Biodegradable



# Other Cleaning Products

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- Chrome Cleaners, Polishes
- Degreasers
- Furniture Polish
- Graffiti Remover
- Spot Remover, and Others
- See: Illinois Green Guidelines
  - [www.issa.com/ilgrn](http://www.issa.com/ilgrn)



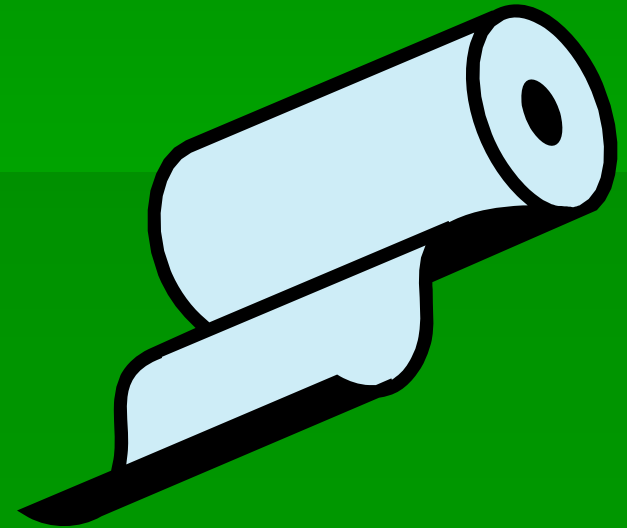
# Commercial and Industrial Sanitary Tissue

U.S. EPA Comprehensive Procurement  
Guidelines  
[www.epa.gov/cpg](http://www.epa.gov/cpg)

<b>Product</b>	<b>Postconsumer Fiber</b>
Bathroom Tissue	20 – 60 %
Paper Towels	40 – 60 %
Facial Tissue	10 – 15 %
Industrial Wipes	40 %

# Janitorial Paper Products

- Other Standards and Criteria
- Green Seal
  - GS-01 (Bathroom and Facial Tissue)
  - GS-09 (Paper Towels)
  - [www.greenseal.org](http://www.greenseal.org)



# Janitorial Paper Products

- Other Standards and Criteria
- Environmental Choice EcoLogo
  - CCD-082 (Toilet Tissue)
  - CCD-086 (Paper Towels)
  - [www.ecologo.org](http://www.ecologo.org)



# Plastic Trash Bags

- Minimize Resource Use and Waste
- Recycled Content
  - Minimum of 10% Postconsumer Content
- Biobased Content



# Microfiber Cloths and Mops

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- Microfiber Reduces Need for Chemical
- Soft Weave or Fibers
  - Dusting, Polishing, General Cleaning
- Hard Weave or Fibers
  - Cleaning Glass or Other Hard Surfaces
- Blended with Cotton
  - Damp or Wet Cleaning

# Powered Cleaning Machines

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- Vacuum Cleaners
- Carpet Extraction Equipment
- Propane Powered Cleaning Equipment
- Floor Burnishers and Buffers
- Scrubbing Machines

# Powered Cleaning Machines

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- Source of Green Criteria
- U.S. Green Building Council
- LEED for Existing Buildings, Operations and Maintenance
- [www.usgbc.org](http://www.usgbc.org)

# Vacuum Cleaners

- Carpet and Rug Institute Green Label
  - Soil Removal
  - Dust Containment
  - [www.carpet-rug.org](http://www.carpet-rug.org)
- Sound Level:
  - Less than 70 dBA





# Carpet Extraction Equipment

- Carpet and Rug Institute Seal of Approval
- Soil Removal
- Water Removal
- [www.carpet-rug.org](http://www.carpet-rug.org)



# Propane Powered Cleaning Equipment

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- High Efficiency, Low Emission Engines
- Catalytic Converters that meet the Requirements of:
  - California Air Resources Board; or
  - U.S. Environmental Protection Agency
- Sound Level: Less than 90 dBA

# Powered Floor Maintenance Equipment

- Floor Burnishers and Buffers
- Equipped with Vacuums, Guards
  - Capture Fine Particulate Material
- Sound Level of Less Than 90 dBA



# Powered Scrubbing Machines

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- Variable Speed Feed Pumps
- On Board Chemical Metering
- Optimize Use of Cleaning Fluids

# Powered Cleaning Machines

## Miscellaneous

- Battery Powered Equipment
  - Gel Batteries
- Ergonomically Designed
  - Minimize Vibration, Noise, User Fatigue
- Safeguards (rollers or bumpers)
  - Minimize Damage to Building Surfaces

# ISSA Resources

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- Green Cleaning For Dummies
  - ISSA Special Edition
  - [www.issa.com](http://www.issa.com)
- Guide to Green Cleaning Procurement Policies
  - [www.issa.com/greenprocure](http://www.issa.com/greenprocure)
- Cleaning and the USGBC LEED EB
  - What is the Connection?
  - [www.issa.com/leedeb](http://www.issa.com/leedeb)

# Resources

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- Commission for Environmental Cooperation
  - North American Green Purchasing Initiative
  - [www.cec.org/nagpi](http://www.cec.org/nagpi)
- SEMARNAT
  - [www.semarnat.gob.mx](http://www.semarnat.gob.mx)
- U.S. EPA
  - [www.epa.gov/cpg](http://www.epa.gov/cpg)
  - [www.epa.gov/epp](http://www.epa.gov/epp)

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# Summary

- Marketplace is Going Green
- Cleaning Industry is no Exception
- Standards, Guidelines
  - Help Green Market to Grow
- Environmental Strategies
  - Innovate
  - Create Value
  - Build Competitive Advantage



# Thank You

## Discussion

