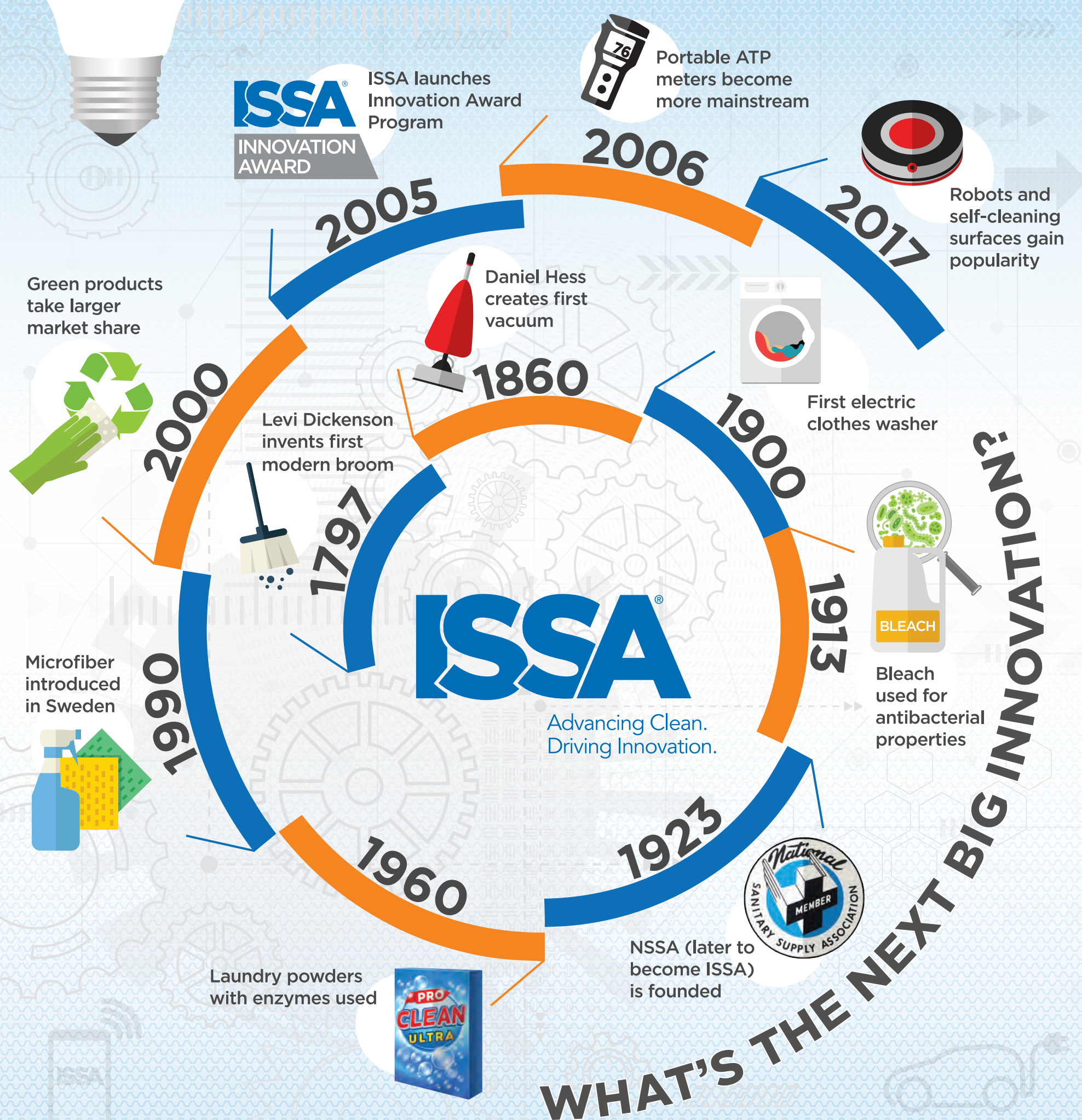




# ORIGINS OF CLEAN THE INNOVATION STORY



## VALUE OF INNOVATION

IN A SURVEY

1,000 TOP EXECUTIVES IN 12 COUNTRIES THINK INNOVATION CAN:

**95%**

Drive a more competitive economy

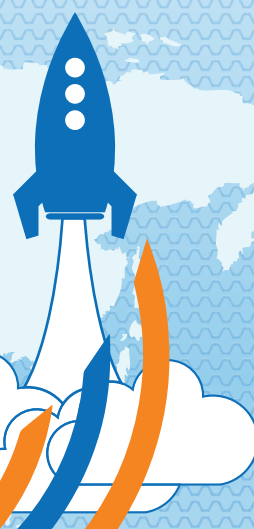
**91%**

Create a greener economy

**88%**

Create jobs

**TOP**  
INNOVATIVE  
COMPANIES  
**GREW**  
UP TO  
**3X**  
FASTER IN 5 YEARS



People are the biggest drivers of innovation, or they can be its biggest obstacle.

Which one are you?

## ISSA INNOVATION AWARD PROGRAM

ADVANCING CLEAN & DRIVING INNOVATION SINCE 1923

Shaping the future of the cleaning industry for over a decade

**10+**

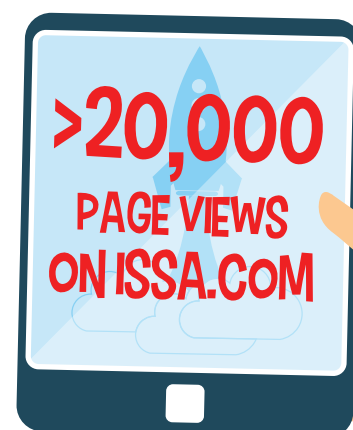
**>450**

Over 450 products and services have been entered in the program's lifespan

Check out the top innovations in the **Innovation Marketplace & Lounge** at the ISSA Show North America along with **over 16,000** of the industry's top professionals.



To support and drive innovation within the industry, go to [issa.com/innovate](http://issa.com/innovate)



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