

FOR IMMEDIATE RELEASE

## **ISSA Enters Partnership with American Association of Cleaning Professionals**

*Agreement aims to help small to medium-sized cleaning companies grow their businesses*

**Northbrook, IL, USA—August 7, 2018**—ISSA, the worldwide cleaning industry association, and the American Association for Cleaning Professionals (AACP) jointly announced today that the two organizations have entered into a partnership that endeavors to better serve the owners and employees of small to midsize contract cleaning and restoration companies. The organizations will collaborate on content development, education, informational resources, membership sales and support, and co-produced events in the course of the partnership.

“ISSA is excited to team up with AACP so we can jointly provide education, networking, and business-growth resources to the important market segment of independent cleaning contractors,” said ISSA Executive Director John Barrett. “AACP’s market understanding and member-benefits portfolio is an excellent complement to ISSA’s global network of cleaning suppliers, distributors, facility managers, and commercial and residential cleaners. Welcoming AACP members and expertise into the ISSA community will undoubtedly increase the value of participation for all constituents.”

AACP specifically serves contractors in the janitorial services, carpet cleaning, maid services, and fire/water restoration industries. AACP delivers education, marketing resources, group insurance benefits, supplies and equipment discounts, and more among its deep portfolio of member benefits.

In the words of founder Wayne Baxtrom, “AACP is honored to partner with ISSA to deliver more value to our members and more opportunities for professional connections to our shared audience of cleaning contractors. Leveraging ISSA’s tremendous experience, educational resources, and industry connections will enable AACP members to be more successful. Similarly, AACP looks forward to bringing forth the unique perspective of small to midsize contractors in ISSA’s global community. Together we can help our members be more successful, which we believe to be our ultimate calling and measure of success.”

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#### About AACP, the American Association of Cleaning Professionals

The American Association of Cleaning Professionals (AACCP) was specifically formed to help cleaning-industry business experts of all sizes optimize their operations and maximize profit. Its four guiding principles in business are to deliver exceptional services, keep expenses as low as possible without compromising quality, to develop new business offerings, and to keep members fully informed about industry developments. The key focus for membership within the association helps businesses with many discounted services. AACCP is headquartered in Bridgeview, IL, USA. Visit [www.cleaningprofessionalsassoc.com](http://www.cleaningprofessionalsassoc.com).

#### About ISSA, the Worldwide Cleaning Industry Association

With more than 9,200 members—including distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the world's leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, IL, USA, the association has regional offices in Mainz, Germany; Botany, Australia; and Shanghai, China. Visit [www.issa.com](http://www.issa.com), call 800-225-4772 (North America) or 847-982-0800, join the discussion on [LinkedIn](#), and follow ISSA on [Facebook](#) and [Twitter](#).

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