

# MAINTENANCE SALES NEWS

Exclusively Serving Professional Distributors

May/June 2007

## Distributors Give Advice On Choosing Green Line

By Virginia Petru

It's that same feeling in the pit of your stomach when you were in school and realized you'd made a big mistake on the final exam.

But this time it's your mistake in choosing the green line for your distributorship. How do you make sure you are making the right choices in the green department?

### Look Beyond the Label

Many distributors look directly for eco-labeling, but not all environmentally preferred products are eligible for Green Seal or other environmental certifications. For example, to be eligible for Green Seal certification consideration, a product must be a concentrate. Therefore, any RTU will not have Green Seal certification.

If a product is EPA registered, it is a violation to display any type of "green" labeling, including Green Seal. Furthermore, there is a cost involved for Green Seal certification. Some companies may choose to not spend the necessary fee.

Therefore, it's possible that a product can conform to Green Seal criteria, but not have the Green Seal logo on its label.

How can you evaluate how a product stacks up against Green Seal criteria? It's not that hard. Ask the manufacturer for toxicity test results, then compare those test results with Green Seal's GS-37 Institutional and Industrial Standards. (<http://www.greenseal.org/certification/standards/g37.pdf>).



Scott Uselman of High Point Sanitary Supply has switched many accounts to Envirox for performance reasons. In addition to its superior effectiveness, he likes the simplicity of the product line, which reduces end-user confusion, especially for those who are not fluent in English.

### Company Commitment

We live in a world of "one-stop shops." But when it comes to environmentally preferred products, distributors have found the difference in doing business with a company that has a passion for providing the right products for a healthier environment.

Envirox, LLC is one of those companies. The company began as a research project to find a less toxic way for cleaning professionals to do their job. The result of this research project was the development of hydrogen peroxide cleaning technology in 1997. This breakthrough has led to many other ground-breaking developments in environmentally preferred cleaning technology.

"We do one thing at Envirox," states Taylor Stewart, president and chief operating officer of Envirox, LLC. "We formulate, manufacture, and market products that are healthier alternatives for users, facilities and our environment."

### Green from Production to Pallet

The focus of concentrating only on environmentally preferred products provides a unique niche for Envirox and an advantage for its distributors. The company stays on the cutting edge of new technologies that they apply towards creating innovative alternatives to traditional cleaners.

"We completely focus our attention on health and the environment. This focus is incorporated into our everyday operations," points out Stewart. "We practice sustainability from the production line to the pallet."

When the company moved into its new facility several years ago, it made the decision to replace the furnace, air conditioning system and all lighting fixtures with energy efficient alternatives. These investments resulted in a 60 percent reduction in energy use.

Envirox recycles its raw materials packaging, and its products are packaged in recyclable bottles that are uniquely made from 50 percent post-consumer recycled plastic. Corrugated boxes are crushed and bound for recycling to conserve landfill space.

On the production floor, the drains are sealed so nothing is put into the water supply. All materials produced during the blending and packaging process are recycled back into the production stream.

## Product Creativity

Successful distributors should carry an environmental line of products that are effective across the board. Over the years, EnvirOx has created and brought to market eleven different environmentally preferred products; many of them are based in hydrogen peroxide technology.

In addition to H<sub>2</sub>Orange<sub>2</sub>® Concentrate 117 Multi-Purpose Cleaner-Sanitizer-Virucide-HBV, the industry's first hydrogen peroxide-based cleaner that is EPA registered, the company has introduced:

- **Mineral Shock™ Mineral Cleaner** – a reduced toxicity alternative to acid-based cleaners for cleaning hard water deposits, lime and other stubborn substances

- **The Greasinator® Industrial DeGreaser** - solvent-free, odor-free, neutral pH, industrial strength degreaser.

- **Carpet Complete™ Carpet Cleaner** – hydrogen peroxide-based carpet cleaner that reduces re-soiling with encapsulating technology; approved and recommended by carpet mills. Green Seal certified, Seal of Approval - Carpet and Rug Institute.

- **Quick-Spot® Carpet and Upholstery Spotter** – hydrogen peroxide-based, ready-to-use, carpet mill approved spot cleaner. Seal of Approval - Carpet and Rug Institute.

- **Grout-Safe® Tile and Grout Cleaner**– hydrogen peroxide-based tile and grout cleaner and restorer. Green Seal certified.

- **Critical Care™ Disinfectant-Fungicide-Virucide** – ready-to-use, 30-sec. immediate kill, 24-hour residual kill, odorless, reduced toxicity, no sticky residue.

- **One™ Multi-Purpose Cleaner-Sanitizer-Fungicide-Virucide** – ready-to-use, hydrogen peroxide-based, EPA-registered.

- **Ultimate™ Heavy-Duty Cleaner-Degreaser**– ready-to-use, hydrogen peroxide-based degreaser

- **Glass-Safe™ Glass Cleaner** – ready-to-use, hydrogen peroxide-based glass and light duty cleaner

And recently,

- **H<sub>2</sub>Orange<sub>2</sub>® Concentrate 116 General Purpose Cleaner-Degreaser-Deodorizer** - hydrogen peroxide-based general cleaner, Green Seal certified.

Jim Creps, owner of Classic Solutions, Inc. in Columbus, Ohio points out the uniqueness of the EnvirOx line. **Although EnvirOx offers many niche products, he's found that just two to three products meet his customers' needs.** "H<sub>2</sub>Orange<sub>2</sub> 117 cleans basically 95 percent of a facility. We combine it with Mineral Shock for water deposits and sometimes the Greasinator for heavy petroleum clean-up. These two to three products clean the entire building, so our customers find they don't need the eight, or 15, or even 20 different products they have been using. It's simple and it works."

Chad Uselman and Scott Uselman of High Point Sanitary Solutions in Houston, Tex. have been doing business with EnvirOx for over four years. "We really like the creativity and safety of the EnvirOx products," Scott states. "And the simplicity ... there is very little confusion in how to use

the products. This is especially important with non-English speaking users. I'm really looking forward to what's next from EnvirOx."

## Performance Reliability

When you choose a green product line, take a careful look at the performance factor. There are a lot of green products and their performance is as varied as their product names.

Don't rush through the testing process as this is the most important step. "We had a school district that wanted to go green," explains Scott Uselman. **"We were testing our EnvirOx products against a competitor's 'green' products. The competitor's product apparently caused some significant skin irritation problems with some of the custodians.** The district promptly removed the competitor's product and gave us the call to start installing H<sub>2</sub>Orange<sub>2</sub> 117 throughout the district. I can tell you that after switching to the EnvirOx products, my customers haven't had the workman compensation issues they've had in the past."

## Replacing the Price Wars

When you obtain an environmentally preferred product line that truly performs, you can move away from being a price-based distributorship. "The EnvirOx line has changed the face of our company," says Creps. "We were a 'me-too' janitorial supply house that was all price. With the EnvirOx products, we have something that is head-and-shoulders above everyone ... it cleans the best and is the safest. My salespeople really have something to sell now.

**"Even with the number of hydrogen peroxide products out there, our customers have found there is a difference in products,"** Creps continues. "I can not tell you how many accounts we have changed out because the EnvirOx product just works better."

Uselman echoes the ability to shift from a price-based way of selling. "We have accounts that switch from the hydrogen peroxide product they were using to EnvirOx because they found the product worked better. The competitor's product looked cheaper on paper, but not in use."

## Final Thoughts

No matter what type of product line you are considering, make sure you do your homework and take your time in testing the product. Finally, there is no replacement for talking to someone in your shoes. Why not ask for some references you can contact who are currently carrying the manufacturer? Any manufacturer would be happy to provide the names and numbers of other distributors who carry their product line.

Choose your green line carefully, as no one wants to experience that feeling that comes when you've realized you've made a big mistake.

# # # #

*Virginia Petru is an independent contractor who has been involved in the jan/san industry for over 15 years.*