

The Seven-Point Meat and Potatoes of Green Cleaning

By AlturaSolutions Communications

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West Chicago, IL – July 6, 2010 - With Green cleaning the key topic of discussion in the professional cleaning industry for years now, you'd think that just about everyone, including facility managers, would be clear as to what it is all about.

However, this is not the case, according to Jolynn Kennedy, marketing manager for Tornado Industries, a leading manufacturer of professional cleaning tools and equipment. "Our distributors tell us that many [of their] customers still have lots of questions about Green cleaning."

Realizing this, Kennedy has prepared a short, simple, yet specific seven-point "Meat and Potatoes" about Green cleaning. "Hopefully, these points will clarify some points for facility managers," she says.

Her seven points are:

1. Why go Green? Green cleaning products reduce cleaning's impact on the environment and can reduce health risks for users and building occupants.
2. Are Green cleaning products always safer for the environment? No. Like all cleaning products, they must be used properly per manufacturer's instructions.
3. Do the products perform? This can vary but by and large environmentally preferable cleaning products now perform as well as, if not better than, conventional cleaning products.
4. Are they more expensive? Again, this can vary, but any additional costs for Green cleaning products are now viewed as minor; also, Green cleaning chemicals tend to be highly concentrated, so they last longer.
5. Does Green involve just chemicals? No. Green cleaning involves all aspects of the cleaning process, including equipment. For instance, backpack vacuum cleaners with HEPA high-filtration systems are key to a Green cleaning program and are also LEED qualifying, helping facilities seeking LEED certification.
6. How do I know it's Green? Look for a Green label from such organizations as GreenSeal® or the EPA's DfE program. When selecting a vacuum cleaner, look for the Seal of Approval from the Carpet and Rug Institute.
7. How do I start going Green? A Green-astute janitorial distributor is critical. These professionals guide you through your entire Green cleaning journey.

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About Tornado a Tacony Company

Tornado Industries has been designing and engineering quality cleaning equipment for more than 80 years. The company has a long history of developing innovative products and applying the latest technology to increase productivity, reduce costs, and improve safety. Tornado prides itself on always being on the

cutting edge of floor care cleaning solutions.

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