

What Really Matters To Customers

Formulating for a clean future™.

It's no secret that cleanliness is paramount in the hospitality industry.

In fact, a recent survey conducted by Harris Interactive on behalf of a major U.S. hotel chain indicates that 85 percent of their customers won't rebook at the same establishment if the floors are dirty.

Appearance, it seems, is a harsh reality.

The challenge for many facility managers today is finding the right cleaning products that can be trusted to deliver visible results at a good value.

Core Products can make the transition to a green cleaning program seamless for your staff and impressive for your customers.

Simply put, Core Products makes products that work.

Implementing a green cleaning program, even when focusing on restoration contracts, is easy with Core Products.

Whether your facility is earning points toward Leadership in Energy and Environmental Design (LEED) certification or simply putting health, safety and the environment first as a primary business objective, use brands you can trust from Core.

Larry White, maintenance supervisor of the U.S. Postal Service (USPS) International Service Center in Los Angeles, knows firsthand how products from Core support his custodial crew's success.

"The Grout Smart that was recommended to me by my staff works great on hard-to-clean tile and grout in bathrooms. We use it in mop water, so it's easy to apply and use without harsh fumes," said White.

White says the peroxide content works well to power out the stains and restore



- Biodegradable
- Bio-renewable ingredients
- Low toxicity
- Low volatile organic compounds (VOC)
- Safe for users
- Safe for the environment.

the look of the grout and that Mineral X™, another lower toxicity product from Core, is used routinely to eliminate hard water mineral deposits from sinks, faucets and other areas where these types of stains have a tendency to buildup.

Keys To Success For Green Cleaning And Restoration

■ Read labels

Review current products and practices and become familiar with ingredients.

Put health and the environment first.

■ Use products from a trusted manufacturer

Certified products generally meet more stringent standards than non-certified products.

Newer technology does not necessarily mean less effective or more expensive.

Newer products may be concentrated for economy and accurate dispensing.

■ Disinfect only when required

Dirt, dust and chemicals pollute the air. Disinfectants registered by the U.S. Environmental Protection Agency (EPA) may be harmful when overused or not used as directed.

When disinfecting, focus on touch points such as door knobs, handles,

elevator buttons, phones, etc., to minimize disease transmission.

Using steam activated products may not be sufficient to adequately disinfect and/or sanitize hard surfaces.

Proper product/equipment application, as well as manufacturer recommended dwell times, must be followed to achieve sanitizing results.

Education And Training

Choosing products from reputable manufacturers that offer customer service and that provide training will eliminate rework and waste.

In Steve Askin's March 2011 newsletter, he says, "...When we encounter cleaning problems where green products can't meet the performance requirements ... we simply need to understand that there may be situations where the best approach to green cleaning is a combination of green and traditional products."

He further states that training and the decisions of people regarding which types of products to use and how to clean "has a direct impact on health of our occupants and the costs associated with cleaning." *CM*

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