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# World Water Crisis

## Conserving Water in Restrooms

By KLAUS REICHARDT,  
founder and managing partner,  
Waterless Co. LLC

One-third of the world's population will face water shortages by the year 2025 unless huge changes are made by governments, industry and consumers, a new report has warned.

The International Water Poverty Index (WPI), a new grading system for countries' water use, claims the impending crisis could cause global poverty, famine, disease and political conflict.

Finland topped the WPI, which graded 147 countries according to resources, access, capacity, use and environmental impact. After Finland, the rest of the top 10 included Canada, Iceland, Norway, Guyana, Suriname, Austria, Ireland, Sweden and Switzerland.

Ranking lowest were Ethiopia, Niger and Haiti. China faces one of the world's most serious water availability problems because of its rapid population growth.

"The link between poverty, social deprivation, environmental integrity, water availability and health becomes clearer in the WPI," said Caroline Sullivan, who led the team that developed the



index. "This enables policy makers and stakeholders to identify where problems exist and take the appropriate measures to deal with the causes. The new index demonstrates the strong connection between 'water poverty'

and 'income poverty'. This link will be a prime subject of the upcoming third World Water Forum, where some 10,000 government officials, representatives of international and non-governmental organizations, industry and water experts will discuss the world water crisis and its solutions next March."

As to the actual amount of water used, the Organization for Economic Co-Operation and Development (OECD) ranks Canada 28 out of 29 OECD countries in terms of per capita water consumption. Only the United States

uses more water than Canada.

### New Developments in Restroom Fixtures

Most building service contractors (BSCs) have already noticed many water conservation measures implemented in the facilities they clean. For instance, the amount of water that urinals and toilets use has been reduced significantly, and further reductions are expected. No-touch faucets and toilets have also become ubiquitous.

A significant amount of water

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## NEWS FLASH



The Canadian Sanitation Supply Association has moved to a new location.

The association representing the janitor industry in Canada is now located at:

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## World Water Crisis

can be saved when sensor-operated or “touch-free” faucets are installed. The U.S. Food and Drug Administration (FDA) estimates that switching from manual to sensor-operated faucets can save slightly more than one gallon of water per hand washing. This is because the sensor-operated faucets shut water off automatically unless a user’s hands are in

the active area, and water flow can often be regulated. With manual faucets, users often lather their hands away from the sink or grab for towels without turning off the faucet.

An added benefit of these sensor-operated faucets is that they can help improve hygiene, since being touch-free grants little to no chance for the germs and bacteria

on one person’s hands to be transferred to another person’s hands. Additionally, sensor-operated faucets are usually easier for handicapped individuals to use.

A recent development in toilet technology that appears to be gaining widespread attention – and acceptance – is dual-flush toilets. Most models display a green flush handle. Moving the handle in one direction releases approximately 0.8 gallons of water for liquid waste. Moving the handle in the other direction releases 1.6 gallons of water for solid waste.

Another toilet technology is referred to as the 65-second toi-

let. This system uses sensors to determine how long the toilet has been used: over 65 seconds, 1.6 gallons of water is flushed; less than 65 seconds, 1.1 gallons, resulting in more programmed savings.

Further, waterless urinal systems have taken off in sales and interest all over North America. Waterless urinal systems, as the name implies, use no water whatsoever. So not only is water saved, but because the need for electricity to direct water to a facility and take it away is eliminated – costs that are usually passed on to customers in their water bills or additional taxes – energy savings can result as well.

### Cleaning and Maintenance Issues

For the most part, water reducing restroom technologies are cleaned and maintained the same ways as conventional fixtures. When some of the early water-reducing fixtures were introduced, they did not adequately flush away waste which did result in more staining. However, these problems have been eliminated.

Generally, waterless urinals are cleaned the same way as conventional urinals; but there are important differences. As with flushed fixtures, brushes, scour pads and powerful cleaning chemicals and powders should not be used. Instead, a mild, properly-diluted

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The editorial objective of **Clean BC** is to provide news and views about new cleaning technologies, new sanitary cleaning methods, cleaning regulations and standards (where applicable), educational opportunities, industry trends, and information on people within the industry.

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### PROFESSIONAL HOUSEKEEPING

# Are You Certified?

By BILL GARLAND, Senior Partner, Daniels & Associates Inc.

There are now two industry certifications available to service providers and in-house operations.

The ISSA Cleaning Industry and Management Standard (CIMS) certification and the Green Seal GS-42 certification are indications that the cleaning industry is maturing and achieving credentials like many other industries. These certifications are also a further indication that price has ceased to be the major criteria by which contract decisions are made. There is now further emphasis that clients are looking for service providers who can provide not only the best possible service in terms of a quality management operation, but also a healthy one.

The ISSA program focuses on how the company is managed, customer relations, quality assurance and sophistication of the cleaning program itself. The criteria, available on the association web site at [www.issa.com](http://www.issa.com), are probably the best road map to running a

successful business in the industry today.

The Green Seal GS-42 standard focuses on how green a cleaning operation is. This standard doesn't just cover chemicals but also equipment, recycling programs, garbage bags, training, walk-off mats, paper supplies and many other areas. I encourage you to look at their web site at [www.greenseal.org](http://www.greenseal.org) to learn more about how to green a cleaning operation.

As I have mentioned numerous times in the past, cleaning specifications are only necessitated because everyone has a different definition of what “clean” is. The objective of most specifications can be made in a single statement: “to keep the premises clean at all times.”

Unfortunately, cleaning services are one of the few products which cannot be demonstrated or physically shown, making the entire purchasing exercise some what difficult to define. The service provider’s role is to convince their clients or users that the service they are providing is safe and

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... price has ceased to be the major criteria by which contract decisions are made... clients are looking for service providers who can provide not only the best possible service in terms of a quality management operation but also a healthy one.



# Learning To Think Green:

## Healthy Cleaning in Educational Institutions



By PAUL GOLDIN,  
Director of Marketing and  
Technical Services, Avmor Ltd.

can contribute to an educational institution's success. Green cleaning products no longer deserve the reputation of being expensive and not as effective as traditional cleaning products. Green cleaning is now a viable option for any institution seeking to implement a safer and healthier maintenance program.

### (1) The Impact of Indoor Air Quality (IAQ)

According to the Environmental Protection Agency (EPA), the average person spends about 90 per cent of his time indoors. Given this fact, it is no wonder that childhood diseases, including asthma and particular types of cancers, are on the rise, as are certain types of common learning disabilities. Researchers have linked these and other problems such as dizziness, skin irritation, allergies and reproductive disorders to exposure to chemicals found in many traditional cleaners. Failure to deal adequately with the underlying causes of these issues takes its toll on the

health, comfort and performance of teachers, students and school employees. Indeed, asthma accounts for over 14 million missed school days per year.

Green cleaning can play a vital role in creating a healthier environment and, as a consequence, improve the quality of education at your school. As evidenced by the case study below, better indoor air quality can result in improved student attendance and attitude, teacher attitude and retention, and even math and reading scores.

### 1.1 Case Study: The Charles Young Elementary School

Charles Young Elementary School in Washington, DC, implemented Green cleaning and indoor air quality programs that addressed total environmental quality.<sup>1</sup> Below are some of their remarkable results<sup>2</sup>:

- School attendance increased from 89 to 93 per cent.
- Math scores at basic or above increased from 51 to 76 per

*Continued On Page 4*



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**Work Smarter.** 

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## Learning To Think Green: Healthy Cleaning in Educational Institutions

cent.

- Reading scores at basic or above increased from 59 to 75 per cent.

Research for the Young School's Green cleaning programs showed that high performance institutions manifest the following common traits:

- The appearance of the school is inviting to students, teachers and the local community.

- The school strives for student-friendly conditions throughout the building.

- The school is inviting to good teachers and supports their retention.

- The school is designed to reduce stress: it is comfortable, has a consistent temperature and manages noise.

- The school is clean and sanitary.

- The risk of an adverse health effect is very small.

In another case study of the health benefits of green cleaning programs at a school, total illnesses were reduced by 24 per cent, doctor visits by 34 per cent, courses of antibiotics by 24 per cent, and days absent by 46 per cent because of cleaning practices and indoor air quality programs.

Clean schools not only lower the threat of spreading illnesses, but also convey a caring message to the students, teachers, employees and the community at large.

### (2) Green Cleaning Improves Your Bottom Line

The following statistics speak for themselves:

- The average custodian uses five gallons of hazardous chemicals each year.

- Over \$75 million is being spent each year on medical expenses and lost time wages for custodians due to injuries relating to exposure to chemicals.

- Using safer cleaning products and an improved ventilation system has been shown to increase worker productivity by up to five per cent and to save institutions nationwide \$30 to \$150 billion annually.

Consider a **Green Building Audit** to improve your bot-

tom line. The person conducting the audit is trained to examine the processes it takes to clean a facility, the products used and their efficiency. He/she will provide recommendations to simplify the maintenance process and incorporate greener practices and products. For example, as a result of a green building audit, one university reduced its inventory of cleaning chemicals by approximately 75 per cent – thereby incurring extensive savings.

### (3) Green Cleaning 101

When choosing green cleaning products, it is important to be aware of the different options on the market, as well as the advantages and disadvantages of each method. Below is a quick review of biological and chemical green cleaning technologies.

#### 3.1 Biological Cleaning

A biological cleaning solution uses biological decomposition to clean and deodorize. These solutions harness nature's own processes to recycle waste into simple and essential substances. They meet today's demands for cleaning, odour control and waste elimination without the use of potentially harmful chemicals.

There are four main advantages to using biological cleaners and odour control products:

- They are better for the environment and safer for the users and occupants when compared to traditional products;

- They use highly specialized enzyme producing microbials to clean and control odors by eliminating the soils that traditional cleaning products alone cannot treat;

- They provide residual cleaning up to 80 hours after application and therefore reduce overall labour costs by continuing to work long after application;

- They help to displace unknown, potentially disease-causing bacteria with known, healthy microbial and in this way contribute to our better

well run.

In most cases the only tool the service provider has is his or her ability to use superlatives, which simply do not work any longer. The modern manager looks for professional management much the same as they use in their business on a day-to-day basis.

We encourage clients to think in terms of "visible soil" and "no visible soil." Visible soil means that dust or floor finish build-up will be allowed to occur before it is removed. Today this is the standard to which most specifications are written. This is achieved through extended frequencies, such as high dusting once per month or spot vacuuming as opposed to traffic lane vacuuming on a regular basis.

No visible soil is the level of cleanliness achieved by a set of specifications that is designed to prevent any soil build-up. Most first quality office buildings, hospitals and laboratories function with this type of specification.

It is almost cleaning for the sake of cleaning, but in terms of cost is only 10 to 15 cents per square foot per year more. Although this is a high percentage increase in cleaning costs, it is only about a five per cent increase in the operating costs – which for the improved employee morale and pride, and forgetting about the reduced management aggravation, is a low price to pay.

There is a third level of cleaning which is the "no soil" level. It does not allow soil of any type, including bacteria. This level of clean is attempted in hospital clean rooms and operating theatres.

The following are some of the criteria our firm uses in selecting service providers for a client. Each answer will have a different weighting depending upon the market and type of client.

However, the questions are applicable to most situations.

Our first set of questions will naturally cover the size of the company, number of years in business and its corporate structure – i.e. is it a partnership, corporation or single proprietorship?

We next try to determine its management structure. What is the ratio of manager/supervisor to cleaning personnel and how many of each category of management do they have?

Is the service provider a member of the Building Service Contractors Association International (BSCAI) or the Canadian Sanita-



tion Supply Association (CSSA), or other local associations? These indicate that the supplier is probably conscientious enough to educate themselves in the industry and to contribute to its professionalism.

Do they have the designation Certified Building Service Executive (CBSE) or Registered Building Service Manager (RBSM) as awarded by BSCAI?

Training is the next important question. We will look for the type of training used and how frequently training programs are implemented. It is important to know the types of programs and their origin.

Our industry is becoming more technical and requires greater management skills so some management training is essential.

The amount of insurance and the types of coverage are also important. Many large management firms require \$1,000,000 per occurrence for Injury or Death, and \$500,000 per occurrence for property damage with a General Liability coverage of \$5,000,000. In addition, they want to be named as additional insured on the service provider's policy.

The service provider's Quality Control Program is also important. We will look for a written description of the program and ask who the service provider views as having the responsibility for quality control. In today's market we look for computerized programs which track trends and look for opportunities to improve services.

If they answer that they feel the responsibility rests with the property manager, we know that this is a questionable service provider, as quality control is the service

provider's responsibility.

Other important queries in the pre-qualification are:

- What is the service provider's experience in facilities of similar size, price and quality? It is important that references be at a cost and quality comparable to what you are prepared to pay.

- What departments exist in the company? Are there departments such as safety, training, engineering, human resources and personnel?

- How does the company plan to implement the cleaning program if they are successful and what methodology have they used to develop their program? It is based on experience factors, industrial standards, workload programs or other types of programs? The answer to this question will give us additional hints as to the technical expertise of the company?

- The final important consideration is financial. Does the company have the resources to handle the payroll and equipment requirements of your account? It is not unusual to ask for financial statements and bank references.

All of this many sound like a lot of work and qualification for something as simple as a cleaning contract, but remember, cleaning is often the second largest operating cost after energy in a building.

In a large facility this cost can run into the millions of dollars per year as cleaning costs in office buildings are today over \$1 per sq. foot and, in specialized facilities, can run even higher.

My next article will go into more detail on the requirements and advantages to you of these certifications.

# Microbicide Use The Double-Edged Sword

By SUSAN SPRINGTHORPE,  
Centre for Research on Environmental  
Microbiology, University of Ottawa

Man has evolved in a world full of micro-organisms, many of which are unrecognized and unnamed, and only a small fraction of these are pathogens for humans. However, the ability for an unseen microbe to incapacitate or even kill a human instills a very instinctive fear of germs that is fed insatiably by the media and by advertising from manufacturers of microbicides. It's only been within the last 15 or 20 years that there's been a pressure to sanitize everything with chemicals, and I think that we have to ask if this is a good thing. During this time there has been no lessening in the emergence of new diseases and it is a period notable for increases in antibiotic resistance. I

don't need to tell you about the benefits of microbicidal chemicals. The intent here is to discuss the downside of microbicide use, the toxicity to humans and the environment.

If we consider all of the pesticides that are out there, there are more than 20,000 products, and many different active ingredients. Specifically for microbial control, the numbers are smaller – approximately 8000 products and 300 active ingredients – but just 14 active ingredients appear in more than 90 per cent of the available products in hospitals.

Microbial chemicals are toxic and designed to kill, but unless you swallow quantities of them you are unlikely to get enough exposure for acute organ effects. We're not talking about real, overt toxicity here. The effects are much more subtle and they

ies specifically linking microbicides with this phenomenon are lacking.

The additional toxicity of by-products that are formed during microbial use is extremely important. Microbicides produces disinfectant by-products because they

are such reactive chemicals. These by-products can be more toxic than the original microbicide. This is the case with hypochlorite in drinking water, which has been very well studied. But other microbicide chemicals haven't been examined in terms of risk from the by-products that they form.

The other thing that is really important is the changes in microbial populations following disinfectant use. Inevitably, you kill the easiest to kill organisms first, leaving you with the tougher ones, and if these happen to be pathogens the you have a problem.

show up in most instances at the cellular level. The immune system and defence mechanisms are primary targets, potentially making those exposed more vulnerable to infections. Genetic and development effects are also possibilities from routine exposure. Discharge of these chemicals into water sources would be expected to result in similar cellular effects on species as diverse as small invertebrates, fish, amphibians and even mammals. There are examples of animals showing up with increased infections when exposed to toxic chemicals, though stud-

Moreover, there is evidence to suggest that bacteria surviving sub-lethal exposures become more resistant on subsequent exposure. Clearly this is problematic for routine infection control measures, and illustrates the immense capacity of bacteria to adapt to stressors in their environment.

In one study from California they identified four types of microbicides that were responsible for most occupational illnesses. These four chemical agents include hypochlorite, quaternary ammonium chlorides, chlorine



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# Microbicide Use - The Double-Edged Sword

gas (more confined to water treatment than regular hospital use), and glutaraldehyde. Hospital workplace exposure to microbicide toxicity would be mainly through skin and by inhalation. Patients might be exposed through active ingredient residuals on surfaces, as well as through inhalation and exposure to accidental spills. The noticeable problems that they cause typically present as hypersensitivity reactions, contact dermatitis and, in some cases, asthma. These chemicals always require very cautious handling and storage.

Quaternary ammonium compounds (quats) are legendary in that they are probably the most widely used microbicide in North America. One survey that we did many years ago found them to be in more than 70 per cent of registered biocides. Their primary level of activity is at the microbial membrane, where they tend to poke holes in the membrane and make them leaky. They quite often have somewhat lower human toxicity than hypochlorite or glutaraldehyde, but they are still sensitizers, and you can find contact dermatitis and occupational asthma from exposure to these chemicals. Moreover, they are somewhat refractory to environment breakdown, although some bacteria can use them as a food source. They are used in such large quantities in institutional, industrial and consumer products that I think we will probably find

them turning up in drinking water, when the water plant is downstream from municipal sewage outfalls. Non-chlorine oxidizers are tending to take over from quats in many cases; most notably hydrogen peroxide, and peracetic acid.

I have mentioned above the importance and problems of sub-lethal exposure to microbicides, and this is a very important point to emphasize. Although none of us cares whether or not bacteria are exposed to toxins from the point of view of the health of the bacteria, those toxins are potentially changing those bacteria in much the same way that antibiotics change bacteria. They can induce resistance. Ironically, bacteria are often used to assess the mutagenicity (genotoxicity) of chemicals. The results are used to extrapolate how mutagenic they might be in humans. Nobody pays attention, however, to the effect that they might have on the bacteria themselves. We already know the problem that we have with antibiotics, which are after all just another toxin. We need to think about this very carefully and, although there is little that can be done on this at the hospital level, we at least need to understand the issues.

To sum up, both humans and species living in water and soil environments are exposed to simultaneous and sequential pathogens and chemicals, and the risks are likely to be synergistic.

There are many such chemicals involved, some of which are microbicides which get diluted as they are discharged in sewage. Such exposure is increasing with increasing prevalence of antimicrobial use. This is especially true in healthcare settings, but domestic and other uses of microbicides are growing rapidly.

The toxicology of many chemicals is inadequately recognized, and the possible potential of infections by them is poorly understood.

There are major gaps in our knowledge of the combined effects and the real-life exposures to chemicals and microbes. Therefore, I consider that microbial control can create just as many problems as solutions.

Strategies need to be put into place to rationalize microbicide use to those situations where the benefits can be shown to clearly outweigh the risks.

It is particularly important to avoid the problematic exposure of pathogens to sub-lethal level microbicides. Microbicides are therefore useful but they are dangerous, and it's a double-edged sword that we need to use with a great deal of care.

*Excerpted from the Webber Training teleclass lecture, "The Human and Environmental Toxicity of Microbicidal Chemicals" (Apr. 3, 2008). For a copy of the lecture recording on Enhanced CD, contact Nicole Kenny at Virox Technologies (nkenny@virox.com).*

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ISSA's popular educational conference will cover everything from green cleaning to pocket-sized technology, and feature a variety of mainstream leaders and industry-specific experts. Seminars will also provide a steady supply of sales, management, operations, and environmental advice and updates, thanks to an extended educational schedule that spans all four show days. Quite simply, this is a conference you don't want

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Another new feature at this year's show is ISSA's Green Connection Pavilion, where you can find the latest environmentally focused services and organizations to help you further your green pursuits.

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# Deb Canada

## The World's Leading Away-From-Home Skin Care System Company

**D**eb Canada has long been recognized as the Canadian market leader in the development of innovative foaming technology, skin cleansers, protective and conditioning creams, showering and bathing products, and patented dispensing systems for all occupational hygiene markets.

As the company approaches its 40th anniversary in Canada, there is much reflection on its humble beginnings in England just shortly after the end of the second World War by Audley Bowdler (A.B.) Williamson. The name "Deb" came into being as a shortened version of "debutante," a reference to signify that both the company and its products were new and innovative to the market.

In 1969 the company made its

debut in Canada, originally known as MDM Swarfega and shortly thereafter Deb Swarfega Ltd., opening its doors for business. The facility in Waterford, Ont., was then a small, metal-clad, one-storey garage. Almost 40 years later, the Canadian headquarters consists of a two-storey



modern office complex, coupled with a 65,000 sq. foot manufacturing and warehousing facility that employs 56 full-time staff.

"By focusing on the development of high quality skin hygiene products and dispensers, we can provide a system that is tailored to suit your exact requirements,"

said Marvin Mauer, general manager of Deb Canada.

The current international Deb Group, of which Deb Canada is a member, came into being in 2004 as a result of a private equity backed buy-out of the previous holding company. Deb Group manufactures not only in England and Canada, but the United States, Australia and France as well.

Deb products are also distributed through wholly-owned subsidiaries on the European continent. The Deb Group has 21 operating subsidiaries in 16 countries, manufacturing skin care systems and products in eight manufacturing units spread across five countries.

In 1990, a new company was formed in Brantford, Ont. - Flotech which is now known as

*Continued On Page 8*

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Continued From Page 2

## World Water Crisis

cleaner or disinfectant should be misted onto either the surface of the waterless urinal or a cleaning cloth and the area wiped clean.

As no water is used, and because of the highly polished surfaces, the interior walls of the waterless urinal tend to stay cleaner. There are fewer deposits or stains left on the urinal, and therefore, less scrubbing is necessary to clean waterless urinals as compared to many water-flushed models.

Maintenance primarily entails replenishing the liquid sealant (in the trap/cylinder) as needed and replacing the trap/cylinder. In most facilities, the custodial department will be asked to perform this task. The sealant used in some waterless urinals lasts longer than in other models, but usually, a few ounces or less must be poured into the trap about every two months to keep it working properly and prevent odors from entering the restroom.

The traps themselves vary the most when it comes to waterless systems. Some traps cost much more than other models and, ironically, their life cycle is shorter than less expensive traps. Additionally, some trap systems require

more skill to operate or clean, so the building owners (and/or custodial crew) should investigate which product to use. Not only will it save them money, but it will cut down on the time needed to maintain the restroom. However, usually removing and replacing them is quick and relatively easy, and many manufacturers provide tools designed to handle this task.

As no water is used, and because of the highly polished surfaces, the interior walls of the waterless urinal tend to stay cleaner.

### Making the Improvement

Because toilets and urinals have a very long life cycle, many facilities still have older units in place. Some older toilets can use more than five gallons of water per flush. In addition, older toilets often develop leaks. Left undetected, these leaks can waste more than 10,000 gallons of water a year, according to the California Energy Commission.

Now that new technologies in toilets, urinals and other restroom fixtures have been developed and more research has been performed, confirming their hygienic and energy-saving properties, it is essential that restrooms be updated. It is well worth the investment so that we can stem the tide of the worldwide water crisis.

Deb Dispensing Inc. (DDI). DDI manufactures proprietary dispensing systems specifically for the Deb range of products. Dispensers are designed and manufactured by highly-trained personnel using the highest quality materials and moulding equipment. Deb dispensers may be found throughout industrial, commercial, healthcare, educational and recreational sectors in Canada and around the world.

In 2004 another manufacturing company was formed in Brantford, Ont., Deb Worldwide Healthcare Inc. (DWHI), providing reliable, world class quality healthcare products that comply with current and future regulatory requirements for Canada, Europe, Australia and the United States. They also provide customized product development, technical and regulatory affairs support to Deb Group companies as needed – specifically healthcare type products.

“Strategic partnerships have been achieved with 3M, as well as Reckitt Benckiser – ‘the Global innovation leader in household products’ to market Deb’s alcohol foam formulations,” said Didier Bouton, president of Deb Canadian Hygiene Inc. “This formulation will be launched in the North American market under the Lysol<sup>®</sup> brand.” (*Deb Canada and Deb Worldwide Healthcare are both divisions of Deb Canadian Hygiene Inc. of which Didier Bouton is President.*)

Starting out with a short list of product offerings, today Deb provides a wide range of innovative products including various protective and reconditioning creams, including sunscreen; foaming skin cleansers and alcohol hand rubs (the world’s finest

non-aerosol foaming hand sanitizers) incorporating the company’s patented SmartFOAM<sup>™</sup> technology; patented heavy-duty hand cleaners; and related dispensing systems, many utilizing BioCote<sup>®</sup> anti-microbial technology.

Deb is the supplier of choice for organizations who value employee and customer well-being. The company has attained this position by providing innovative skin care products and services to its customer base on a regular basis.

“Customer satisfaction is key to the company’s success,” Mauer said. “We believe the quality of our service gives Deb a competitive advantage. People are our most important resource. Our customer focus is an aligned, whole-organization approach to constantly and consistently meet customer requirements and perceptions while operating as efficiently as possible.”

All Deb employees are aware of their role in maintaining valuable relationships with customers. Reliability, a key factor to customer satisfaction, is promoted by meeting/exceeding deadlines and answering inquiries with honesty in a timely manner.

Innovation is promoted within the company’s customer service department with customer relation programs, distributor satisfaction surveys, and a comprehensive complaint report database. The Customer Service Level is a key performance indicator, tracked monthly.

“Throughout our company, what really helps differentiate us is that we really like what we do,” Mauer said. “We generate ‘sizzle’ in our marketplace, we stick to our promises; and we embrace Best Practice.”

Additionally, the company has promoted the concept of Social Marketing, which is the application of marketing technologies developed in the commercial sector as a solution to social problems where the bottom line is behaviour change. According to Mauer, the concept in-



Marvin Mauer, General Manager, Deb Canada

volves the analysis, planning, execution and evaluation of programs designed to “influence the voluntary behaviour of target audiences to improve their personal welfare and that of society.”

Deb Canada has developed unique Social Marketing partnerships with major organizations such as Calgary Health Region and Bayer Corporation in order to develop a strategy to change the behaviour of individuals with regards to Hand Hygiene.

“These partnerships have exceeded all efforts we could have done internally through traditional advertising and promotions,” Mauer said.

In keeping with the Social Marketing concept, Deb offers a variety of educational materials such as booklets, posters, instructional stickers and safety and hygiene training for all employees.

Deb Canada is committed to taking every practical measure to ensure that its products are of the highest quality. To achieve this, the company has strict controls at each stage of the process; regular maintenance and calibration of each instrument; and by following in-house and other specifications controlled by regulatory authorities. In keeping with this business philosophy, the company has adopted a policy of operating a coordinated Quality System which conforms to the requirements of ISO 9001:2000.

As Deb approaches its 40th anniversary, the company has become the “Single Source for Skin Care” as well as an industry leader in the away from home skin care market.

For more information, visit Deb Canada’s web site at [www.debcanada.com](http://www.debcanada.com).



Didier Bouton, President, Deb Canada



Colin Butterfield

# Choosing Cleaning Management Software That Works For You

Over the past 20 years we've seen many attempts to utilize computing power to improve the management of cleaning operations. There must be dozens if not hundreds of programs that promise to reorganize your operation, save money, save time and make your boss think you are a genius. There are single use systems that only do one thing such as supply or equipment inventory, or quality inspection tracking, estimating packages that promise to help you price out contracts and increase your profits, all in one packages that cover everything from supplies to payroll and everything in between, and any combination of these.

But which one is best for you? Before you invest in a program you should know what parts of your operation will benefit from the system and how much time you are able to invest in maintaining the program data.

## TYPES TO CHOOSE FROM:

**Equipment and Supplies Inventory Systems:** If you just need to track product usage and equipment records one of these simple systems will serve you well. Features to look for are flexible reporting formats so you can generate reports identifying use patterns for supplies and maintenance costs for equipment. Automatic reminders, to flag scheduled equipment maintenance service and battery replacement. Data collection by PocketPC or Palm Pilot should also be a feature that will save you time when inputting records.

**Estimating Packages:** If you are a small contractor, estimating or "bid" software may be just what you need. Be aware, though, that most of the bid software on the market is for U.S. clients. Our taxes and payroll costs are different in Canada so look for a Canadian system or a Canadian version of the software. In a tight bidding market estimating software needs to be used with local conditions in mind, also look for the ability to identify input costs like travel times and vehicle costs as well as the usual supply and equipment costs.

**Stand-Alone Quality Inspection Systems:** These usually run on handheld computers like the Pocket PC or Palm Pilot, and can save hun-

dreds of hours a year in data input. You or your supervisors are much more likely to make quality inspections if they don't have to sit down at a computer later and re-enter the data. Most of the Stand-Alone Quality Inspection Systems have fixed inspection criteria, e.g. floors, walls, fixtures, lights, furniture, etc., so if you need a special inspection form, you may have to order a customized version or have the supplier make changes to suit your need. Choose a program that outputs reports in one of the Microsoft Office formats, Word, Excel or Access so that it can be edited or included in correspondence. Another feature that should be considered with handheld systems is data storage. Units which write their data to expansion cards add storage space and security in the event of a unit failing.

**Attendance and Payroll Systems:** A simple decision - don't bother. Quickbooks or Simply Accounting have Payroll packages that meet all Canadian rules, and are cheap. They can also be updated when the taxes or rules are changed by Provincial or Federal governments.

**Cleaning Management Systems:** These systems will provide the best for your dollar if you are really interested in controlling your operation. Some of the best programs have been around for quite a few years but that doesn't mean they are outdated. In

fact, they tend to be constantly improved and updated to meet users' needs, and generally have less bugs and more flexibility than some of the newer systems available. Look for a package that allows you to set your organization's parameters up front so that reports are generated looking like they belong to your facility and not emblazoned with the software company's logo. Look for systems that are based on a stale database system such as Access and that has a large library of validated productivity data such as APPA or ISSA or other sources to support the labour calculations that these systems perform. Good systems allow you to set shift times and determine actual productive time per shift and allow you to input vacations, sick time and statu-

Before you invest in a program you should know what parts of your operation will benefit from the system and how much time you are able to invest in maintaining the program data.

Continued On Page 10

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**DUSTBANE GREEN CIRCLE**  
To promote greater effectiveness and continual improvements in our environmental investments and activities, Dustbane is introducing an environmental logo. Its purpose is to help people become aware of our improvements and learn what we have to offer. Products that fulfill the requirements will benefit both businesses and consumers, by enhancing product quality and environmental protection.

**THE PRODUCTS**  
Environmental challenges have not stopped us from developing products that correspond to our customers' needs. On the contrary, it has given us the chance to drastically improve environmental standards for our products while creating new business opportunities. By choosing our products not only will you be satisfied by their results but you will be part of our mission toward a sustainable society.

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To further pursue our environmental goals, we have introduced a new line of products that meets the 2005 Environmental Choice Standard.

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- Azure**™ - Window and Glass Cleaner
- Emerald**™ - Degreaser
- Tradition**™ - Hand Soap & Body Shampoo
- Orbit**™ - Zinc Free All Systems Floor Finish
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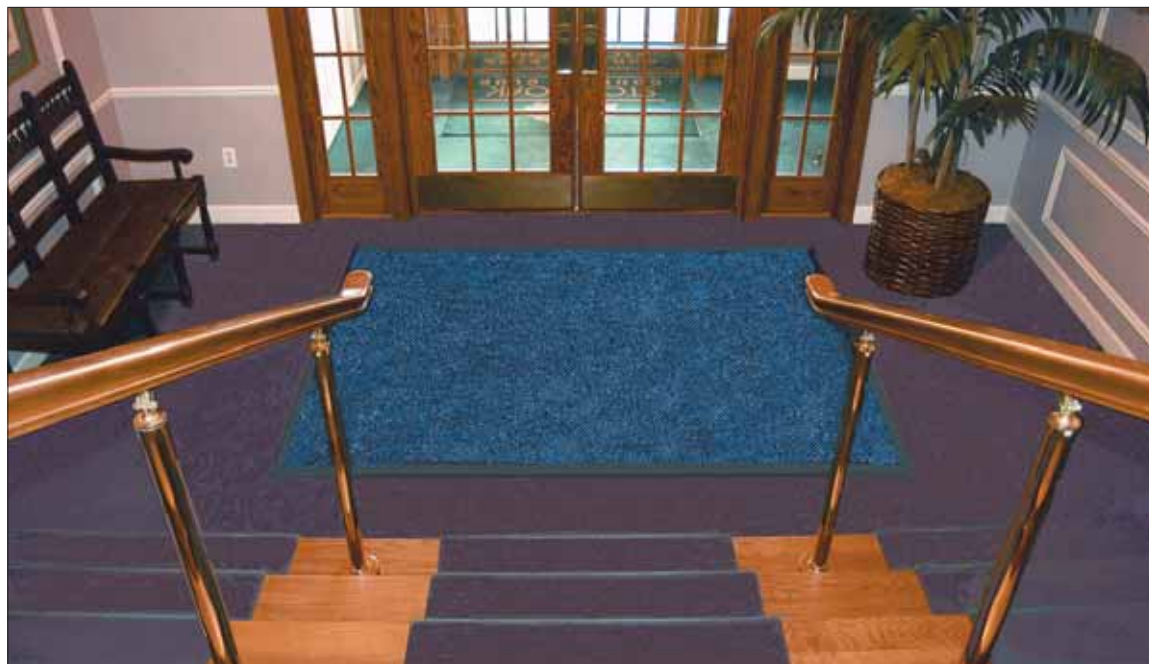
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# Survey Investigates Knowledge of Matting Systems

A recently released survey finds that most facility managers are well versed on the benefits of matting systems.

The survey was conducted for Crown Mats and Matting, one of the oldest manufacturers of matting systems, during early February 2008. Nearly 120 people par-

ticipated.

More than 95 per cent of the respondents indicated they have mats installed at key building entries, and nearly 82 per cent own, rather than rent, their mats.

"Typically, mats purchased by a facility are of higher quality and more effective than rented mats,"

said Christopher R. Tricozzi, vice president of sales and marketing for Crown Mats. "This tells us that these facility managers know how valuable a high-performance matting system can be to the health of a facility."

Further, another survey ques-

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## Choosing Cleaning Management Software That Works For You

tory holidays into the schedule so the true cost of doing the tasks over a year is identified. Other features to look for are scheduled action flags such as annual reviews or equipment maintenance dates.

**Generally:** Most systems will offer a 30-day free trial but when you take advantage of this, you will often find that some features are disabled making for a confusing trial at best. Thirty days isn't very long when you are already busy trying to manage with a system. Look for a system that offers a longer – approximately 60 day trial – with all features unlocked. When I researched this article, I found one company that has

done this and they reported to me that they feel it improved their sales as potential users get more familiar with the software over the longer period. One practice I recommend is to get a list of current users from the software company and contact users to find out what their experience with the software has been.

**Pricing:** Prices do vary immensely, but one thing to keep in mind is that you will invest a lot more dollars (in hours) than the cost of the software itself so the cheapest, upfront cost isn't necessarily the best choice. However, I found one program that is priced based on the square footage managed, so you get a full featured system that meets your needs and

if your organization adds space or you get more contracts, you can buy more licence at a reasonable rate.

An investment in the right type of cleaning management software involves not just the cost of the software but also the cost of your time to administer the program. It's a big decision so you may need to get advice from a consultant before taking the plunge. While this may sound discouraging, in fact many users report that it's the best investment they could have made as having the right system provides real data to support their operational needs particularly when dealing with the budget office.

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# Learning To Think Green: Healthy Cleaning in Educational Institutions

health.

## 3.2 Chemical Cleaning

Chemical based products can offer another environmentally responsible method for effective cleaning. For example, hydrogen peroxide is particularly attractive because it can break up organic matter and then prevent grease from sticking onto the surface. Other benefits of hydrogen peroxide include:

- Creates no toxic or hazardous by-products – it breaks down into water and oxygen.
- Is safe for hard surfaces and textile finishes.
- Has excellent stain removal properties.
- Eliminates odors.
- Improves wastewater quality in sewer systems.
- Helps reduce biochemical oxygen demand (BOD) and chemical oxygen demand (COD) – key parameters in measuring water quality.
- Can detoxify cyanide, nitrogen compounds, chlorine, bisulfate, phenol and a host of other toxic based waste.

Although biological and chemical technologies differ from one another, they can safely complement one another. An ideal sustainable cleaning program will take advantage of the strengths of each technology in order to help obtain an effective and more complete clean.

## 4. Choosing the right Green products

Not all green cleaning products are created equal. Therefore, it is important to educate yourself and ensure that you have chosen the best products for your institution's needs.

All products should meet your organization's criteria for:

- Performance – Saves time while cleaning effectively and ensures the pristine appearance of your educational institution.
- People – Safeguards the health and safety of students, teachers and staff.
- Planet – Raw materials should be biodegradable and meet the highest environmental standards for safe storage, transportation and disposal. More specifically, materials used should be safe on our water systems and aquatic life.
- Price – priced competitively when compared to conventional cleaning products in the same cat-

egories.

In addition, look for products with dilution control. By providing accurate dilutions, the products will perform at their optimal level, thereby maximizing effectiveness, making cleaning easier on your employees and preventing wastage.

Good customer service, support and training can be as important as the right cleaning solution. Look for a company who can offer added value and support in the form of hands-on training, sanitation programs, wall charts, proper labels and MSDS sheets. These tools are an integral part of the process of going green because it is crucial that the products you choose are being used properly for optimal performance.

## 5. Green Building Certifications

The movement towards going Green has led to the development of certifications for buildings and institutions that meet certain standards and guidelines. These certifications provide a tangible and formal recognition of your institution's environmental efforts and thereby award you with a clear competitive advantage.

### 5.1 LEED Program

At the forefront of the green building movement in North America is the LEED green building rating system. The system provides a common understanding of what a green building is in a Canadian context. Buildings are given points or credits based on the ability to meet certain specified criteria. For example, the Richard Renaud Science Complex at Concordia University in Montreal, Que., has received LEED certification and the John Molson School of Business is in the process of being LEED certified as well. The university continues to distinguish itself through its continued commitment to sustainable practices.

### 5.2 BOMA Go Green

BOMA Go Green is a national environmental recognition and certification program for existing commercial buildings. The program is more than a certification: the application process will help assess how well your building is performing and includes suggestions for tangible ways to improve environmental practices. McGill University's Montreal University

Health Centre (MUHC) was granted a Go Green certification last year and is implementing similar initiatives across its various buildings.

## 6. Educating Your Students and Staff about Green Cleaning

Educational institutions play an important role in educating students, teachers, staff and the community about ways to take care of the environment. Below are some specific ways to set an example of putting sustainability first:

- Use innovative cleaning tools, such as microfibre which is environmentally friendly and cost efficient because of its high quality and durability.
  - Use energy efficient cleaning equipment.
  - Use more accurate dilution of cleaning chemicals for cost savings and waste reduction.
  - Use non-chlorine bleached paper towels and tissue.
  - Design and use "best practices" to maximize the use of all materials used in the cleaning process.
  - Eliminate duplication and dispose of outdated or unusable products.
  - Recycling is important, but refilling and reusing is better.
  - Use cold water instead of hot water.
  - Turn out lights in rooms or areas when not occupied.
- Ultimately, your commitment to the safety of your students, teachers, staff and community demonstrates your commitment to the success of your institution and your surrounding environment.

(1) The Green cleaning program addressed general sanitation, air quality, noise control, lighting and general comfort (temperature and climate) kept in a steady state with a thoughtfully organized cleaning and maintenance program.

(2) Source: Healthy School Environmental and Enhanced Educational Performance – The Case of Charles Young Elementary School, Washington, DC, Carpet & Rug Institute, January 2002. (Note: All other factors in this study generally remained the same; therefore, the results can be attributable to the newly-implemented green cleaning and indoor air quality programs).

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# Survey Investigates Knowledge of Matting Systems

tion revealed that two-thirds know a high-performance matting system usually has a longer warranty and is more effective at capturing and trapping soil.

Among other findings:

- 91 per cent know high-performance matting systems play a key role in Green cleaning.
- 70 per cent understand that a "scrapper mat" is placed outdoors to aggressively remove soils from shoes.

Similarly, 72 per cent know a "wiper mat" is placed inside a facility to remove remaining soils, contaminants and moisture from shoes.

SAFETY AND STOPPING SOIL

One survey question asked how many people are hospitalized each day in the United States as a result of slips and falls.

SAFETY AND STOPPING SOIL

One survey question asked how many people are hospitalized each day in the United States as a result of slips and falls.

"Most of the respondents said it was over 1000 per day," Tricozzi said. "However, the correct answer is closer to 10,000, and many of these [accidents] could be pre-

vented if an effective matting system was in place."

As to stopping soil, the respondents were evenly divided when asked how much money its costs to remove one pound of soil from a building. Half answered \$250 to \$500, while others thought it was \$750. The correct answer, according to ISSA studies, is around \$500.

The respondents were also asked what the term "Rule of 15s" means, as it applies to matting systems. A third said it means mats should be 15 feet long.

However, the Rule of 15s actually means three mats – a scaper, a wiper/scrapper and a wiper – each five feet long, should be placed at all building entries. This was correctly answered by approximately 50 per cent of the respondents.

"Overall, we were impressed with the answers to the survey," Tricozzi said. "It is probably because of Green cleaning that so many people know how valuable high-performance matting systems are to occupant health."

Among other findings...  
91 per cent know high-performance matting systems play a key role in Green cleaning.

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