

# Sustainability Is Key To Survival

By Mike Tarvin, Vice President, Multi-Clean

The year 2009 may end up as being a year to remember due to the severity of a recession that has been portrayed as one of historic proportions. At Multi-Clean, we believe there is a historic opportunity for companies that adopt sustainability practices throughout their organization to emerge from the current recession in a stronger, more competitive position. By embracing sustainability inside and out, Multi-Clean has been able to maintain sales in a tough business environment and improve profitability.

In the jan/san industry, this historic opportunity means that all the players in the supply chain will have to sharpen their focus to meet the needs of the customer. The end user is being confronted with shrinking budgets while expectations that facilities must be maintained in a clean and healthy condition are growing. The need to reduce costs is a top of mind issue for in house cleaning operations and building service contractors.

Enter green cleaning, a concept that the jan/san industry is still trying to wrap its arms around and define exactly what it means. The growing interest in green cleaning products is fostering new ideas and innovations, but products are only the beginning. The challenge of the day is to educate and train the end user and building service contractors alike that green cleaning goes beyond the use of certain products. We at Multi-Clean have made it our mission to simplify the

process of implementing green cleaning and provide industry leadership that demonstrates “green” is good for business.

At Multi-Clean, we believe that the best way to supply our cleaning products to the market place is through authorized jan/san distributors. To effectively compete against direct sales and alternative product distribution channels, jan/san distributors and manufacturers must work together to truly add value to the products

they sell. A historic opportunity is at hand for the entire cleaning industry to demonstrate that properly implemented sustainable business practices benefit people, the planet and profits. For the jan/san industry, manufacturers and distributors must work in partnership to show how green cleaning, waste reduction, and improved efficiencies intersect to produce cleaner and healthier buildings. Our company continues to work hard to develop value added educational tools that distributors can utilize to capitalize on this opportunity.

To our existing distributors, we say thank you for your loyalty and support. For those that are looking to partner with a leader that is committed to jan/san distribution, we welcome your inquiries. After 63 years in business, we are prouder than ever to say that Multi-Clean manufactures world class cleaning products made in the U.S.A.



**Multi-Clean**<sup>®</sup>  
Your Guide to Clean