

# GREEN PRODUCTS BENEFITS TO THE CUSTOMERS

Evidence shows that green cleaning provides multiple benefits to facility and their occupants. No wonder a growing number of facilities in the United States expect their janitorial companies to use environmentally friendly cleaning products, equipment and processes.

In order to meet this demand, astute commercial cleaning providers continually educate their janitorial staff on the most effective ways to perform their jobs while protecting the environment.

You can use their expertise to implement your own program, which will help protect employees and customers, the environment and your bottom line.

What does green cleaning entail? The federal government's Executive Order 13101 ("Greening the Government..."), executed in 1998, defined "environmentally preferable" products and services as those that "have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose."

Today, green cleaning programs employ practices that promote health, safety and social consciousness, and include the use of environmentally safe products certified by organizations.

Here are five benefits of implementing a green cleaning program:

## **1. Environmentally friendly cleaning creates healthier surroundings.**

Green cleaning helps improve indoor air quality (IAQ) and reduce the health problems that traditional products cause.

Building occupants, visitors, and janitorial staff experience fewer incidents of skin, eye and respiratory irritations or burns; allergies; multiple-chemical sensitivities; headaches; nausea or other gastrointestinal ailments; poisoning; cancer; reproductive hazards and/or damage to internal organs.

## **2. Healthier environments increase productivity and marketability.**

Healthier employees mean happier employees; statistics show increased worker satisfaction, improved morale, reduced absenteeism, and increased productivity and efficiency.

Employees and customers appreciate knowing that green practices are used in the company.

A green cleaning program helps you market your business as a socially conscious one.

## **3. Green programs help the Earth.**

Implementing a green program can reduce the negative effect your cleaning and sanitary operations have on the environment.

Using environmentally friendly equipment and products in the right manner helps decrease air pollution, water pollution, ozone depletion and global climate change.

Green practices also promote recycling, reduce the use of raw materials and minimize toxic products requiring disposal.

#### **4. Green cleaning helps green the bottom line.**

An effective program can reduce costs to companies, including costs associated with sick leave, health care, productivity loss and litigation.

The actual cost of environmentally safe cleaning products has become more competitive with the price of conventional counterparts, especially when other factors are considered in determining the true cost.

For example, a conventional product that is extremely high in alkaline could burn a janitor, which would result in additional medical and sick leave costs, and these increased operating costs may be passed on to the facility.

#### **5. Going green increases the safety of the building and protects property values.**

While the crux of green cleaning is about reducing health risks — for humans and other living things — the process provides other benefits to the facility.

Green procedures, including proper use, storage and disposal of materials, actually reduce the likelihood and frequency of fires, explosions, spills and splashes.

Green products are less hazardous and reduce the risk that janitors, the facility, or an occupant will be harmed by the product.

An expert green cleaning company also trains its staff to use correctly diluted products and the right product for each job.

In addition, preventative measures also play an important role in a green program.

#### **Take the next step.**

If you desire to go green, simply substituting safer cleaning products is a start, but a green cleaning expert will consider your facility holistically and suggest more widespread changes.

The field of green cleaning continues to expand, and with the right partner, you can expect greater financial rewards and a happier, healthier environment for all.