

WINTER 2019

# Clean Canada



CHANGING THE WAY THE WORLD VIEWS CLEANING

**Two Shows,  
One Location,  
One Common Goal:**

**ISSA SHOW**

CANADA 2019

June 11 - 13, 2019

Metro Toronto Convention Centre  
Toronto, Ontario



**Uncovering  
the Truth About  
Private Label**

**The Germiest Place  
in the Airport May  
Surprise You**

**ISSA**  
**CANADA** Advancing Clean.  
Driving Innovation.



**Clean Canada** is the marketing vehicle of ISSA Canada and is circulated to all ISSA Canada members. The e-newsletter is intended to provide news and views from the industry, as well as highlight upcoming educational opportunities and networking events being held across Canada. **Clean Canada** is published four times per year – Winter (December), Spring (April), Summer (July) and Fall (September).

ISSA Canada is the body formed by the merger of ISSA, the worldwide cleaning industry association, and the Canadian Sanitation Supply Association (CSSA) in May 2017. The purpose of ISSA Canada is to provide the industry and its members with a high degree of professionalism, technical knowledge and business ethics.

ISSA Canada's mission is to reach out to all sectors of the Canadian cleaning industry in order to unify the nation's cleaning community, and increase the appreciation for cleaning as an investment in human health, the environmental and an improved bottom line.



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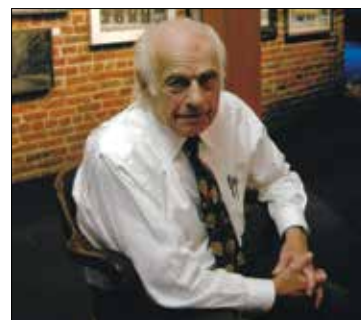
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# Uncovering the Truth About Private Label

Sales growth of private-label products was more than three times the rate of branded products in 2017, according to the Nielson Co. in its study of consumer goods. Nielson also said, “Retailer-branded, private-label products have surmounted stigmas of value and quality. In the last year, we’ve seen a complete reversal in growth trajectory compared to manufacturer branded items.”

Meanwhile, an informal survey of private-label manufacturers at ISSA Show North America 2018 showed the private-label business in the cleaning industry is growing.

Could the surge in private-label products be the trend *du jour*?

## Private Label vs. Private Brand

To be clear, private-label products

are products manufactured by one company that is labeled under another company’s name. But is it “private label” or “private brand?” Some use the term interchangeably. Others make a very definite distinction.

“If you say ‘private label,’ it means you put a label on something. ‘Private brand’ means that you create the whole marketing package,” said Steve Lewis, president

of Golden Star Inc., a manufacturer of mops and other cleaning textiles. “We manufacture both private-label and private-brand products because some other customers prefer to produce their own marketing collateral.” The majority of Golden Star’s business is private brand.

Nyco Products Co. President and CEO Bob Stahurski is a firm believer in the private brand approach. The company manufactures more than 450 formulations, mostly liquids, and 25 to 30 per cent of the product mix is Nyco brand.

“We prefer to work with companies that are focused on their private brand,” he said. “A company that can articulate its brand value, brand strategy and brand promise does better than a company that just wants its name on something. The executive team’s commitment to private

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# Uncovering the Truth About Private Label

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branding has to be there for a company to be successful with it.”

To make a private brand work, the consultative selling process is critical, according to Stahurski. “If the only things that are important are price and supply, a customer can place the order for those products on their cell phone.”

## Disrupters

Stahurski lists several disrupters in the industry: “There’s the B-to-B e-commerce trend. And then there are the tertiary players – such as the office products businesses – that are taking market share. These disruptions will be more pronounced if the distribution model is unable to keep up with the changes in the market.”

One of the ways both distributors and suppliers are bracing themselves against disrupters is with private-label products. Distributors position against national brands with their own private-label products. Manufacturers have a number of options, including manufacturing private-label products for online merchants, even disrupters like Amazon.

According to Scott Jarden, president of The Bullen Companies Inc., a craft blender of more than 4000 different specialty cleaning products, “We’re not worried about Amazon. They come to us with requests. And, we sell via Amazon ourselves. We sell at suggested resale price, one bottle at a time. As a manufac-

turer, we have to diversify ourselves and reach out to different customer bases. Because of these changes in the marketplace, we can’t live and die by jansan.”

In the floor pad arena, according to Rick Mazzoli, vice president of operations for ACS Industries Inc., a manufacturer of floor and hand pads, Amazon has tried to engage in the floor pad business, but hasn’t yet been successful. Mazzoli believes it’s because there’s a technical aspect to floor pads. “Amazon could have an impact on our market down the road, but we’re not seeing it yet,” Mazzoli commented.

Golden Star’s Lewis believes the internet is changing buying patterns.

“Millennials prefer internet purchasing as their preferred method of procurement,” he said. “Amazon is really driving this home.”

Stahurski, Jarden and Chris Tricozzi, vice president of sales for Impact Products LLC, a manufacturer of cleaning industry supplies and accessories, each mentioned consolidation is a disrupter – and worrisome. But Tricozzi was philosophical about it.

“Our company believes that someone is always going to make products, and someone is always going to buy products,” he said. “How products get there is what will continue to change.”

## Trends

“Private labeling has waves of popularity,” Jarden said.

“People get lulled into the opinion that a national brand

vides security, and then things change. And then they come back to their private-label brand.” Half of Jarden’s company’s production is in private brands, and a lot of the products are custom, coffee urn cleaners, for example.

Impact Products is seeing the demand for private-label products increase because of the “online retailers’ effect,” according to Tricozzi.

“People like to have their own part numbers, cartons and product labeling that you can’t scratch off, even though there was a time that people became skeptical about private label due to liability concerns,” he said. Impact started as a private-label business, and today, 20 to 25 per cent of its business is private label.

## Differentiation or Price Point?

Some think of private label as a price-point concept; others look to be Costco and Trader Joe’s products that people often feel are better than national brands. If you Google the Costco and Trader Joe’s brands, you’ll find multiple stories and examples that support this “better than” opinion.

Yet there are some distributors that use their private-label brand as something that is secondary to a national brand to allow them to come in with a low price on a “commodity” product.

“In some cases, price is a factor for distributors, so they bring in private brand for street-competitive pricing to capture bid business, contracts, etc.,” Lewis said.

The other key motivator for many distributors, according to Lewis, is to get insulation against competitors, especially in bidding wars. He feels that private-label/private-brand mop sales will increase as a defense mechanism against margin erosion as well as a way for distributors to differentiate themselves in the marketplace.

## Reasons to Private Label

Derek Wallace, vice president of sales for Claire, an aerosol manufacturer, maintains that in this day and age, people find products and prices everywhere.

“Private label can be a differentiator,” he said. “It promotes distributors’ own labels and brands. We think of private-label products as an annuity business for distributors. The margins are great, the growth rates are well above industry averages, and people who are trying to differentiate their businesses are inspired to do it with pri-

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## INDUSTRY EVENT



**ISSA SHOW**  
CANADA 2019

# Debuts **June 11 to 13, 2019** at the Metro Toronto Convention Centre

**I**SSA, the worldwide cleaning industry association, is bringing its one show for facility solutions to Canada. ISSA presents its industry-leading trade shows around the world to showcase new technologies and bring the cleaning industry together. ISSA Show Canada promises to be no different.

Being held June 11 to 13, 2019 at the Metro Toronto Convention Centre (North Hall) in downtown Toronto, ISSA Show Canada is the result of a partnership between ISSA and MediaEdge's Real Estate Management Industry (REMI) Network.

In an effort to unite the industry and raise the bar to achieve healthier and sustainable buildings, this premiere exposition promises property and cleaning professionals from across the country a first-hand look at the innovative technologies available in the industry. Additionally, it will provide an outstanding platform for informed insight on best practices, industry certifications and training, and educational programming that touches

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## Supporting Youth Through Scholarships

**I**SSA is pleased to announce applications are currently available for the 2019 ISSA Scholars program.

Over the last three decades, ISSA has provided nearly \$4 million in financial aid to over 1000 college aged students.

Moving forward, the association envisions its ISSA Scholars as lifelong cohorts of scholar-based constituents. It is anticipated that these cohorts will maintain a connection with the worldwide cleaning industry throughout their life and career, manifesting in a range of advocacy and support for the industry.

ISSA's vision includes larger, four-year scholarships and guaranteed paid summer internships.

To participate, candidates should be entering or continuing studies at a fully accredited four-year college or university in the fall of 2019, to major in whatever program they desire. Scholarship awards will be made on the basis of merit, individual accomplishments and evidence of leadership. Financial need and other special circumstances may also be considered.

To be considered for this award, candidates should supply all necessary documents along with the application post-marked by March 1, 2019. All applicants will be notified in June 2019. ISSA Charities Scholarship awards will be sent directly to the cashier of each recipient's chosen university, based on the school's calendar (semester or quarter basis). The awards are not renewable; however candidates may re-apply in successive years. 🍁

*For more information, please contact Tracy Weber at [tracy@issa.com](mailto:tracy@issa.com) or (800) 225-4772. To download the application form, please visit [www.issa-canada.com](http://www.issa-canada.com).*

## ISSA SHOW CANADA 2019

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**Debuts June 11 to 13, 2019**  
at the Metro Toronto Convention Centre

upon relevant and emerging topics within the Canadian facility and cleaning markets.

"We are committed to uniting the industry and offering a platform to ensure facilities are kept clean, healthy, sustainable and operating smoothly by highly-educated and motivated cleaning professionals," said Mike Nosko, executive director of ISSA Canada. "ISSA Show Canada will elevate the standards of professionalism in the cleaning industry and the robust education program will deliver on that commitment, resulting in more knowledgeable

and better trained cleaning staff."

With over 9200 members, ISSA is the world's premier trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools, educational products and industry standards they need to promote cleaning as an investment in human health, the environment and an improved bottom line. 🍁

*For more information, please visit [www.ISSAShowCanada.com](http://www.ISSAShowCanada.com)*

## Orkin Canada Releases Top Canadian Bed Bug Cities

**O**rkin Canada has released the top 25 Canadian cities afflicted with bed bugs and Toronto, ON, tops the list. Cities were ranked by the number of residential and commercial bed bug treatments the company performed from January 1, 2018 through to December 31, 2018.

1. Toronto, ON
2. Winnipeg, MB
3. St. John's, NL
4. Vancouver, BC
5. Halifax, NS
6. Ottawa, ON
7. Hamilton, ON
8. Sudbury, ON
9. Windsor, ON
10. Scarborough, ON
11. Edmonton, AB
12. London, ON
13. North York, ON
14. Oshawa, ON
15. Moncton, NB
16. Calgary, AB
17. Mississauga, ON
18. Montreal, QC
19. Etobicoke, ON
20. Burnaby, BC
21. Peterborough, ON
22. Regina, SK
23. North Bay, ON
24. Thunder Bay, ON
25. Sault Ste. Marie, ON

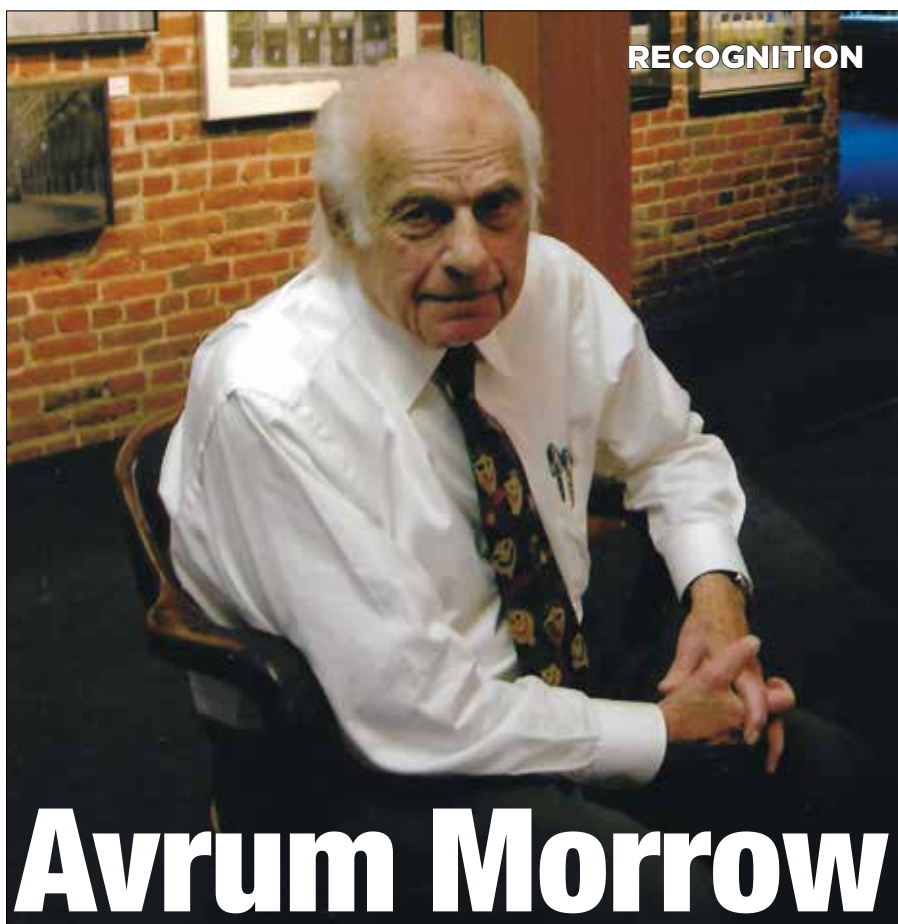
Bed bugs are extremely efficient hitch-hikers. They can move easily across a room and climb onto luggage or anything left on a bed in just one night. Below are some tips to consider when travelling:

- Do not put your clothing or luggage directly on the bed. If the bed bugs are present in the bed, they can climb into bags, suitcases or any laundry left on the bed.
- Use metal luggage racks at all times. Bed bugs cannot easily climb metal surfaces, so they make an ideal overnight spot for your suitcase. Keep the rack away from the walls and any wooden furniture.
- Use small plastic bags to pack clothing, shoes and other personal items. This will help prevent any bed bugs that climb into your suitcase from getting into your house with your clothing. Bed bugs can also hide in books, cloth toiletry kits and other non-metal personal items.
- Hotels aren't the only bed bug travel threats. Bed bugs thrive in dark, cool places with long-term access to humans. They can also be found on airplane and train seats, buses or in rental cars. It's rare but it is possible to pick up bed bugs in places like these.

*For more information about bed bug prevention, visit [Orkin.com](http://Orkin.com).* 🍁



RECOGNITION



# Avrum Morrow

Philanthropist and Founder of Avmor Ltd.  
Passes Away at 93

**I**t is with great sadness that Avmor Ltd. has announced the passing of Avrum (Avi) Morrow, philanthropist and founder of Avmor Ltd., at the age of 93. Morrow founded Avmor Ltd., a leading manufacturer of professional cleaning solutions for the janitorial and foodservice markets, in 1948 with his brother-in-law, Henry Chinks.

Avi's unique personality helped instill a special culture at Avmor, including traditions such as an annual turkey give away to ensure that all employees have a robust holiday dinner. Avi also brought his passion for art to the workplace with a beautiful custom designed mural painted in the cafeteria when Avmor moved to its current location in 1998. This past October, Avi and his wife Dora helped celebrate Avmor's 70<sup>th</sup> Anniversary with its employees. This celebration was a reflection of his belief that all employees should be part of the organization's success.

Avi was widely recognized for his accomplishments in both the sanitation

industry and the broader community. He was awarded the Sam Tughan Achievement Award by CSSA in 1993, the highest honor in the sanitary supply industry in Canada. He was also awarded the Jack D. Ramaley in 1998 by ISSA, and Industry Distinguished Service Award for individuals who have demonstrated outstanding service to the cleaning and maintenance industry through their innovation, professionalism, leadership, elevation of industry standards, promotion of the association's growth and development, unselfish dedication without personal gain, and emulation of the ISSA

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## CIRI Annual Science Symposium to Address Effective Cleaning

**T**he Cleaning Industry Research Institute (CIRI) will outline how effective cleaning protects human health at its 2019 Science Symposium, which will be held at Miami University in Oxford, OH, July 15 to 17, 2019.

The symposium will feature peer-reviewed data and research on the latest cleaning information and methods. Greg Whiteley, PhD, a researcher in disinfection and cleaning science, will deliver the keynote presentation, *"Anticipating Threats to Human Health."*

Any individual or organization interested in presenting a technical or research paper at the symposium is invited to contact CIRI Executive Director John Downey at [john@ciriscience.org](mailto:john@ciriscience.org).

CIRI's mission is to raise awareness about the importance of cleaning through scientific research. Its goal is to expand existing research, help its members to be more effective, improve people's understanding about the importance of cleaning, and influence the development of public policy. 🍁

**REMI** **ISSA** **SHOW**  
SHOW '19 CANADA 2019

Designed for Building Owners, Managers & Cleaning Professionals

June 11 to 13, 2019  
The Metro Toronto Convention Centre,  
North Hall, 255 Front Street West,  
Toronto, ON, Canada

LEARN MORE

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## Avrum Morrow

Philanthropist and Founder of Avmor Ltd.  
Passes Away at 93

Code of Ethics. Avi made history when he was the first person from the sanitation industry to be named to the Order of Canada. This distinction, the highest honour for a civilian in Canada, was a tribute to Avi's achievement in business and his lifetime of dedication to the community.

While Avi was deeply committed to the success of Avmor, he was also a great supporter of the arts. So great with this passion that he transformed Avmor's original headquarters in the heart of Old Montreal into an art museum. Morrow commissioned over 400 paintings, sculptures, photographs and drawings from artists young and old, famous and unknown of the Avmor building at 445 Ste. Hélène Street. This collection, which began when Avi asked RD Wilson to sketch the building for the company Christmas card in 1965, is still on display for people's enjoyment.

Avi was also a long-time supporter of Concordia University, McGill University, the University of Ottawa and various other community organizations such as Sun Youth. For over 30 years, every Spring, he was responsible for giving away more than 1700 new bicycles, helmets and locks to disadvantaged kids through Sun Youth, all of which was done anonymously. With his recent passing, it can now be revealed that Avi was the Bikeman.

Avi is survived by his wife of 71 years, Dora, his daughter Juli, two grand-daughters, and many nieces and nephews, including Mattie Chinks, who has been working at Avmor for the last 50 years and is the current company president. The industry will miss this iconic figure. 🍁



By ALISON ZIEMIANSKI



## The Germiest Place in the Airport Might Surprise You

**W**e all know that airplanes are germ hotspots particularly the washrooms, tray tables and armrests, but what is the germiest place in an airport? The answer may surprise you.

When travelling to that dream destination, the last thing you want is to get sick. Travel, especially with family and young children, can be stressful so it's easy to understand how we might overlook some obvious germ hotspots, and let our hand hygiene behaviours go when they should be on high alert.

The increase of international and national travel has made the rapid spread of infectious diseases possible. Little information is available on the role of major traffic hubs, such as airports, in the transmission of respiratory infections including seasonal influenza, but if you stop and think about it, it's not difficult to see how large the risk could be.

To better understand this risk, researchers at the University of Nottingham and the Finnish National Institute for Health and Wellness<sup>1</sup> swabbed services around the Helsinki-Vantaa airport in 2016 during peak flu season to identify the places with the most germs.

Researchers found evidence of viruses on 10 per cent of the surfaces tested and most commonly on the plastic trays that are circulated at the security X-ray checkpoint. Cellphones, wallets, belts, shoes, purses, coats, scarves and hats are just

a small number of the various personal items that are placed in and taken out of each plastic tray countless times during a day – seems like an obvious place to swap germs now, doesn't it?

Other high-risk areas include self-check-in kiosks, passport control counters, water fountains, handrails on escalators, elevator buttons and counters at stores within the terminals. The most common virus found in the survey was rhinovirus, which causes the common cold but the swabs also picked up the influenza A virus, AKA the flu.

Interestingly, in the samples taken no respiratory viruses were found on toilet surfaces. This does not account for other potentially harmful bacteria commonly found in washrooms but may be attributed to people using extra caution in obvious germ hotspots.

This is where simple precautions including frequent and proper handwashing as well as coughing and sneezing into a tissue or your sleeve are your best defense against pesky germs in crowded areas like airports. So the next time you are travelling, toss a travel size bottle of hand sanitizer into your carry-on and clean your hands. Be sure to wash your hands with soap and water for at least 30 seconds when you are in the washroom, as clean hands will not only help you STAY HEALTHY on your travels but also oth-

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# Successful Training Expectations Begin with Coffee



Creating your in-house training program requires a consistent message that reflects your company's values and culture

**D**uring the summer of 2012, after several rounds of intense interviews, I accepted an offer to work for Violand Management Associates. My first day, I cleaned up the best I could, put on a brand-new set of clothes and headed off to learn what I would do for the rest of my career.

Since I was working for a company that helps other companies grow, in part by training and developing top talent, I was confident I would be quickly engrossed in training on ideas and concepts to fast track me to success.

I sat down with my new co-workers and the boss, convinced I was about to have my mind blown through world-class, on-the-job education.

The first training I received was how to make a decent pot of coffee.

Six years later, I understand why coffee making was the initial training I received.

The first person to show up to the office in the morning is expected to make the first pot of coffee for everyone. The coffee is supposed to taste the same way, every time, to the standard designated by the owner. That pot of coffee sets the bar for every person, every day. If something as simple as coffee is not consistently done correctly, what then becomes the expectation for everything else throughout the day? Everyone in our company knows this expectation and its importance.

Every employee hired after me who works in the office starts with the same lesson and is given the same expectation

and training concerning the consistently perfect pot of coffee.

## Systemization

We all know training is important, and it goes far beyond office beverages. I believe the single most important reason for training is to provide employees with the education and tools needed to perform at or above the expectations set by the company leadership and those standards set by the industry.

To do so, companies must establish their own systematic onboarding and development program, and hold everyone accountable to the opportunity for improvement. Notice I said *opportunity*. Because if the manager or employee is not in the mindset of desiring constant self-improvement, there is no need for future employment. Assuming self-improvement is important, let's continue.

## Developing

The first step in an onboarding and development program is to create expectations and outline responsibilities for every position in the company. Identify both the technical and professional requirements needed for each employee to perform at an acceptable level.

Do you have written job descriptions for every position? Do you routinely communicate this information to everyone in the company so there is a full understanding of each person's role? If the

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## Brookfield Global Integrated Systems (BGIS) Embraces CIMS-GB

**I**SSA Canada is pleased to announce that BGIS, a leading provider of real estate management services, has recently adopted ISSA's Cleaning Industry Management Standard (CIMS) as part of its cleaning subcontractor pre-qualification requirements for future RFP's where possible. This cleaning standard, known as CIMS-GB, will form part of the evaluation criteria for BGIS's future janitorial service contracts.

The CIMS-GB certification was established to help meet the growing demand for greener, more sustainable facilities and the achievement of Leadership in Energy and Environmental Design (LEED) certification. Implemented as the sixth dimension of the CIMS program, CIMS-GB designation offers cleaning organizations a certification that is closely tailored to provide customers with precisely what they need to secure points under the LEED for Existing Buildings: Operations and Maintenance (LEED EB: O&M) Green Building Rating System, while greening their overall operations. CIMS-GB certification demonstrates an organization's capability to assist customers in achieving LEED EB: O&M points and offers assurance that they are prepared to partner with them in the LEED process.

"We are excited with this opportunity to show leadership in our industry by recognizing the professionalism and quality assurance that an ISSA certification brings to the clients of the corporate real estate cleaning industry, and

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## The Germiest Place in the Airport Might Surprise You

ers around you.

In summery, don't forget to:

(1) Always wash your hands when they are dirty, after contact with high touch surfaces and before eating.

(2) Do not cough into your hands – aim into your elbow, not your hand.

(3) Do not sneeze into hands, use a tissue or aim into your elbow, not your hand.

(4) Keep your fingers out of your eyes, nose and mouth. 🍁

### FOOTNOTE

(1) <https://www.nottingham.ac.uk/news/pressreleases/2018/september/airport-security-plastic-trays-harbour-highest-levels-of-viruses-study-finds.aspx>

– Reprinted from the Deb Blog

## Last Day of Cruise Cancelled for Cleaning

A Royal Caribbean cruise ship returned home early after 277 passengers fell ill with what is suspected to be norovirus.

The MS *Oasis of the Seas* cruise ship returned to Port Canaveral, FL, one day earlier than scheduled due to the outbreak, and the company plans to fully sanitize the ship before its next voyage. Royal Caribbean officials said they were waiting for results to confirm whether or not the outbreak was the result of norovirus.

Passengers aboard the ship recounted the extra precautions *Oasis of the Seas* staff were taking to prevent the spread of gastrointestinal illness to others, such as quarantining passengers to the ship when it reached port, and cleaning the smallest of high-touch areas – including the individual rocks on the rock-climbing wall after each use. 🍁

# Successful Training Expectations Begin with Coffee

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answer is no, stop and create them now. You cannot create a training program for a job that is not clearly defined. If the answer is yes, let's continue.

### Outsourced Training

Take a look at the technical and professional requirements of each person's role: Have you identified which are industry standards versus company standards? Knowing this, we can then decide which part of the training can be done in house and which requires outside help.

In-house training differs depending on the size of the company. Larger companies may have designated human resources reps who provide their training, while smaller companies lean on individuals to piece it together. The core of any in-house training should be giving employees insight into what is expected of them and how these expectations support your company's mission and vision. Many times, this training will include items specific to your company and its culture. It is during this time that company standards should be discussed and agreed upon.

Outsourced training is typically best for learning industry standards, earning certifications and acquiring information your company does not have the resources to provide.

When choosing who to use for training, I suggest leaning on your industry networks and connections to find how certain classes and certifications have been used to achieve improvement in other companies.

### Delivery

There are many factors to consider when deciding how training should be delivered. A recent study conducted by Axonify, an online training company, found the following:

- 90 per cent of respondents said training needs to be easy to complete and understand.
- 87 per cent of respondents said training needs to be available anytime, anywhere they need it, in order to do their jobs.
- 85 per cent of respondents said

training needs to be engaging and fun.

- 85 per cent of respondents said training needs to be personalized to them.

So that we all understand this, those receiving the training prefer it to be easy, available anytime and anywhere, and personalized for them to want to take it. Seriously? It sounds like they would also like to eat ice cream and pet puppies while being trained. In this case, it seems to me the wrong people are setting the expectations. It's your company's job to deliver the best training, regardless of its fun factor.

### Employee Understanding

My advice is to demonstrate to your employees how training will help them further their abilities and advance their careers, as well as how it aligns with their job descriptions to make their jobs easier to perform. Explain why continual learning and self-improvement are core values within your company. Have employees participate in writing their individual employee development plans every year. Have them explain why they want to learn more about certain subjects, how it will help them perform better in their jobs, and how achieving this training will help them move the company closer to specific business objectives and goals. Give employees a budget and have them explore options for their desired training. Challenge them. When employees have skin in the game, they are more likely to be engaged in the training and demonstrate what they learn.

If you want to make training fun, as the survey says people desire, work with them to explore not only what they need to be trained on, but also the training they can get once they meet certain requirements. Show them how they can be rewarded for going above and beyond by having the opportunity to explore areas that are exciting to them. This will open a whole new world of possibilities to them and allow you to find out a little more about who they aspire to be and their long-term plans with your company.

One more tip: Acknowledge your employees publicly when they complete a

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# Uncovering the Truth About Private Label

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vate branding,” Wallace says 75 per cent of Claire’s business is private label.

Technology has also made private brands more accessible.

“We now print labels in house, instead of silk screening, so the minimums for packaging and marketing purposes are smaller than they used to be,” Jarden said. When he started in this business, one-colour silk screening was the norm. “Now we have the capacity to print beautiful, multi-colour labels in house. No more silk screening,” he said, smiling.

A private-label manufacturer can also be flexible.

“We have the freedom to decide to manufacture one product for just one customer,” said Ailene Grego, president and CEO of American Formula, a manufacturer of commercial cleaning solutions. “We can make anything we want. We pay careful attention to the cues we get from our customers and listen to what they need, and what their pain points are.”

## What’s up with National Brands?

Some say as long as you have a unique product in the market, or a patentable item, you wouldn’t private label it. One company (not interviewed for this article) apparently felt so strongly about this that

it stopped all its private label ventures and only produce nationally branded products.

Mazzoli says ACS is trending more toward its own national brand, especially for unique products, such as its patentable pads, Gorilla brand pads, and the pads with new technology – even though 60 to 70 per cent of the company’s business is private label.

“With the combination of ACS, ETC and Treleoni, since last year’s ACS acquisition of Treleoni and ETC, we have a strong identity in the marketplace,” Mazzoli said. “We are linking our innovative products to our company name and brand.”

Mazzoli noted the bread-and-butter type pads – the reds, blacks and whites – are where the private-label focus is.

“Something that will never go away for us is our commitment to our distributors, to whom we say, ‘there’s a name on the industry’s best floor pads, and it’s yours.’” 🍁

*Gretchen Roufs, APR, is a cleaning industry veteran and owns a marketing and public relations business in San Antonio, TX. She can be reached at [Gretch@GretchenRoufs.com](mailto:Gretch@GretchenRoufs.com).*

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# Successful Training Expectations Begin with Coffee

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training class. It shows everyone that training is important to leadership and reinforces its importance within the company.

Something scary also came out of the survey mentioned above: 30 per cent of respondents said they have never received *any* training on the job they currently have. Not only is this alarming, but imagine how much more effectively they could perform if they were trained.

Once businesses and employees understand expectations, an employee development training plan can be designed and implemented. The result of the training should be consistent and competent

performance at every level – even if it starts with something as commonplace as the day’s first pot of coffee. 🍁

*Jeff Jones is the director of sales and marketing for Violand Management Associates (VMA), a highly respected consulting company in the restoration and cleaning industries. Jones has a wide range of experience in professional sales and marketing involving all levels of decision makers. Through VMA, he works with companies to find the right mix of programs and services to help them develop their people and their profits. To reach him, visit [Violand.com](http://Violand.com) or call (800) 360-3513.*

## CALENDAR OF EVENTS

**MARCH 26 - 27: Clean Buildings Expo**, Baltimore, MD. For more information, visit [www.issa.com](http://www.issa.com).

**MARCH 28: CIMS “ISSA Certification Expert” (I.C.E.) Workshop**, Baltimore, MD. For more information, visit [www.issa.com](http://www.issa.com).

**JUNE 11: CMI Accredited Auditing Professional (AAP)**, Metro Toronto Convention Centre, Toronto, ON. For more information, contact ISSA Canada.

**JUNE 11 - 13: ISSA Show Canada**, Metro Toronto Convention Centre, Toronto, ON. For more information, contact ISSA Canada.

**JUNE 14: CIMS “ISSA Certification Expert” (I.C.E.) Workshop**, Metro Toronto Convention Centre, Toronto, ON. For more information, contact ISSA Canada.

**NOVEMBER 18 - 21: ISSA Show North America**, Las Vegas Convention Center, Las Vegas, NV. For more information and to register, visit [www.issa.com](http://www.issa.com).

## BGIS Embraces CIMS-GB

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we are pleased to incorporate this standard as part of our cleaning subcontractor requirements,” said John Castelhano, AVP Strategic Sourcing, North America.

Having been recently named to Canada’s Clean50 list for 2019, BGIS continues to raise the sustainability bar by providing innovative and sustainable solutions to their clients.

“Environmental sustainability is a core part of BGIS’s operating philosophy and values,” said Gord Hicks, CEO, BGIS. “As an organization, we will continue to ensure that our subcontractors and suppliers maintain high environmental standards which may include the CIMS-GB certification for the cleaning industry.” 🍁

*A full listing of Canadian CIMS and CIMS-GB certified companies is available at [www.issa-canada.com](http://www.issa-canada.com).*



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