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The Crucial Role of Distributor Sales Representative Training in the Cleaning Products Industry

By TOM FOURNIER,
Chair, ISSA Canada Distributor Council

Training plays a pivotal role in equipping distributor sales representatives with the necessary skills and knowledge to excel in their roles. I recently hosted a panel discussion at the ISSA Canada Show held in Toronto, that

delved into the significance of training for distributor sales representatives. The panel, consisted of **Shannon Hall** – VP Sales and Marketing for Dustbane Products Ltd.; **André Foisy** – Director of Development for Larose et Fils Ltée.; **Jean L'Heureux** – VP Strategy and Inventory Management for Imperial

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Join the mission to create an inclusive industry with advancement opportunities for all... Join the ISSA Hygieia Network - IT'S FREE TO JOIN!

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, Spring, Summer and Fall. For more information, please contact:



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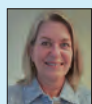
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Cleaning & Hygiene



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Distributor Council Chair



Stephane Lafond
Lalema



Manon Larose
Larose et Fils Ltée.



Henry Reimer
Enterprise Paper

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The Crucial Role of Distributor Sales Representative Training

Dade Canada; and **Argiro (Jill) Sigouna** – Co-Owner for Evripos Janitorial Services. In this article, we will explore the key insights shared during the discussion, highlighting the importance of training in areas such as product knowledge, market understanding, sales methodology, and more.

1. Product Knowledge: One recurring theme discussed by the panelists was the vital role of product knowledge for distributor sales representatives. In a competitive marketplace, representatives must be well-versed in the features, benefits and applications of the cleaning products they sell. This expertise not only helps them provide accurate information to customers, but also builds credibility and trust.

2. Market Knowledge: Understanding the dynamics of the cleaning products market is crucial for sales representatives. They need to stay updated on emerging trends, market segments and the unique needs of different customer groups. By gaining in-depth market knowledge, representatives can tailor their sales strategies to effectively address customer requirements and stay ahead of the competition.

3. Market Indices: Panelists emphasized the importance of staying informed about market indices and industry benchmarks. Distributor sales representatives should be equipped with the ability to interpret and utilize market data effectively. This knowledge enables them to make informed decisions, identify growth opportunities and proactively address market challenges.

4. Sharing Success Stories: The panelists highlighted the significance of fostering a culture of sharing success stories within the cleaning products industry. Distributor sales representatives should be encouraged to share their experiences, wins and best practices. This not only motivates the team but also serves as a valuable learning resource for others, allowing them to replicate successful strategies.

5. Sales Methodology: The CPSA (Canadian Professional Sales Associa-

tion) received a well-deserved shout-out during the discussion for its contributions to sales methodology and training. Implementing a structured sales methodology equips representatives with a systematic approach to sales, ensuring consistency and effectiveness in their interactions with customers. Training programs focused on sales methodology provide valuable tools, techniques and frameworks to enhance the sales process.

6. Self-Development: Continuous self-development emerged as a critical aspect of distributor sales representative training. Encouraging representatives to invest in their personal growth and professional development helps them stay motivated and engaged. By offering resources for self-improvement, such as workshops, webinars and industry conferences, organizations can empower their representatives to reach their full potential.

7. Industry Knowledge: Panelists stressed the significance of distributor sales representatives possessing comprehensive industry knowledge. Understanding industry trends, regulations and standards enables representatives to position themselves as experts in the field. Customers appreciate working with knowledgeable representatives who can provide guidance and solutions tailored to their specific needs.

Conclusion: The insights shared during the panel discussion at the ISSA Canada Show highlighted the indispensable role of training for distributor sales representatives in the cleaning products industry. From product knowledge and market understanding to sales methodology and self-development, training initiatives play a vital role in equipping representatives with the skills and knowledge necessary for success. By investing in robust training programs and fostering a culture of continuous learning, organizations can empower their sales teams and ensure their competitive edge in the marketplace.

By acknowledging the importance of distributor sales representative training,

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Choosing Quality

Tips for finding the best cleaning service for your facility

By TIM POSKIN

Cleaning is an important aspect of maintaining a healthy, hygienic environment. Whether in a commercial setting – such as an office or retail space, or in a residential setting – keeping spaces free from dirt, dust and other contaminants is a non-negotiable necessity for facility managers.

However, not all cleaning services are created equal. In order to ensure that a space is truly clean, it's important to choose a cleaning service that prioritizes quality. Here are some key factors to consider when discerning the best cleaning service for your facility.

PROPER CLEANING TECHNIQUES AND EQUIPMENT

The first factor to examine is the service's use of proper cleaning techniques and equipment for each surface and soil type. For example, a good cleaning organization will use a combination of vacuums, mops and microfibre cloths to remove dirt and dust, rather than just relying on a single tool. Some organiza-

tions utilize cleaning tools with validated production rates that determine how quickly and efficiently they perform in real conditions.

ATTENTION TO DETAIL

Another important aspect of cleaning quality is attention to detail. A good cleaning organization will take the time to thoroughly plan out the servicing of every inch of cleanable space, including hard-to-reach areas such as corners and baseboards. It will also pay attention to small details, such as wiping down fixtures and removing cobwebs. This attention to detail ensures that a space is truly cleaned for health, rather than just

giving the appearance of being clean.

SAFETY FIRST

Quality cleaning organizations also prioritize safety. This includes using cleaning solutions and equipment that are safe for both the cleaning staff and the building inhabitants. Crews take steps to minimize the spread of germs and bacteria, such as regularly sanitizing high-touch surfaces.

CLEANING CERTIFICATIONS

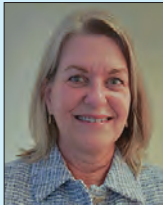
Another way to determine the quality of a cleaning service is to check if it holds certifications and accreditations. ISSA and its Cleaning Management Institute (CMI) certify cleaning organizations that meet certain standards of quality, safety and customer service. Being certified reveals an organization's values and confirms its commitment toward providing high-quality cleaning services – all of which can provide you

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ISSA Canada Distributor Council Appoints New Members

The ISSA Canada Distributor Council is pleased to introduce two new members to the group – Manon Larose and Robert Bertuzzi.

Manon Larose is the president and CEO of Larose et Fils Ltée., a distributor and manufacturer of cleaning chemicals. Following her MBA, Manon joined the family business which was founded in 1954 by her father and grandfather. Although this was not her career plan at the time, Manon soon discovered an affinity for the people, and the scope and importance of the janitor industry. A strong believer in growth through collaboration with peers, Manon enjoys every opportunity to share ideas and shape her vision through exchanges with other entrepreneurs, customers, partners and industry leaders.



Manon Larose
Larose et Fils Ltée.



Robert Bertuzzi
Reliable Maintenance Products

Robert Bertuzzi has served as President and Owner of Reliable Maintenance Products/Reliable Cleaning Services since 1984.

He has overseen market expansions to Sault Ste. Marie, Timmins, North Bay, Parry Sound, Manitoulin Island and the Barrie area. Robert also played a significant role in the founding and start up of Reliable Industrial Supply.

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Choosing Quality – Tips for finding the best cleaning service for your facility

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with greater peace of mind.

GOOD REPUTATION

Don't forget to search the internet to read customer reviews and testimonials of a cleaning service you're considering. Notice if the company replied to customer complaints. It is important to look for an organization that is open to feedback and willing to make changes to improve its service.

Be sure to go beyond the company's online reviews. See its work in person. It's a plus if you can visit one of the facilities the company services immedi-

ately after a cleaning.

STRONG COMMUNICATION

Finally, a good cleaning organization practices clear and open communication with its clients. It keeps clients informed about its services, what to expect from the cleaning process, and any changes or issues that arise. Continuous communication ensures that the client is satisfied with the services provided. 🍁

- Tim Poskin is the former Director of ISSA Consulting and is one of the world's leading authorities on custodial workloading.

SOURCE: CMM Online

Protecting Employees from Poor IAQ

When it comes to IAQ, one size does not fit all

By DOUG HOFFMAN

One of the interesting things we've learned through our years of experience in dealing with indoor air quality (IAQ) problems is that everyone reacts differently to IAQ issues. While one person might sneeze, another might get a headache, and yet a third might have no reaction at all. There is a tendency to treat everyone the same: Either there is an IAQ problem or not, and if there is, everyone should be reacting to it. This is not true.

My sister-in-law was highly allergic to perfumes, specifically women's perfume. When a heavily perfumed elderly lady sat down in front of her at church, my sister-in-law had to move to avoid getting a headache. On the other hand, her husband never noticed that the elderly lady sat down.

Often one employee will complain about "sick building syndrome" (SBS), but until there are several people who complain about the same area of the building, the employer won't acknowledge that it could be a problem. It's time to take *all* employee complaints seriously.

One of the reasons why government agencies have yet to set standards for mould contamination levels in indoor air environments is because everyone



responds differently to the issue. Why is that true? Here are three reasons:

- 1. We have different immune systems.** Frankly, some of us are healthier than others, and if our immune system is suppressed, we might react to IAQ contaminants when a healthier person might not.
- 2. We have different levels of sensitivity.** Women are typically more sensitive to their environment than men. That sounds biased, but it's simply a fact. While my sister-in-law could not go into her basement because of the mould, her husband and four boys played ping-pong down there with no apparent reaction. When I talk with women who are experiencing IAQ problems while their husbands are "oblivious," I tell them that's the reason we marry each other – because we're different, not because we're the same.
- 3. Some moulds are more toxic than others.** Mould is ubiquitous, even

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DUSTBANE Products Ltd.

Trusted to Deliver Made-in-Canada Cleaning Solutions from Coast-to-Coast

Since 1908, Dustbane Products Ltd. has been a leading Canadian manufacturer of sustainable cleaning chemicals and equipment. The company is committed to building on Dustbane's legacy and core values while setting the path forward for growth, innovation and sustainability as a proud family-owned Canadian manufacturer for years to come.

Customers are looking to Dustbane to help them maintain clean and safe working environments while identifying

creative solutions to potential barriers such as supply chain shortages; labour challenges; and the need for waste and

packaging reductions. With its unique Site Survey approach and its team of experts from coast-to-coast, Dustbane works in partnership with end-users to create a customized cleaning program that is tailored specifically to meet their needs. [LEARN MORE](#)

The company has specifically focused on increasing its ability to rapidly meet the evolving requirements of their cus-

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Protecting Employees from Poor IAQ

in indoor environments, so we are seldom in an environment where mould is not present. So, why don't all of us react? Some folks react to specific moulds, while others won't react at all. Some moulds produce elevated levels of mycotoxins, while others do not. A lot of mould can be problematic to some, whereas a little might not. So, in this discussion, the type of mould, the amount of mould, and the environment in which it is growing are all factors influencing a person's reaction.

As employers, we should take employee complaints about IAQ and mould problems seriously. If we are proactive about dealing with environmental issues, we are not personally experiencing, it will validate the concerns of those who might be more sensitive, and establish confidence that we are concerned about the health and safety of our fellow workers. 🍁

– Doug Hoffman is the Executive Director of NORMI, the National Organization of Remediators and Microbial Inspectors. He can be reached via email at doug@normi.org.

SOURCE: CMM Online

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The Crucial Role of Distributor Sales Representative Training

the cleaning products industry can elevate the level of professionalism, expertise, and customer service provided by these invaluable individuals. 🍁

The video of the Importance of Distributor Sales Training session from the ISSA Show Canada 2023 is available for viewing on the ISSA Canada YouTube Channel. [CLICK HERE](#) to view now.

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DUSTBANE Products Ltd.

Trusted to Deliver Made-in-Canada Cleaning Solutions from Coast-to-Coast

tomers and partners. This has included strategically increasing inventory levels to meet changing customer demands. With the COVID pandemic, customers relied on their Canadian manufacturing partners to help, stepping up and stepping in to deliver when others fell short. As the Dustbane team begins its next chapter in their new state-of-the-art facility in Ottawa, additional strategies and processes developed during this challenging period mean that Dustbane is now even better positioned to respond to changing needs and conditions going forward.

The Dustbane team strongly believes that each of us can do more to positively impact people and the planet. Small acts can have a big impact. As a result, their second area of focus – since 2019 – has been the development of a formal Sustainability and Corporate Social Responsibility plan called “Give Meaning to Your Cleaning™.” With its four pillars, the program supports the triple bottom line approach needed for long-term business success – people, planet and profit. [LEARN MORE](#)

“BUY 1, WE PLANT 1 PROGRAM”

For every jug of Ecologo hard surface cleaners purchased, Dustbane will plant one tree. As of December 31, 2021, over 250,000 trees have been planted, with the company well on the way of meeting its goal of one million trees planted by 2025. [LEARN MORE](#)

ENVIRONMENTAL SUSTAINABILITY

Throughout its chemical line-up, Dustbane product dilution rates are greater than most of its competitors.

Dilution matters! For customers, this can mean almost 50 per cent less cost in use, 50 per cent less waste and packaging, and reduced emissions from transportation. Many of their products such as their signature Dustbane sweeping compound are packaged using recycled single-use plastics. There is also a focus on increasing the use of environmentally sustainable raw materials and packaging throughout their product line-up.

ACTS OF KINDNESS

Small acts really can have an impact on bettering the lives of others. Dustbane works year-round with its distribution partners to be hands-on and giving back to people in need in our communities across Canada. Check out the link to *Give Meaning to Your Cleaning* to [LEARN MORE](#).

INDUSTRY LEADERSHIP

Dustbane team members can often be found hosting or participating on industry panels. Knowledge-sharing and supporting collective discussions brings value to partners and customers, while also ensuring that Dustbane remains at the forefront of industry trends with regular access to direct customer and partner feedback.

Through the pandemic and beyond, customers are looking for support, guidance and solutions from a trusted source. As we move forward through these rapidly changing times, the Dustbane team is here to provide innovative, complete cleaning solutions to Canadians by Canadians. [LEARN MORE](#)

[CLICK HERE](#) to discover all that Dustbane has to offer. 🍁

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**RETHINK
WHAT CLEAN
MEANS**

ISSA Canada Presents 2023 Environmental Stewardship Award

**Bouygues Energies & Services
(RCMP 'E' Division Headquarters) &
Charlotte Products Ltd. Recognized**



**Environmental
Stewardship
Award**



ISSA Canada, a Division of ISSA, the worldwide cleaning industry association, is pleased to announce the 2023 winners of the ISSA Canada Environmental Stewardship Award. They include Bouygues Energies & Services – RCMP 'E' Division Headquarters in Surrey, BC; and Charlotte Products Ltd. in Peterborough, ON.

“ISSA Canada has made a commitment to recognizing the outstanding initiatives that Canadian businesses and facilities have made to help the environment, reduce their carbon footprint and protect the health of both workers and building occupants,” said ISSA Canada Executive Director, Mike Nosko. “This year’s recipients are once again a great reflection of how our industry has stepped up and taken action not only on the behalf of our planet, but perhaps our most important asset – the health of our frontline teams.”

ISSA Canada’s Environmental Stewardship Award recognizes and honours organizations committed to environmental management and a dedication to the value of clean. Each year,

ISSA Canada presents up to six awards (one in each region of Canada), where nominations have been submitted by a current ISSA Canada member company. Winners are selected by the association’s executive staff based on their ability to meet four of the six award criterion.

“Each year we see the dedication of so many facility owners and service providers as they strive to achieve benchmarks for environmental safety and occupant health,” Nosko said. “This year has been no different. We are extremely pleased to recognize our outstanding recipients for their hard work and commitment to green practices, as well as the safety of their frontline staff and building occupants. Congratulations to each of them.”

BOUYGUES ENERGIES & SERVICES RCMP 'E' DIVISION HEADQUARTERS – SURREY, BC

The RCMP 'E' Division Headquarters was the first Federal Design Build Finance and Maintain (DBFM) project in western Canada. This partnership between Public Services and Procurement Canada (PSPC) and the Royal Canadian Mounted Police (RCMP) saw 26 separate locations from the Vancouver area combined into a three building, 76,000 m², highly-secure campus situated on a 35 acre site. It is now home to over 2700 RCMP detachment and support staff.

The site is comprised of specialised, high-security office accommodation, a post disaster building designed to withstand earthquakes, a dedicated data centre, gym and staff cafeteria. The facility has enhanced the RCMP’s ability to provide integrated, intelligence-based policing, and improve overall communication and response times.

In addition to its consideration to high security, another aspect of importance was a commitment to sustainability and the environment. This is where

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INDUSTRY EVENT



ISSA HYGIEIA NETWORKING AND LEADERSHIP CONFERENCE
AN ISBA CHARITY

Workplace Allies: The Power of Having Someone in Your Corner.

World Class Presenters:
Jeffery Tobias Halter, Gender Strategist
Lorrie Sewell, Speaker
Gary Phillips, Speaker

Keynote:
Beth Mazzuca, Equity Professional, Puget Sound
Linda Sherman, Moderator
Facilitator: Lydia Work, American Paper Converting

WEDNESDAY, AUGUST 23, 2023
Check-in and Continental Breakfast: 9 a.m.
Conference: 10 a.m.-4:45 p.m.
Networking Reception: 4:45-6:15 p.m.

Sheraton Portland Airport Hotel
8235 NE Airport Way | Portland, OR 97220
ihnconference.org

REGISTER TODAY for the ISSA Hygieia Networking and Leadership Conference which will take place on August 23 in Portland, OR. The theme of this year's conference is *Workplace Allies: The Power of Having Someone in Your Corner.*

As the cleaning industry continues to grow, allyship creates an inclusive and welcoming workplace. The conference will feature the *Engaging All Allies: Moving from Awareness to Advocacy* workshop from ally expert Jeffery Tobias Halter, Gender Strategist, and inspiring presentations from industry leaders. Attendees will gain strategies for supporting employees across all organizational levels and insights on how to make their organization more inclusive for everyone while discovering how mentors and peer relationships help to reach their goals throughout the day.

This conference is sponsored by American Paper Converting and Maintex. The networking reception is co-sponsored by Berry Global, Inc.

The registration deadline is August 16. [CLICK HERE](#) to learn more and/or register.

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ISSA Canada Presents 2023 Environmental Stewardship Award



(PHOTO LEFT) ISSA Canada Executive Director Mike Nosko (left) presents the ISSA Canada Environmental Stewardship Award to Kingsley Foxonowoo, contract manager at Bouygues Energies & Services, at ISSA Show Canada 2023.



(PHOTO LEFT) Jim Flieler (left), Jennifer Meek and Matt Strano of Charlotte Products Ltd., accept the 2023 ISSA Canada Environmental Stewardship Award from Mike Nosko during ISSA Show Canada 2023.

Bouygues Energies & Services received the nod to apply their expertise.

“During the operating phase, we were contractually obligated to have the building certified to BOMA Best Level 3 (equivalent to Gold today),” said Elaine Gomez, P3 Services Manager at Bouygues Energies & Services. “We were successful in achieving this certification and, in 2017, the Bouygues team accepted the challenge of obtaining the BOMA Best Platinum certification, over and above the contractual requirements of our contract.”

As such the Bouygues team worked for six months to ensure that all aspects

of the award could be achieved. With complete stakeholder engagement, the Bouygues team set out to achieve a host of ‘green’ objectives. These included a waste management and waste reduction plan, creation of an environmental policy (including a water conservation policy), and the implementation of a green cleaning program.

The waste management plan outlines ways to reduce, reuse and recycle waste. It is formulated to take into account “good industry practices” as well as

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The frontline team at Bouygues Energies & Services.

Germs in Buildings

We need to know why, when, and how

By DR. GAVIN MACGREGOR-SKINNER

Our Focus: We clean for health. Our objective: We will train one million essential workers in the cleaning industry. We know: Adults learn by doing. Workforce development must be more than watching a video or sitting in a classroom. ISSA is working with our members,

along with federal and state governments, to map all available training centres and revise and develop training frameworks and curricula for “cleaning for health.” ISSA recognizes the power of collaboration and impactful engagement. To do this, we are putting a team together.

THE BUILT ENVIRONMENT

The built environment is all structures built by humans, including our homes, workplaces, schools, planes, trains, buses and cars. These are the spaces where we spend most of our time. We spend 90 per cent of our life in these spaces, so if we live to 80 years of age, then 72 of those years have been spent in the built environment.

As in any place on earth, microorganisms (bacteria, viruses, fungi) have been found in every part of the built environment that has been studied. They exist in the air, on surfaces and on building materials – usually dispersed by humans,

animals and outdoor sources. Microbial communities and their metabolites can be good or bad – they can cause (or exacerbate) and prevent (or mitigate) human disease. All cleaning professionals should understand the field of microbiology of the built environment, how our built environments affect human health, and what actions they can take to ensure they are cleaning for health.

A HISTORY LESSON

Throughout history, if we build something, we have sought to control germs and eradicate causative agents of disease. It is well documented that humans understand that unclean indoor environments can adversely affect health. This has dominated the cleaning industry for centuries. But what are some other key discoveries for our industry:

- In 1890, Koch’s postulates stated the four criteria as guidelines for establishing that microbes cause specific

diseases. Then came the ability to separately count bacteria and fungi using a microscope from samples collected on culture media.

- By the early 1900s, research began to demonstrate how overcrowding, poor ventilation, and contamination of buildings by microorganisms and organic matter can lead to infection and disease.

- In the 1950s, we could identify specific bacteria and fungi from a sample using selective culture media.

- Research accelerated in the 1960s to understand the sources, survival and how to control germs in the built environment. Associations between fungal spores in air and dust, and allergy symptoms were established and quantified. Rates and mechanisms of germ emissions when humans cough, sneeze and breathe, showed how communicable respiratory diseases spread.

- Since the 1960s, culture-based investigations have dominated studies of germs in the built environment and continue to dominate industrial hygiene sampling.

- Throughout the 2000s, RNA sequencing has enabled the identification of previously unculturable microorganisms and a deeper understanding of microbial ecology.

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ISSA Canada Presents 2023 Environmental Stewardship Award

maximize the waste diversion rate of the facility.

In addition to the waste management and environmental policies, Bouygues E&S also implemented a detailed green cleaning program to ensure cleaning services are delivered in an environmentally (and people) friendly manner.

“The green cleaning program prioritizes health and the environment,” Gomez said. “Implementing a green cleaning program is more than simply purchasing ‘green’ products. It involves an integrated approach to a cleaning service delivery comprised of three specific principles, including a green cleaning policy, sustainable purchasing policy and a sustainable equipment program.”

“Our initiative involved good industry practices, the goals and objectives of both the Government of Canada and Bouygues E&S, as well as LEED and BOMA Best requirements,” Gomez added. “Through robust green cleaning practices, coordination and user engagement, the site has achieved an industry-leading 88 per cent diversion rate.”

CHARLOTTE PRODUCTS LTD. – PETERBOROUGH, ON

Established in 1986, Charlotte Products Ltd. has been an industry leader when it comes to innovation. In fact, the company is recognized as a pioneer in green certified cleaning products with the introduction of Enviro-Solutions® in 1994.

The Enviro-Solutions product line was one of the first green certified commercial and institutional cleaning programs, and still

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GermS in Buildings: We need to know why, when, and how

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ASSESSING GERM CONTAMINATION

Assessing germ contamination in the built environment is critical in determining threats to public health. We have existing tools and recent technologies that will significantly impact the cleaning industry and become part of our toolbox. They will allow us to visualize the invisible germs, and help determine how to clean and what products to use.

We can start with ATP detection, which is routinely used to measure surface cleanliness but cannot specify which micro-organisms are present. There are other tools that you may not be aware of that can distinguish the living from the dead micro-organisms, such as dye-based screening techniques, ethidium monoazide (EMA), propidium monoazide (PMA), quantitative polymerase chain reaction (qPCR), isotope probing or biorthogonal noncanonical amino acid tagging (BONCAT) – a powerful tool for analysing microbial communities.

BUILDINGS AS MICROBIAL RESERVOIRS

Studies have been conducted to characterize patterns, associations and drivers of microbial communities in built environments. Many of these studies have demonstrated that most bacterial micro-organisms found on surfaces in buildings originated from human skin and the mouth (talking, breathing, coughing, vomiting) and nose (breathing, sneezing). These studies suggest that humans are the primary source of micro-organisms found in the built environment.

Studies in hospitals, public transport and homes have found human-associated micro-organisms, including common potential pathogens (that cause disease) such as *Pseudomonas* spp., *Acinetobacter* spp., *Staphylococcus* spp., and *Streptococcus* spp., as well as common commensals (that live in harmony with humans) such as *Anaerococcus* spp., *Prevotella* spp., *Corynebacterium* spp., and *Neisseria* spp.

A study that quantified the abundance of bacteria and fungi emitted by a person indoors estimated the total particles to be 31 milligrams per hour, with approximately 37 million bacteria and seven million fungi per hour being

dispersed.

It is estimated that a cough produces approximately 3000 droplets, whereas a sneeze releases 40,000 droplets, and each droplet may contain as many as 200 million virus particles. Particles from your sneeze can travel up to 26 feet, coughing up to six feet, and breathing up to three feet. A toilet flush sneeze without the lid closed can travel up to eight feet away.

People inhale a considerable volume of indoor air daily. Studies show that this, on average is equivalent to 16,000 litres or 4200 gallons for adults. Therefore, it stands to reason that the interactions between humans and buildings that facilitate microbial exposure will profoundly impact human health.

Cleaning professionals need to know that culture studies suggest that the most common micro-organisms associated with indoor surfaces belong to the fungal genera *Cladosporium*, *Penicillium*, *Aspergillus*, and *Stachybotrys* (in damp buildings) and the bacterial taxa *Corynebacterium*, *Staphylococcus*, *Lactobacillus*, *Streptococcus*, *Enterobacteriaceae*, *Acinetobacter*, *Sphingomonas*, *Mycobacterium*, *Methylobacterium*, *Bacillus*, and *Pseudomonas*. However, the growth potential of these organisms is determined by water activity (a measure of water availability in a material), chemical composition, pH and the physical properties of surfaces. Keeping building materials dry, that is, with a water activity below 0.9 for bacteria and 0.6 for fungi, ultimately limits growth on most materials.

- **Temperature** affects both water activity and microbial growth. Warmer temperatures promote rapid growth and many bacteria can still flourish at lower temperatures.

- **Sunlight, both UV and visible light**, has been shown to alter the survival of microorganisms surviving in the built environment.

- **Moisture** is one of the most potent contributors to microbial survival in air and on surfaces.

- **Low relative humidity** (20-30 per cent) increases the ability of micro-organisms to become aerosolized from

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Germ in Buildings: We need to know why, when, and how

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surfaces and suspended due to occupant traffic or disturbance.

- **High relative humidity** (>80 per cent) contributes to microbial survival and activity on surfaces.
- **Surface material** is also critical; although all surfaces can function as a physical substrate, the chemical composition of the material provides a food source for the colonizing microorganisms and potentially selects for different species. Studies have demonstrated that cellulose-based surface materials, such as, for example, wood, can stimulate microbial growth more rapidly than inorganic materials, such as gypsum, mortar and concrete.
- **pH** is also important, as many metabolic processes are more energetically favorable at neutral pH; therefore, materials with an alkaline or acid pH can slow microbial growth.
- **Physical composition** of the surface material will affect which organisms can access the surface. Even the surface roughness, porosity and position in the environment (for example, the ceiling or the floor) can influence the dynamics of microbial colonization and growth. However, how these variables affect microbial metabolism and fungal-bacterial interactions remains to be elucidated and is an active area of research.

- **Biofilms** can form on built environment surfaces, especially in moist areas such as sinks and bathroom showers, facilitating transfer through everyday activities.
- **Microenvironments** within carpets can create pockets of high relative humidity that can aid in the growth, prolonged survival and transfer of microorganisms to people.

How should the cleaning industry deal with large variability in local environmental conditions, including local weather, building materials, humidity, temperature and indoor activities?

DISTINGUISHING THE LIVING FROM THE DEAD (OR INACTIVE)

The viability of microorganisms that exist in indoor environments is an area of great interest for the cleaning industry. Advances in techniques to visualize

microorganisms in the air, in water or on surfaces, and to determine their viability and activity, will significantly change how we clean. Are the bacteria multiplying, fungi or mould growing, or are the viruses surviving? Are the bacteria and fungi producing microbial volatile organic compounds (MVOCs) that can influence human health outcomes? Knowing the answers will help us ensure that what and how we clean has the least negative health consequences.

For example, dust is a rich, heterogeneous mixture of materials, providing plentiful substrate for microbial growth. When exposed to moisture, the resulting germination of fungal and bacterial spores or dormant cells leads to an increase in metabolic products, which can include chlorinated hydrocarbons, amines, terpenes, alcohols, aldehydes, and ketones, as well as sulfuric and aromatic compounds.

We know that microbial metabolic products can affect human health and cause nasopharyngeal inflammation, wheezing, cough, shortness of breath, onset and exacerbation of asthma, bronchitis, respiratory infections, allergic rhinitis, eczema and other allergies.

AIR AND SURFACES AND INFECTIONS

Everyone who enters built spaces has extensive interactions with the air and surfaces. These interactions have traditionally been examined only regarding the transmission of potential disease-causing germs. Microbial transmission between occupants and the built environment is reciprocal. For example, bacterial pathogens such as *Bacillus anthracis*, *Legionella pneumophila*, and *Mycobacterium tuberculosis*; fungal pathogens such as *Cryptococcus neoformans*, *Histoplasma capsulatum* and *Aspergillus fumigatus*; and pathogenic viruses such as rhinovirus and influenza virus, can be transmitted by direct inhalation. Other pathogens, such as *Clostridium difficile*, *Staphylococcus aureus*, *Pseudomonas aeruginosa*, *Pseudomonas putida*, and *Enterococcus faecalis*, as well as norovirus and influenza virus, can be transmitted through surface

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Viewing Sustainability as an Opportunity, Not a Problem

Check out the many ways that sustainability can introduce opportunities to your business

By STEPHEN P. ASHKIN

Salespeople are often taught to see a customer's or prospect's problem as an opportunity, because solving the problem can lead to business growth. The professional cleaning industry can apply a similar attitude when considering problems related to sustainability.

Industry problems can be overwhelming, especially when considering that the global cleaning industry is composed of thousands of companies, including service providers, in-house cleaning operations, manufacturers and distributors; tens of thousands of buildings, offices and warehouses; hundreds of thousands of cars, service vehicles, and delivery trucks; and more than 100 million workers worldwide. However, by embracing sustainable practices in their own operations, investing in new technologies, and engaging sustainable practices in their own operations, investing in new technologies and engaging with customers and building occupants to promote a more sustainable future, all facets of the industry can take full advantage of the opportunities sustainability presents.

REAP THE BENEFITS OF REDUCTION AND CONSERVATION

One of the biggest sustainability opportunities is the ability

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Viewing Sustainability as an Opportunity, Not a Problem

to reduce waste and conserve resources. The industry can significantly reduce its environmental impact in several ways, such as utilizing green cleaning products and energy efficient equipment, reducing water usage, cleaning with cold water, turning off lights when leaving a room and driving more fuel-efficient vehicles. These practices not only help reduce the amount of waste generated and conserve resources, but also save money on energy and water.

SEIZE OPPORTUNITIES FOR EDUCATION

The industry can seize opportunities to educate others on sustainability and engage with them regarding its importance. By sharing information about sustainable practices and highlighting their benefits, the industry can help raise awareness and promote change. The industry can also work with customers and stakeholders to identify new opportunities for improvement and develop innovative solutions to sustainability challenges.

CREATE A PATH FOR OTHERS TO FOLLOW

Perhaps the best way to educate is to lead by example. By embracing sustainable practices and demonstrating a commitment to reduce its environmental footprint, the industry can inspire others to do the same. These commitments include tracking one's own use of energy, fuels and water. These actions not only inspire others, but have a significant impact on the environment and can help promote a more sustainable future for the planet. 🍁

– Stephen P. Ashkin is president of The Ashkin Group, a consulting firm specializing in green cleaning and sustainability. He can be reached at steve@ashkingroup.com.

SOURCE: CMM Online

Germ in Buildings: We need to know why, when, and how

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contact. As people move throughout the built environment, micro-organisms are constantly transferred.

ARE ALL GERMS HARMFUL?

Throughout history, most efforts to determine the influence of indoor microorganisms on health have focused primarily on the negative impact of disease and allergies. How would the way we clean change if we could shift our understanding of the microbiology of the built environment from a purely negative role (that is, causing disease) to combining a positive role (that is, protective or preventive)?

GERMS HAVE ADAPTED TO THE BUILT ENVIRONMENT

The physical and chemical properties of buildings and the surface materials encountered by microorganisms in the built environment, are quite different from materials and surfaces in the natural environment. Wood surfaces are often treated with chemicals to preserve them. Gypsum, fiberboard, drywall, synthetic carpets and surface lacquers create environments unlike any other. Genomic sequencing and culture studies show that different surface chemistries and physical structures promote the growth of various germs. For example, shower curtains are mainly colonized by bacteria associated with *Sphingomonas* and *Methylobacterium*. Physical surfaces in buildings have been shown to be primary sites for bacterial adhesion and biofilm formation.

THE CLEANING INDUSTRY IS ESSENTIAL

The cleaning industry has a significant role in improving human health outcomes by cleaning for health. There is an immediate need by the cleaning industry to improve the measurement of cleanliness.

The COVID-19 pandemic led to a rapid expansion and the use of real-time sensors for indoor air quality. We need the development of real-time microbial sensors to detect exposures for individuals within the built environment that can be correlated with health and disease metrics. Our default approach is to attempt to make the built environ-

ment as hostile to microbial life as possible to prevent microbial infections.

Buildings are not isolation chambers. If we spend 90 per cent of our life indoors, then there is a need to better understand why, when and how microorganisms transfer from the built environment to occupants, when these transfers lead to disease, and when these interactions are beneficial to built environment occupants. 🍁

– Dr. Gavin Macgregor-Skinner is the senior director of the Global Biorisk Advisory Council® (GBAC), a division of ISSA. As an infection prevention expert and consultant, he works to develop protocols and education for the global cleaning industry to empower facilities, businesses, and cleaning professionals to create safe environments.

SOURCE: ISSA Today – May/June 2023 edition

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ISSA Canada Presents 2023 Environmental Stewardship Award



remains as a leading green certified line in both North America and globally to this day. The raw materials used in the manufacturing process are chosen and upgraded regularly to ensure products remain at the forefront of green cleaning and have the least environmental impact.

Creating safe, healthy spaces is a passion of Charlotte Products so going one step further than certified was the next natural step. Charlotte Products recently created ALLORGANIC® USDA Certified organic hand soap for the commercial space. Proven safer for human health and the environment, ALLORGANIC® hand soap is the highest quality soap, formulated in accordance with the USDA National Organic Program.

Reduction of its carbon footprint has always been a priority at Charlotte Products and by participating in programs such as Green Economy Peterborough and Green Economy Canada has afforded the company an ability to constantly streamline both its manufacturing and sourcing processes. Such carbon footprint reduction initiatives include the creation of a blow moulding company within 500 metres of Charlotte's

Peterborough manufacturing plant. This site supplies the company with all of its bottle requirements, instead of having to source them from the United States or beyond. Additionally, with the recent development of the Health Canada regulated Hazmat Room to safely manufacture alcohol-based hand sanitizer, Charlotte sources the ethanol for these products within 20 km of its site, as opposed to thousands of kilometres away.

“Charlotte Products has led the industry movement towards cleaning for health and safety, as well as environmental sustainability in North America,” said company CEO Matt Strano. “Creating safe, healthy spaces is a passion of Charlotte Products, and we take every step to further our environmental goals and initiatives.

“Being awarded the ISSA Canada Environmental Stewardship Award confirms that our hard work and dedication is valued and recognized,” Strano added. “We are truly honoured to receive this prestigious award.”

For more information on the ISSA Canada Environmental Stewardship Award and its past recipients, please visit www.issa-canada.com.



CALENDAR OF EVENTS

August 1, 8, 15 & 22: CMI Train the Trainer Certification Workshop, Virtual Event, Noon to 3 p.m. (Eastern) each day. [Click here](#) for more information.

August 2: Restroom Care Goes Smart – Increase Efficiency, Improve Hygiene and Enhance User Experience Webinar, 2 to 3 p.m. (Eastern). [Click here](#) for more information.

August 23: ISSA Hygiene Network, Networking & Leadership Conference – Workplace Allies: The Power of Having Someone in Your Corner, Portland, OR. [Click here](#) for more information.

August 23 & 24: ISSA CIMS Certification Expert (C.C.E.) Workshop, Virtual Event, Noon to 3 p.m. (Eastern) each day. [Click here](#) for more information.

September 12, 14, 19 & 21: CMI Supervisor & Management Bootcamp, Virtual Event, Noon to 3 p.m. (Eastern). [Click here](#) for more information.

October 3, 10, 17 & 24: CMI Train the Trainer Certification Workshop, Virtual Event, Noon to 3 p.m. (Eastern) each day. [Click here](#) for more information.

November 13-16: ISSA Show North America 2023, Mandalay Bay Convention Centre, Las Vegas, NV. [Click here](#) for more information.

ISSA Canada Distributor Council Appoints New Members

Robert has also served on the Canadian and American boards of Prolink for over 10 years.

If you would like to be part of ISSA Canada's Distributor Group, and receive all the latest updates relevant to the wholesale distribution sector, please [CLICK HERE](#).



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