

WINTER 2025



# Clean Canada

CHANGING THE WAY THE WORLD VIEWS CLEANING

## Harnessing Data

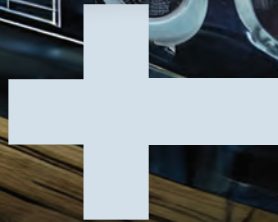
*Turning Insights into Strategic Decisions*



**The Evolution  
of Sales Prospecting**

**Canadian Companies Elevate  
Professionalism with  
CIMS Expert Certification**

**ISSA**  
Canada



*Get Ready to Roll Up  
Your Sleeves and Celebrate!*

Page 2 »





## Get Ready to Roll Up Your Sleeves and Celebrate!

International Cleaning Week takes place **March 23-29, 2025**. The week-long event hosted by ISSA, the worldwide cleaning industry association, and supported by ISSA Canada, a division of ISSA, is a global celebration to honor frontline cleaning professionals and advocates for the industry.

International Cleaning Week represents a unique opportunity to celebrate the Value of Clean®, raise public awareness, and honor your peers. Cleaning industry companies and organizations can partner with ISSA Canada to further spread public awareness.

### ★ Exclusive Member Benefit



## Spotless Spaces Competition

**NEW THIS YEAR!** Your team doesn't just clean—they create environments where safety, health, and well-being thrive. The Spotless Spaces Competition is your chance to showcase their tireless dedication and spotlight the pristine spaces they maintain. Nominate your space by **February 14** and let your team's hard work shine on the global stage. From spotless floors to safe, healthy environments, this is your moment to highlight the essential role your team plays in keeping our world cleaner, safer, and healthier. Show the world what clean really means! **ENTER NOW**

*This is your time to shine as we showcase the incredible dedication of cleaning professionals around the globe. From **March 23-29, 2025**, we're spotlighting the hard work you and your teams put in everyday to keep our spaces spotless and safe.*

### Download Your ICW 2025 Toolkit Today and Let's Celebrate!

[ENGLISH TOOLKIT](#)[FRENCH TOOLKIT](#)

# Applying Insights from the ISSA Canada Distributor Survey

By TOM FOURNIER, Chair, ISSA Canada Distributor Council

The ISSA Canada Distributor Council conducted a survey in early 2024. The survey was offered again in the fall to gather additional data. The Distributor Council has since reviewed the results and used the data to guide initiatives for 2025.



## SURVEY RESULTS

The survey received over 50 responses from a cross-section of 40 companies, primarily operating in the jansan space. Participants represented six different provinces. One of the key questions asked respondents to identify their top three “needs and wants” as distributors. While there was significant engagement with the options provided, clear priorities emerged:

- New business generation.
- New revenue streams.
- Business technologies.
- Analytics.
- Sales management.

## INITIATIVES FOR 2025

ISSA Canada is actively working at researching subject matter experts to address two key topics which stemmed from the aforementioned question:

- New business generation and alternative revenue streams; and,
- The role of AI in distribution.

## HIGHLIGHT FROM 2024: POWER HOUR WITH ANDY CLEMENT

In November 2024, ISSA Canada hosted an episode of its new *Power Hour*

information session featuring Andy Clement, Executive Partner at Gartner. Clement delivered compelling strategies on building a resilient salesforce.

This episode is available for viewing on the [ISSA Canada YouTube channel](#). And while you’re there, don’t forget to [subscribe to the channel](#) to keep you in the know!

## A THANK YOU TO OUR COMMUNITY

On behalf of the ISSA Canada Distributor Council, thank you for your support and engagement throughout 2024. Your feedback and participation enable us to better serve you and the industry.

Special thanks to the members of the Distributor Council for generously dedicating their time and expertise to advance our association and industry.

ISSA Canada looks forward to collaborating closely with its Distributor Council in 2025 to develop and implement innovative initiatives aimed at enhancing support and education for the distribution sector.

*In the meantime, if you have any questions or comments, please feel free to contact me at [fournier@shadesmillsgroup.ca](mailto:fournier@shadesmillsgroup.ca).*

# IN THIS ISSUE

Celebrate **International Cleaning Week 2025** ..... 2

CDC Reports Surge in Whooping Cough ..... 4

Harnessing Data ..... 5

ISSA Elects New 2025 Board Members ..... 5

**Canada Night 2024:** A Networking Success in Las Vegas ..... 7

“Give Meaning to Your Cleaning” Habitat for Humanity Build Day ..... 9

**Building Size Implications:** Insights from the American Institute for Cleaning Sciences Trend Report ..... 10

Brands vs. Private Labels ..... 11

The Evolution of Sales Prospecting ..... 12

Initiating a Sustainability Program When One Size Does Not Fit All ..... 13

Canadian Companies Set New Standard with CIMS Expert Certification ..... 15

Calendar of Events ..... 15

**NEW!** Value of Clean 3.0 ..... 16

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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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**Henry Reimer**  
Enterprise Paper



# CDC Reports Surge in Whooping Cough Cases

Pertussis outbreaks are at the highest number in a decade, driven by the unvaccinated


**W**hooping cough, also called pertussis, cases are five times higher this year than they were at the same time last year, according to preliminary data by the U.S. Centers for Disease Control and Prevention (CDC). The CDC recorded that 14,569 cases of whooping cough had been confirmed so far this year, which is a significant increase compared to last year's total of 3,475 cases.

The U.S. recorded the greatest number of whooping cough infections since 2014. According to Dr. Susan Hariri of the CDC's National Center for Immunization and Respiratory Diseases, whooping cough, which is a bacterial infection, is showing no indication of slowing down.

Many health experts believe the growing number of cases can be attributed to post-COVID-19 pandemic vaccine fatigue, *NBC News* reported. While babies are often given the DTaP vaccine, which protects against three diseases – pertussis, diphtheria and tetanus – the vaccine has shown less effectiveness for pertussis over time. Advisors to the U.S. Food and Drug Administration recently

met to discuss the need for more robust and longer-lasting versions of the whooping cough vaccine.

Currently, pertussis boosters are recommended about every 10 years, starting in the tween years. Tweens and teens whose immunity against whooping cough has decreased are driving outbreaks in many areas, experts said. Health experts also believe the number of actual whooping cough cases is much higher as many don't seek medical attention.

Currently, global pertussis vaccine coverage is approximately 86 per cent, according to the World Health Organization. 

For more information, please [click here](#).



# Harnessing Data

## Turning Insights into Strategic Decisions

By JON HILL

The adage “you can’t manage what you don’t measure” highlights the crucial role of data in effective decision-making. Earlier articles have emphasized the significance of a structured data infrastructure guided by the DIKW (data, information, knowledge, wisdom) framework. They outlined a comprehensive 10-step process to populate this framework.

This article builds on those foundations, focusing on applying these concepts to drive strategic management decisions and enhance customer profitability.

Peter Drucker, a renowned figure in management theory, famously stated that businesses exist to “create a customer.” Drucker’s insight, shared in his Harvard Business Review article, “*The Information Executives Truly Need*,” underscores the necessity for predictive

and strategic models. While historical operational data is valuable, executives require forward-looking information to make informed decisions about customer acquisition, retention, and overall profitability.

Businesses need a well-defined approach to measuring customer profitability to effectively manage customer relationships and optimize profitability.

The following is a detailed guide on how to achieve this.

### FOUNDATION INFORMATION

Accurate customer profitability measurement begins with a solid data foundation. Companies should maintain a centralized repository of data that captures both historical and predictive insights related to customer interactions, costs, and revenues. This involves ensuring the data infrastructure aligns with the DIKW framework, which helps transform raw data into actionable insights.

Key metrics for measuring customer profitability:

- **Net present value (NPV) for acquisition.** NPV is a critical metric for evaluating customer acquisition decisions. It involves discounting future cash flows from a customer to their present value, which helps determine the long-term benefits of acquiring that customer segment. This metric is particularly

continued on page 6 >

## ISSA Elects New 2025 Board Members

ISSA, the worldwide cleaning industry association, is pleased to announce the following individuals have been elected to serve on the 2025 ISSA Board of Directors, which will be led by incoming ISSA President Laurie Sewell of Servicon.

- Vice President / President-Elect – **Scott Stevenson**, Kleen-Mark
- Executive Officer – **Rachel Sanchez**, Prestige Maintenance USA
- Manufacturer Director – **Fabio Vitali**, Sofidel
- Distributor Director – **Nick Lomax**, S.P. Richards Co.
- Manufacturer Representative Director – **Mark Presho**, Access Partners

Returning Board Members – In addition to Sewell, the following boards members are returning from the 2024 Board:

- Past President / International Director – **Matthew J. Schenk**, Midlab
- Secretary – **Adam Camhi**, Sunbelt Rentals
- Treasurer – **Tom Friedl**, Hospeco Brands Group
- Canada Director – **Brock Tully**, Bunzl Canada Inc.
- BSC Director – **Richardo Regalado**, Rozalado Services
- Distributor Director – **Laura Ann Craven**, Imperial Dade
- Distributor Director – **Debbie Sardone**, Speed Cleaning
- Manufacturer Director – **Nicole Goulet**, Diversey
- Manufacturer Director – **Bill Simpson**, Ecolab

**Outgoing Board Members** – The following individuals complete their service on the board in 2024:

continued on page 8 »

« continued from page 5

useful for assessing whether the initial investment in acquiring a customer will yield positive returns over their lifetime. NPV is calculated on a fully loaded basis, considering all potential costs, both fixed and variable, and revenues associated with the customer.

- **Net income for existing customers.** For existing customer relationships, where historical data is more relevant than lifetime projections, net income is the preferred metric. Net income reflects the excess of revenues over costs during a specific period (monthly, quarterly, or annually). It provides a snapshot of profitability without needing long-term projects, making it ideal for day-to-day decision-making. However, if significant capital expenditures are involved, NPV might be reconsidered for such specific scenarios.

- **Customer-centric metrics.** Beyond NPV and net income, several other metrics can offer valuable insights into customer profitability:

- o *Customer lifetime value (CLV):* CLV estimates the total revenue a business can expect from a customer over their entire relationship. It helps in understanding the long-term value of retaining a customer.

- o *Customer acquisition cost (CAC):* CAC measures the cost associated with acquiring a new customer. By comparing CAC to CLV, businesses can gauge the efficiency of their acquisition strategies.

- o *Customer retention rate:* This metric tracks the percentage of customers retained over a given period. High retention rates often correlate with higher profitability and lower acquisition costs.

- o *Continuous monitoring and analysis:* Regular monitoring of customer profitability metrics is essential for maintaining strategic alignment. This involves tracking changes in customer behaviour, market conditions, and cost structures to refine strategies as needed. Continuous analysis ensures that business decisions remain relevant and effective.

- o *Data governance and security:* Effective data governance is integral to managing customer profitability. Proper governance ensures that data is organized, accurate, and accessible only to authorized individuals. It also involves

# Harnessing Data

complying with internal and external regulations regarding data privacy and security. Data governance frameworks help businesses maintain the integrity of their customer data and make informed decisions based on reliable information.

## THE ROLE OF AI IN MANAGEMENT DECISION-MAKING

Artificial intelligence (AI) is increasingly becoming a pivotal tool in everyday life and management decision-making. Films like “2001: A Space Odyssey” have explored the impact of AI on human decision-making as far back as 1968, often depicting both its potential and its risks. While AI has the power to analyse vast amounts of data and offer predictive insights, businesses must ensure that AI algorithms are well-defined, thoroughly audited, and transparent. Confidence in AI-driven decisions hinges on understanding and trusting the underlying algorithms and data used.

In conclusion, managing customer profitability effectively requires a combination of strategic foresight, accurate data, and continuous analysis. By implementing the right metrics and maintaining a solid data governance policy, businesses can make informed decisions that attract and retain valuable customers and optimize overall profitability. As AI continues to evolve, it will play an increasingly significant role in these processes, making it essential for businesses to approach AI with both enthusiasm and caution.

For now, focusing on solid data practices and strategic metrics will provide a strong foundation for enhancing customer profitability and driving sustainable business growth. As we look towards the future, we will discuss leveraging AI in everyday decision-making. 🍁

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– *Jon Hill is the CEO of Cobotiq and provides business managers with information on how to create and implement profitability. He is a frequent speaker and presenter on the future impact of automation and technology in the cleaning industry.*

SOURCE: ISSA Articles



# Canada Night 2024

## A Networking Success in Las Vegas

Over 700 industry representatives and their guests gathered at the Mandalay Bay Convention Center in Las Vegas on Tuesday, November 19, as Canada Night made its grand return. Organized in conjunction with the ISSA Show North America, this premier event ran from 5:15 to 7:30 p.m., offering attendees an unparalleled networking experience.

Canada Night, orchestrated by ISSA Canada, a division of ISSA, the worldwide cleaning industry association, has solidified its reputation as the networking event of the year for Canadian members of the global cleaning industry. Each year, the event grows in popularity, drawing professionals from across the industry who recognize it as the “place to be” for meeting key players, fostering relationships, and staying connected in a

competitive market.

The evening delivered on its promise of camaraderie and collaboration. Attendees mingled with peers and colleagues while enjoying fine food from specialty and buffet stations. A selection of beverages further enhanced the relaxed and engaging atmosphere, encouraging meaningful connections and conversations.

“Canada Night is a cornerstone for

ISSA Canada members,” said ISSA Canada Executive Director, Mike Nosko. “It’s a rare opportunity to connect with like-minded professionals from around the world in an environment that’s both professional and celebratory.”

Since its inception, Canada Night has demonstrated a steady increase in attendance and influence, a testament to its value within the industry. The event provides a unique setting for professionals to exchange ideas, discuss industry trends, and forge new partnerships, all while strengthening the sense of community among ISSA Canada members.

For many, the highlight of the evening is the chance to engage with industry leaders in an informal yet

continued on page 8 »

## ISSA Elects New 2025 Board Members

- **Matt Vonachen**, Vonachen Group.
- **Michael Chiappe**, California Janitorial Supply Co.
- **Jay Shearer**, Avison.

“On behalf of the entire ISSA team, I am thrilled to welcome our newly appointed directors to the 2025 Board,” said ISSA Executive Director John Barrett “Their fresh perspectives and expertise will undoubtedly help propel the association forward.”

“I also want to express my sincere appreciation to our returning board members for their unwavering dedication and commitment,” he added. “Additionally, I extend heartfelt gratitude to our outgoing directors for their exceptional service and invaluable contributions to ISSA.”

The new board members officially took office during the ISSA General Business Meeting on November 21, during ISSA Show North America 2024 in Las Vegas, NV. 🍁



### Everything You Need to Run Your Business Efficiently and Accelerate Growth

ISSA is excited to expand its Member Discount Program through a new partnership with Oracle NetSuite, a leader in unified financial systems.

With NetSuite, you can join tens of thousands of customers who help satisfy omnichannel shoppers with a unified financial system covering inventory and order management, ecommerce, CRM and marketing, and more!

[LEARN MORE](#)



# Canada Night 2024

## A Networking Success in Las Vegas



vibrant setting, away from the busy convention floor. The event’s continued success reflects the dedication of ISSA Canada in fostering a platform where its members can thrive both professionally and personally.

As Canada Night continues to grow

in prominence, it underscores the importance of networking in building a strong and dynamic industry. The 2024 edition once again proved why this gathering is a must-attend for anyone seeking to make an impact in the cleaning and maintenance industry. 🍁

## THANK YOU CANADA NIGHT SPONSORS!

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# Dustbane Products Ltd.

## “Give Meaning to Your Cleaning”

### Habitat for Humanity Build Day A Success!

**D**ustbane Products Ltd., in collaboration with 20 industry partners – including ISSA Canada – joined forces for the “Give Meaning to Your Cleaning” Habitat for Humanity build day on October 9. Taking place at the Normandy Build site, 512 Lomand St. in Oshawa, ON, the event brought industry members together to make a hands-on impact in the community, underscoring Dustbane’s commitment to helping provide safe, affordable housing for families in need.

The event featured volunteers undertaking extensive landscaping efforts at the Normandy Build site, transforming the outdoor areas into attractive and functional spaces. Tasks included planting trees and shrubs, spreading mulch

to complete the gardens, and creating vibrant green spaces for future residents to enjoy. Volunteers also contributed by cleaning and preparing the townhouse interiors, ensuring they were ready to welcome the new residents.

“Dustbane is honored to partner with Habitat for Humanity to support the work they do in creating stable housing,” said Dustbane Executive Vice President of Sales and Marketing, Shannon Hall. “We believe in the power of giving back, and by bringing together industry partners, we’re able to contribute positively to people’s lives in a direct way.”

“Give Meaning to Your Cleaning” has become more than just a tagline for Dustbane – it’s a movement dedicated to enhancing lives through tangible acts of service and sustainability. This initiative is also rooted in Dustbane’s core mission of fostering health, cleanliness, and sustain-

continued on page 10 »

## Dustbane Products Ltd. Habitat for Humanity Build Day A Success!




ability in both the products they produce and the industry it serves.

ISSA Canada, a longstanding advocate for health and safety standards in cleaning, joined Dustbane and other partners to lend their support.

“Participating in this build allowed us to not only support families directly but also showcase the potential of our industry to make a difference beyond our usual environments,” said Tanja Nowotny, ISSA Canada Director of Marketing & Communications.

The impact of organizations such as Habitat for Humanity goes far beyond the build day. The organization’s affordable housing programs create a foundation for upward mobility, giving families the stability to focus on education, career development, and community involvement. This, in turn, contributes to the economic and social development of the Oshawa area and beyond.

As Dustbane continues its mission through efforts like the Habitat for Humanity build, the company demonstrated how businesses can create real change in communities. The event at the Normandy Build site serves as a powerful example of how partnership, purpose and a bit of elbow grease can turn simple actions into profound outcomes, all while “Giving Meaning to your Cleaning.” 



# Building Size Selling Implications

## Insights from the American Institute for Cleaning Sciences Trend Report

By TOM FOURNIER, Chair,  
ISSA Canada Distributor Council

The American Institute for Cleaning Sciences recently released an updated trend report. What I thought interesting were some of the trends and implications for building service contractors (BSCs)/facility service providers, distributors and manufacturers by building size (small, medium, large).

While this data was generated in the United States, I feel these implications can offer useful insights to our Canadian industry stakeholders.

The following are some of the relevant data from the report. The size distribution and commercial implications are as follows:

### SMALL BUILDINGS:

High Volume, Low Floor Space

Fifty per cent of buildings are considered small, each being less than 5000 sq. feet, but they represent only nine per cent of total floor space.

Implications:

- **BSCs and In-House Service Providers:** There’s a high volume of smaller buildings, meaning frequent limited floor space per job. Operations managers may need to focus on increased labour productivity and quick turnaround times.

- **Distributors:** Small buildings will require regular but smaller-scale orders of cleaning supplies and consumables like paper products. Stocking more low-cost, high-frequency items may be necessary to meet the demand of numerous small jobs.

- **Manufacturers:** Equipment and supplies for smaller buildings should prioritize portability, affordability, and ease of use. There will be greater demand for products like compact floor scrubbers, cordless vacuums, and low-consumption dispensers for paper and point-of-use chemical dispensing in small buildings.

### MEDIUM-SIZED BUILDINGS:

Balanced Opportunity

Forty-four per cent of buildings fall between 10,000 and 100,000 sq. feet, and contribute 45 per cent of total floor space. The average size of U.S. commercial buildings is around 16,000 sq. feet.

Implications:

- **BSCs and In-House Service Providers:** Medium-sized buildings represent a balanced opportunity, providing enough volume and floor space to yield a better return on investment on each contract for BSCs. In-house service providers will find greater labour efficiencies in medium-sized buildings. Medium size buildings may require specialized ser-

continued on page 12 »



## Building Size Selling Implications:

Insights from the American Institute for Cleaning Sciences Trend Report

vices to meet the image expectations of building occupants.

• **Distributors:** Medium-sized buildings will need a wider range of products, from floor care to restroom supplies, at a higher volume per order. Regular, more substantial orders can be expected from this segment, making it a key market for janitorial supply sales.

• **Manufacturers:** Equipment designed for medium-sized buildings should emphasize productivity and durability. For example, mid-sized floor scrubbers, vacuums, and efficient dispensers could cater to this segment, providing long-term performance in larger facilities.

### LARGE BUILDINGS:

Fewer but Larger Opportunities

Only four per cent of buildings are large, but they account for 36 per cent of total floor space.

Implications:

• **BSCs and In-House Service Providers:** Large buildings offer fewer but higher-revenue opportunities for BSCs, requiring larger teams, specialized equipment, and longer service periods. BSCs with the capacity for large facilities can prioritize long-term contracts. In-house cleaning operations can increase efficiency and quality through innovation in these larger spaces.

• **Distributors:** Large buildings demand a wider range of cleaning supplies, paper products, and equipment. Distributors catering to this market should provide high-quality products, robust supply chain analytics, enhanced inventory management, and specialized services to meet these needs.

• **Manufacturers:** For large facilities, manufacturers should priori-

continued on page 14 »

# Brands vs. Private Labels

natives.

Private labels are marketed as price fighters. They are low-margin opportunities to catch cost-conscious consumers. Private labels are not about brand investment but about inventory and making the sales team understand the features and benefits. Compared to brands, private labels require little investment in marketing efforts or organizational alignment.

### IMPLICATIONS FOR THE CLEANING INDUSTRY

Strategically, companies in the cleaning industry need to decide whether to use brands, private labels, or a combination of both. This decision will depend on market positioning, consumer demographics, and long-term business objectives.

Both brands and private labels have

highly significant but distinct roles in the dynamic and competitive cleaning business. Brands are deeply involved and committed to massive investments, and offer substantial payoffs in the forms of customer loyalty, differentiation in the market, and better margins. On the other hand, private labels provide an inexpensive, low-margin method to win over those more concerned with cost.

Companies need to understand the diversity of roles and benefits brought on board by each to realize business growth and profitability. 🍁

– Matt Schenk is the past president of ISSA. With over 40 years of industry experience, he is the CEO and president at Midlab, a manufacturer of quality cleaning products. He can be reached at [matt.schenk@midlab.com](mailto:matt.schenk@midlab.com).

SOURCE: ISSA Articles

## The Evolution of Sales Prospecting

Generational changes have played a major role in the evolution of sales strategies

By JEFF CROSS

The world of sales prospecting has undergone many changes with the introduction of new technologies and generational shifts in the workforce. Traditional methods of cold calling and face-to-face meetings have given way to digital tools like CRM systems, artificial intelligence (AI), and social media platforms, streamlining identifying and engaging with potential clients. These innovations have enhanced efficiency and allowed sales teams to target prospects with greater precision.

Generational changes have also played a major role in the evolution of sales strategies. Younger sales professionals, more comfortable with technology, prefer modern communication channels such as email, messaging apps, and video conferencing, while also bringing a fresh approach to building relationships with prospects. This shift has led to a blend of high-tech and personal connections



in the way companies engage with potential clients.

As technology advances, the balance between automation and human interaction in prospecting will likely continue to evolve. Emerging tools, such as AI-driven lead generation and data analytics, promise to revolutionize the sales process further, making it crucial for businesses to stay ahead of these trends to remain competitive in an ever-changing landscape.

In an episode of *Straight Talk!*, business coach Troy Harrison, shares strategies that all sales professionals need. *Watch the video now.* 🍁

SOURCE: CMM Online



# Initiating a Sustainability Program When One Size Does Not Fit All

Five steps for small- and medium-sized companies to follow

By STEPHEN P. ASHKIN

**S**ustainability is no longer just a buzzword but a necessity for businesses aiming for long-term success. While large organizations can hire dedicated sustainability professionals and teams of consultants, small- and medium-sized enterprises often must chart their own path, making sustainability efforts pay for themselves while relying on leaders who are often already stretched thin with other responsibilities.

Launching a sustainability initiative can seem daunting for these smaller companies, but following a structured, five-step approach can help them integrate sustainability effectively into their existing operations.

## **STEP ONE: CONDUCT A REALISTIC ASSESSMENT**

Before accepting the lead on your organization's sustainability initiative,

conduct a realistic assessment to clarify leadership's goals and expectations. Understand motivations, set achievable expectations, and ensure the initiative aligns with your organization's capabilities and strategic goals.

A realistic assessment aligns sustainability efforts with business objectives, ensuring the initiative is ambitious yet practical and feasible. It sets the stage for

a successful journey, backed by organizational commitment and resources. Leading a sustainability initiative can be risky if the organization isn't genuinely committed. If the initiative is perceived as superficial and doesn't bring real improvements, it could harm your career. Success depends on genuine dedication to change. If the initiative lacks support from top management or is viewed as mere marketing, it will likely fail to achieve meaningful improvements.

## **STEP TWO: SEEK EDUCATION**

Education is a foundational step for launching a successful sustainability initiative. By understanding best practices, innovative solutions, and potential pitfalls, you can avoid common mistakes and leverage proven strategies.

continued on page 14 »

## Building Size Selling Implications:

Insights from the American Institute for Cleaning Sciences Trend Report

tize industrial-grade cleaning equipment and high-capacity consumables. There will be a growing demand for large auto scrubbers, high-performance vacuums, high-capacity paper dispensers, and advanced chemical systems in this vertical.

Overall implications:

- **BSCs and In-House Service Providers:** EIA data helps BSCs, and in-house operations fine-tune their services, labour efficiencies, and workforce management. Both must balance small and large buildings to optimize their strategies for various building types and sizes.

- **Distributors:** Distributors can use this data to adjust inventory levels for high-demand consumables and build relationships with customers managing medium and large buildings with higher order volumes. Tailoring product offerings by building size will help meet the unique needs of each unique market vertical.

- **Manufacturers:** For manufacturers, the EIA data points to designing products that fit the needs of various building sizes and types. Portable and easy-to-use equipment is crucial for small buildings, while robust, high-capacity solutions are necessary for medium and large buildings. Offering a product line that spans from compact solutions for small space to industrial-grade options for large facilities will be key to capturing different market segments.

By understanding this building size distribution, each business in the cleaning industry supply chain can better align its operations, products, and services to meet customers' needs, optimize profitability, and strategically grow its market presence.

Download the entire report [HERE](#).

## Initiating a Sustainability Program When One Size Does Not Fit All

« continued from page 13

Attend workshops and conferences, utilize online resources, and review case studies of similar companies. Joining industry-specific committees like ISSA's Sustainability Committee can also provide access to specialized resources, peer support and ongoing learning opportunities.

### STEP THREE: ASSEMBLE A TEAM

A successful sustainability initiative requires a committed and diverse team. This team will drive the initiative forward, ensuring that all aspects of the organization are involved and that the efforts are comprehensive and effective.

Form a cross-functional team by ensuring it includes critical players in operations and accounts payable. They will be essential for gathering data, defining team members' roles and responsibilities, and securing leadership support to ensure the initiative has the necessary resources and organizational commitment.

However, go beyond choosing team members based solely on their work titles and tasks. Consider personalities, as it is critical that the team members are willing to put in the time and can work in an area that is rapidly changing. Not everyone has the time nor flexibility, which can be problematic, especially when the initiative is beginning.

### STEP FOUR: ASSESS THE INITIATIVE DRIVERS

Understanding the motivation behind your organization's sustainability efforts and setting a starting point for the project is essential for setting realistic goals and tracking progress.

Identify initiative drivers such as customer requirements or cost savings. Next, conduct an environmental audit

of your company and evaluate the social and cultural impact of creating a sustainability initiative. Finally, gather accurate data to establish a baseline for future comparisons in order to demonstrate progress.

### STEP FIVE: IDENTIFY KEY AREAS OF IMPACT

Not all sustainability issues will be equally important to your organization. Identifying the most relevant and impactful areas ensures that your efforts are focused and effective.

Engage with stakeholders for their opinions and conduct a materiality assessment, which is a fancy term for identifying what is impactful to your organization. Align your company's sustainability priorities with its overall business objectives to integrate sustainability into the core strategy.

### GO BEYOND THE STEPS

Launching a sustainability initiative is a significant step for any small- or medium-sized company. By conducting a realistic assessment and understanding the true commitment needed, you can ensure your sustainability efforts are genuine and impactful.

Remember, sustainability is a journey, not a destination. Continuous learning, adaptation, and improvement are key to long-term success. Your commitment will help protect the planet and position your business for future growth and success. 🍁

— 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](mailto:steve@ashkingroup.com).

SOURCE: CMM Online

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**February 2, 2025**  
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# Elevating Industry Professionalism



**B**unzl Cleaning & Hygiene and Dustbane Products Ltd. have recently elevated their sales strategies by achieving the ISSA Cleaning Industry Management Standard (CIMS) Expert certification for their sales staff. With Bunzl certifying 70+ professionals across Canada and Dustbane certifying 10, this significant milestone underscores the commitment of these companies to providing exceptional value to customers and advancing the cleaning and facility management industry.

CIMS is widely recognized as the foremost standard of excellence in the cleaning industry. As the first consensus-based management standard, it outlines the globally accepted characteristics necessary for a successful cleaning organization. The comprehensive certification provides a framework for cleaning service providers to develop and implement a quality-focused, customer-centered approach to cleaning and facility management.

Achieving CIMS certification requires organizations to meet rigorous criteria across key areas, including quality systems, service delivery, and health and safety. By equipping their sales teams with this certification, Bunzl Cleaning & Hygiene and Dustbane Products Ltd. have positioned themselves as leaders in the industry, offering unparalleled expertise to their customers.

The certification empowers sales professionals with the tools and knowledge needed to help cleaning teams meet, exceed, and maintain cleaning standards designed to protect the health and well-being of the facilities they service and the occupants who visit them. This enhanced expertise ensures that customers receive the highest level of support in navigating complex cleaning and hygiene challenges.

“We’re excited about our investment in CIMS Expert Certification because of the value it brings to our customers,”

said Brock Tully, Senior Vice President of Bunzl Cleaning & Hygiene in a company press release. “With the amount of information available, it can be overwhelming for them to try to find the right answers. The tools and knowledge granted through this certification allow our sales professionals to be the source of truth for all customers’ cleaning and hygiene needs.”<sup>(1)</sup>

Shannon Hall, Executive Vice President of Sales & Marketing at Dustbane Products Ltd., echoed this sentiment, stating, “At Dustbane, we believe in setting the standard for excellence in the industry. Achieving the CIMS Expert certification ensures our sales team is equipped with the knowledge and expertise to deliver exceptional service and support to our customers. This certification reaffirms our dedication to helping clients achieve their cleaning goals and maintain safe, healthy facilities.”

Through their commitment to the CIMS Expert certification, Bunzl Cleaning & Hygiene and Dustbane Products Ltd. are leading the way in enhancing the professionalism and effectiveness of their sales teams, ultimately raising the bar for the entire cleaning and facility management sector. 🍁

*For more information on the CIMS Expert Certification, please visit the [ISSA Canada website](#).*

<sup>(1)</sup> [Bunzl Cleaning & Hygiene Raises Bar with CIMS Expert Certification](#)

## CALENDAR OF EVENTS

**FEBRUARY 2: Third Annual Chili Cook-Off** in support of ISSA Charity’s *Cleaning for a Reason* program - 1:00 to 5:00 p.m. at the Taproom 260 in Orleans, ON. [LEARN MORE](#)

**FEBRUARY 4: Go on Pathogen Patrol: Arm Yourself with Cleaning & Disinfecting Tips to Combat Facility Germs** webinar - 2:00 to 3:00 p.m. (Eastern). [LEARN MORE](#)

**FEBRUARY 5: How to Leverage International Cleaning Week 2025** webinar - 1:00 to 2:00 p.m. (Eastern). [LEARN MORE](#)

**FEBRUARY 11: The Ultimate Exit Plan: Strategies to Assess, Enhance, and Maximize the Value of Your Company** webinar - 2:00 to 3:00 p.m. (Eastern). [LEARN MORE](#)

**MARCH 11, 13, 18 & 20: Cleaning Management Institute (CMI) virtual Train-the-Trainer** certification workshop - Noon to 4:00 p.m. (Eastern). *Registrants must attend all sessions to receive the certification.* [LEARN MORE](#)

**MARCH 19: ISSA Hygieia Network Webinar, Networking & Building Relationships**, 2:00 to 3:00 p.m. (Eastern). [LEARN MORE](#)

**MARCH 23-29: International Cleaning Week**, how will you celebrate this week of cleaning industry recognition. [LEARN MORE](#)

**APRIL 7 & 8: Healthcare Surfaces Summit**, ISSA Headquarters, Rosemont, IL. [LEARN MORE](#)

**APRIL 8: The Certified Workloading Specialist (CWS)** virtual certification workshop - 10:00 a.m. to 6:00 p.m. (Eastern). [LEARN MORE](#)

**MAY 8: ISSA Hygieia Networking & Leadership Conference**, Mississauga, ON - 9:30 a.m. to 4:30 p.m. [LEARN MORE](#)

**MAY 14: ISSA Hygieia Network How to Navigate Tough Conversations** webinar - 2:00 to 3:00 p.m. (Eastern). [LEARN MORE](#)

**JUNE 11-13: Canadian Healthcare Housekeepers 12<sup>th</sup> Annual Conference**, Oakwood Resort, 70671 Bluewater Hwy., Grand Bend, ON. [LEARN MORE](#)

★ Exclusive ISSA Canada Member Benefit



# THE VALUE OF CLEAN 3.0

## Where Cleanliness Meets Profitability

The goal of the Value of Clean® resources is to empower ISSA Canada members with evaluation tools and resources to provide customers with a deep understanding and justification for their investment in cleaning.

In the dynamic landscape of the cleaning industry, 2024 signifies a pivotal turning point driven by global priorities in **health, sustainability, and technological advancement**. As businesses adapt to new norms, there are abundant opportunities for cleaning professionals to elevate standards, innovate services, and position themselves as leaders in fostering healthier environments.

**Embrace the New Clean, Elevate Your Standards and Seize Opportunities!**

[Access Resources](#)