

contractor's corner

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Canada Night 2025 A Stellar Evening of Unity & Pride

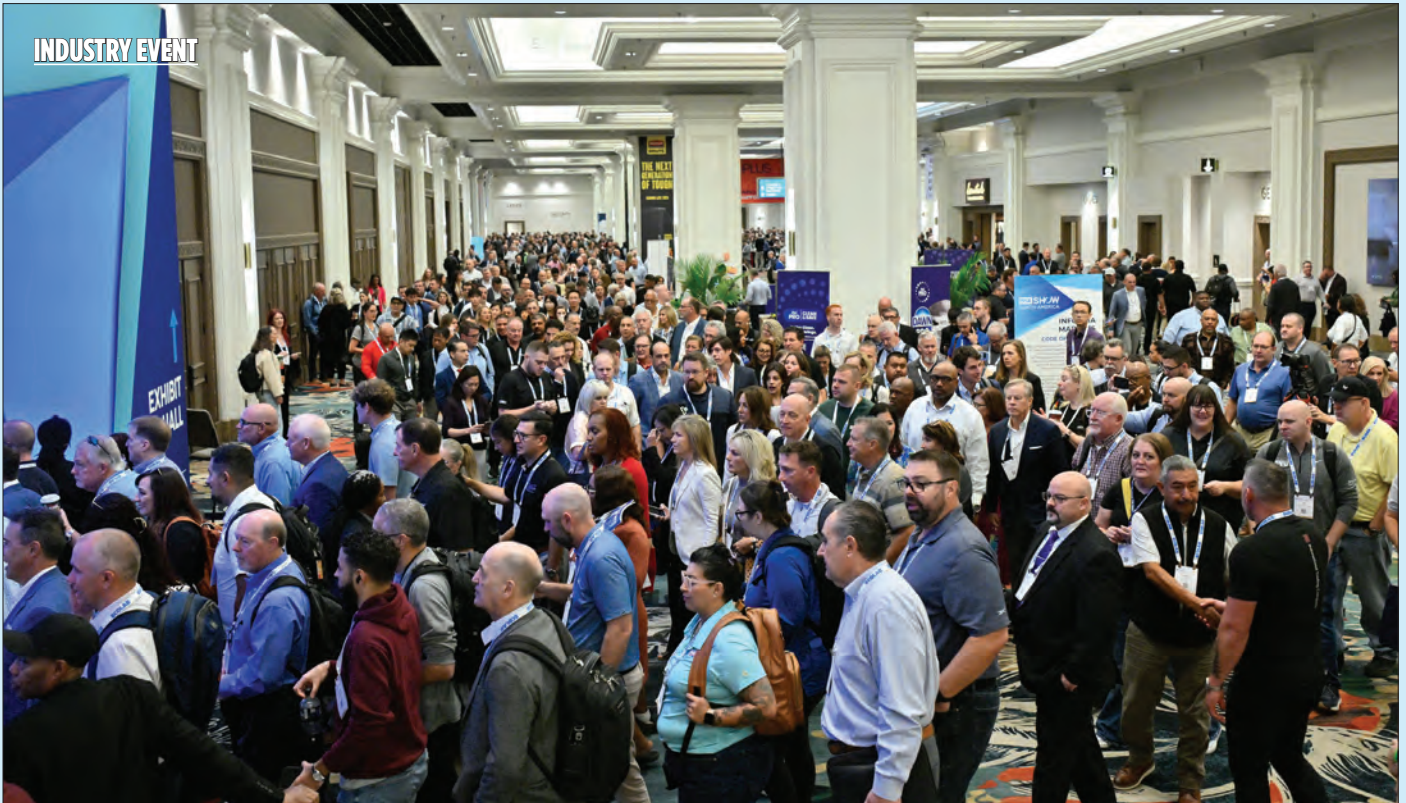
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Building Trust for Your Business By Resolving Issues

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8 Powerful Reasons to Become CIMS-GB Certified!

NEWS, VIEWS AND INFORMATION FOR THE FACILITY SERVICE PROVIDER



ISSA Show North America 2025

Global Cleaning and Facility Solutions Industry Unites in Las Vegas

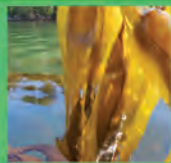
ISSA Show North America, the most comprehensive global event dedicated to cleaning and facility solutions, successfully concluded on November 13, connecting the world's leading suppliers and service providers from 70+ countries.

Critical topics around technology integration, advanced automation solutions, enhanced safety protocols, industry advocacy initiatives and emerging market trends drove transformative discussions that will define the cleaning and facility management sector's evolution for years to come.

Extensive Exhibitor Showcase

More than 600 exhibitors across the show floor displaying and demonstrating thousands of products spanned categories from cleaning agents, floor and carpet care, and equipment and accessories to

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Did You Know...

Kelp forests can help protect coastlines by reducing wave energy by up to 60% during storms.



Look for our kelp logo!



Page 2 »

Kelp Sea-forests for ocean restoration



Restoring kelp forests offers a powerful, nature-based solution that delivers verified environmental benefits. Here's how kelp restoration supports sustainability, biodiversity, and your corporate responsibility goals.



CAPTURE CARBON, NATURALLY

Kelp forests absorb CO₂ faster than terrestrial forests, helping mitigate climate change at scale. These fast-growing marine plants trap carbon in ocean biomass, boosting your impact on climate without relying on carbon offset claims.



STRENGTHEN COASTAL RESILIENCE

Kelp forests act as natural wave barriers, absorbing the energy from storms and reducing coastal erosion. Restoration can help shield vulnerable shorelines from the effects of climate change and rising sea levels.



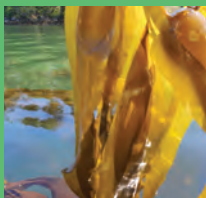
RESTORE MARINE ECOSYSTEMS

Kelp forests provide habitat and shelter for hundreds of marine species, from fish to otters. Restoring these habitats enhances biodiversity, supports fisheries, and helps coastal communities that depend on ocean resources. We're proud to bring our Buy 1 | We Plant 1 initiative to Canadian waters — supporting kelp forest restoration at Venture Point, Sunshine Coast, BC.



VERIFIED, TRANSPARENT IMPACT

Through veritree, every kelp restoration initiative is monitored using blockchain technology and local community verification. This ensures transparency, traceability, and long-term accountability in your ocean-positive impact. This partnership works collaboratively with Indigenous knowledge holders, honouring traditional knowledge to restore balance to marine ecosystems.



Did you know...

KELP FORESTS CAN HELP PROTECT COASTLINES BY REDUCING WAVE ENERGY BY UP TO 60% DURING STORMS



Look for our kelp logo!



ISSA Show North America 2025



safety and industrial supplies, and technology & business solutions. Companies in attendance included Arm & Hammer Commercial, Clorox Pro, GOJO Industries, GP PRO, Hoover and Oreck Professional, Nilfisk, P&G Pro, SC Johnson Professional, Spartan Chemical Co., Inc., Tork, an Essity Brand and Supplymaid, among hundreds more.

COMPREHENSIVE EDUCATION PROGRAMMING

Regulatory and compliance, management and sustainability were top of mind throughout the comprehensive education programming. In both classroom settings and throughout various areas on the show floor, features included the Innovation Showcase and Theatre, the Business Solutions Theatre, the Sustainability and ESG Hub, the ISSA Experience Hub and the CleanMeet Zone. The conference agenda spanned 10 tracks: Business Growth, Cleaning Insights, Distributor, ISSA VEO, ESG and Sustainability, Facility Operations and Maintenance, Leadership, Career and Talent Development, Marketing Strategies, Residential, and Technology and Innovation.

INDUSTRY IMPACT

“The energy and optimism throughout the show floor was truly remarkable,” said Ed Nichols, show director of ISSA Show North America. “While our industry stands at a pivotal moment of evolution and transformation in the global landscape, our com-

munity continues to come together with determination and a collaborative spirit. We are actively driving change, finding innovative ways to unite and deliver exceptional results in a sector that is fundamental to how our societies and communities thrive and function every day.”

GLOBAL COLLEGIATE SALES COMPETITION

To support the next generation of the workforce, ISSA Show North America hosted the first-ever Global Collegiate Sales Competition, bringing in students from 10 universities across the United States to participate in real-life role play and speed selling in front of the world’s biggest cleaning brands. For the role-play selling category, Emily Grimaldi of Virginia Tech took home first place, while Lucy Lyons of Ball State University received second place and Kelly Mollenauer of Virginia Tech was named in third place. For the Speed Selling category, Kaylie Cerda of Texas A&M took home first place, Ellie Swain of Virginia Tech was awarded second place and Leah Im of UNLV was named third place.

ADDITIONAL EVENTS

ISSA Spotlight Event and Awards:

Show partner ISSA, the association for cleaning and facility solutions, presented its annual award program to recognize cleaning and facility solutions professionals who are driving the industry forward through positive contributions in their

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contractor's corner

CONTRACTOR'S CORNER is published by ISSA Canada and focuses on the Building Service Contractor and In-House Service Provider sectors. The newsletter provides news and views from the industry, as well as the most current educational offerings from ISSA and ISSA Canada. For more information, please contact:

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Mike Nosko
ISSA Canada Executive Director



Tony Raposo
SPEICO services aux immeubles

ISSA Show North America 2025



businesses and beyond.

The 2025 Achievement Awards and recipients included the following:

• **ISSA Honorary Lifetime Achievement Award:** Charles Wax, former President & CEO, WAXIE Sanitary Supply.

• **Jack D. Ramaley Industry Distinguished Service Award:** Kathleen Albertson, Client Relations Manager, GDI Services, Inc.

• **Manufacturer Representatives' Distinguished Service Award:** John Riches, President, Riches Associates.

• **ISSA Rising Star Award in Honor of Jimmy Core:** Donnell Hines, Regional Operations Manager, Integrity National Corp.

• **ISSA Trainer of the Year Award Honoring Marion Ivey:** Bill McGarvey, Director of Training & Sustainability, Imperial Dade.

Industry Leaders Roundtable:

The panel gives attendees a 360-view of the state of the industry, trends in the industry, biggest challenges and legislation that is impacting the cleaning industry the most.

ISSA Housekeeping Olympics: Internationally recognized competition hosted by the Indoor Environmental Healthcare & Hospitality Association (IEHA), a Division of ISSA, spotlights and

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Canada Night 2025

A Stellar Evening of Unity and Industry Pride

Canada Night 2025 proved to be an outstanding highlight of ISSA Show North America, bringing together approximately 500 industry leaders and their guests on Tuesday, November 11 at the Mandalay Bay Convention Center. Held in a vibrant and welcoming environment, the evening featured exceptional food, refreshing beverages, and plenty of opportunities to relax and reconnect. From the moment the doors opened, attendees were greeted by a warm atmosphere that set the tone for an unforgettable night.

The event once again demonstrated why Canada Night is considered a must-attend gathering for the Canadian cleaning and facility solutions community. Guests enjoyed meaningful conversations, strengthened professional relationships, and made new connections that will carry forward long after the show. With its perfect blend of celebration and networking, Canada Night 2025 delivered an exceptional experience and reaffirmed its place as one of the most anticipated events of the year.

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Crossing the Chasm

The moment skepticism ends and strategic adoption begins in the evolution of cleaning automation

By JON HILL

In the world of professional cleaning, skepticism is healthy. Many building service contractors (BSCs) and in-house service providers (ISPs) have watched the evolution of automation with cautious interest, waiting for the right moment to act. That moment is now.

Robotic floor cleaning has crossed organizational theorist, management consultant, and author Geoffrey Moore's "chasm" and reached what best-selling author Malcolm Gladwell calls the "tipping point," a moment of rapid, self-sustaining adoption.

TECHNOLOGY'S UNSTOPPABLE MOMENTUM

What was once a novelty is now be-

coming an industry standard. To understand why, we must unpack the metaphor.

Moore's "chasm" describes the perilous gap between early adopters, visionaries willing to try new technology, and the early majority, who require proof, reliability, and return on investment (ROI). Many technologies stall here.

But Gladwell's "Tipping Point" offers a complementary lens: It's the threshold when a product, trend, or behavior gains unstoppable momentum, "like a virus in a crowded room." The two frameworks converge: Crossing the chasm is the hard-earned entry into the early majority; the tipping point is what follows when the floodgates open.

So, has robotic cleaning really tipped?

Here's the evidence:

Market behavior has shifted. In the latest *ISSA Cleaning & Maintenance Management (CMM) In-House/Facility Management Benchmarking Survey Report*, 43 per cent of respondents reported plans to purchase autonomous cleaning equipment, a sharp increase that signals movement from experimentation to widespread adoption.

The environmental context has changed. Labour shortages are no longer a talking point; they have become structural. When 50 per cent of front-line janitorial workers have less than a year of experience with wage rates greater than \$17, and their rate continues to climb (again, according to the *2025 CMM In-House/Facility Manage-*

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ISSA Show North America 2025



celebrates the frontline workers in hospitality and healthcare. The winners included:

- **First place:** Aria Las Vegas Hotel/Vdara Hotel & Spa Las Vegas
- **Second Place:** Resorts World Las Vegas.

- **Third place:** Staples Business Innovation Experience: The ISSA Show Innovative Leaders Award Program highlights the industry's latest innovations in the global cleaning industry. Participating exhibitors showcase products and technologies that have made an impact in the commercial, institutional and residential cleaning community.

Ongoing Engagement and Progress

"This week, we saw incredible momentum," said Kim Althoff, executive director of ISSA. "There is a real appetite for knowledge and innovation that keeps driving us forward. Our industry continues to push boundaries, share insights and build on each other's successes as cleaning and facility solutions remain essential and vital to all across the world."

2026 Dates

ISSA Show North America will return **November 17-19, 2026**, at the Mandalay Bay Convention Center. To stay up to date with show announcements, please visit www.issashow.com.



Crossing the Chasm

ment Benchmarking Survey Report), automation becomes a necessity, not a luxury.

The product is now "sticky." Gladwell's "Stickiness Factor" makes ideas and products memorable and compelling. The Stickiness Factor is alive in modern cleaning robots. Today's machines are not only more reliable but also easier to deploy, integrate, and maintain. They're visible to staff and tenants. They communicate data and work nights, weekends, and holidays. Most importantly, they work consistently.

Key influencers are advocating. Gladwell's "Law of the Few" points to the outsized impact of connectors and salespeople. In the cleaning industry, this translates to large BSCs and Fortune 500 clients who are driving change. Facility executives aren't just testing robots; they're re-engineering operations around them.

Design thinking and data are closing the execution gap. Robotic cleaning has matured beyond the pilot stage due to improved design, enhanced training processes, and more precise data. As noted in the recent article entitled Strategic Execution in the July/August 2025 edition of *ISSA Today*, execution isn't about launching a project: It's about embedding it in daily practice. The rise of software platforms, service plans, and user dashboards makes robotic cleaning easier to manage than ever before.

So, what's next?

INDUSTRY LEADERS, UNTIL THEY WEREN'T

Most industries are no strangers to disruption. Just ask the executives at companies like:

- Blockbuster, which failed to recognize the inevitability of streaming, was erased by Netflix.
- BlackBerry and Nokia, who once

dominated the mobile markets but dismissed the significance of touchscreens and app ecosystems.

- Kodak and Polaroid, who once owned photography but resisted digital cameras.

- RadioShack, which lost relevance by underestimating e-commerce and failing to adapt to shifting consumer habits.

These weren't weak companies. They were industry leaders, until they weren't.

In the book *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*, author Clayton Christensen warned of this: "Great companies can fail, not because they're poorly run, but because they are too focused on optimizing current performance. That obsession blinds them to technologies that start small, seem less profitable, or look niche until they redefine the entire market."

EMBRACE TECHNOLOGY NOW

Autonomous cleaning has reached that redefinition moment. This is a strategic shift. The companies that embrace it early are already reaping compounding gains in efficiency, consistency, and customer value. These aren't pilot programs anymore; they're operational standards in airports, retail, healthcare, and education.

Crossing the chasm was never about everyone rushing in at once, but about knowing when the water was safe enough to jump in.

That time is now.

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

SOURCE: ISSA Articles

ISSA | Canada

What's Your Temperature?

How are you feeling? Are you confident about your business outlook, or navigating headwinds? How would you rate the Canadian economy? Are tariffs and global trade tensions affecting your operations or your customers? And looking ahead – what do you expect business to look like in 2026?

We want to know how you're feeling!

CHECK IN NOW »



Building Trust For Your Business By Tracking & Resolving Service Issues

BY JOHN KESSLER

Tracking and resolving service issues isn't just damage control – it's your secret weapon for developing trust, improving retention, and building a lasting relationship clients rely on. Long-term client relationships are built not just on sparkling floors, but on how well service providers respond when things go wrong.

Whether it's a missed appointment, a complaint about streaky windows, or confusion over service schedules, each issue presents a choice: let it slip by or prove you're the partner they can count on.

The most successful commercial cleaning and floor service companies aren't the ones with the fewest complaints; they're the ones with the best systems for tracking and resolving them. This level of attention

to detail not only increases customer retention but also becomes a key component in the lasting partnership.

THE POWER OF BEING PROACTIVE

Too often, consumer issues go unnoticed because there is no process in place to identify them early. A site manager may send an email that gets lost in someone's inbox, or a building supervisor may mention something in passing that never gets recorded in a formal system. Without a reliable method to document and follow up, even minor problems can turn into lost contracts.

Smart companies that implement a structured system for tracking issues, especially the ones that allow frontline employees to document concerns in real-time, are then better positioned to resolve problems quickly and prevent recurring challenges.

USING TECHNOLOGY TO YOUR ADVANTAGE

Many platforms on the market today enable the collection, assignment, and follow-up on customer complaints – often with mobile-friendly tools that brand managers can use in real time. Various platforms offer free tiers or entry-level pricing that can support smaller operations without requiring significant IT investments that would be almost impossible for a non-IT business.

What matters most is consistency. Whether you use a spreadsheet or a software suite, the key is to ensure that every issue is recorded, prioritized, and resolved with visible accountability, resulting in trust being built and reinforced with your clients.

BUILDING A FEEDBACK LOOP

Once you're consistently logging and

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Lori Armitage Wins ISSA Hygieia International Member of the Year



Lori Armitage was honoured with the prestigious ISSA Hygieia International Member of the Year Award, recognizing her outstanding leadership, dedication, and advocacy for advancing women within the cleaning and facility solutions industry. The award was presented during the ISSA Hygieia Award Night on Wednesday, November 12, at the Mandalay Bay Convention Center, where colleagues and industry peers gathered to celebrate multiple award winners for their various contributions to advancing the careers of women in the industry.

Lori's commitment to mentorship, professional development, and fostering opportunities for women has made her a respected and influential voice across Canada and the industry as a whole.

Throughout her career, Lori has championed initiatives that inspire, empower, and elevate individuals at all stages of their professional journey. Her recognition at the Hygieia Award Night underscores the meaningful impact she continues to make, both within her organization and across the global cleaning community. The award serves not only as a tribute to her achievements but also as an inspiration to others striving to create a more inclusive and supportive industry.

Building Trust For Your Business By Tracking & Resolving Service Issues

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resolving issues, you begin to collect a valuable resource: insight. By reviewing issue trends quarterly (whether by client, region, or service type), you can identify training gaps, anticipate equipment needs, and even improve how you pitch and price services.

For example, if you notice recurring after-hours complaints from a particular office or area, it may be time to suggest staggering shifts to those servicing those sites. If multiple clients raise concerns about hard water stains in their restrooms, it may be time to be a resource for franchisees on specific descaling techniques or adjust product usage.

This feedback loop transforms your company from a reactive service provider to a proactive partner – one that's always growing alongside its clients.

THE LONG-TERM PAYOFF

Clients don't expect perfection, but they do expect quality control and responsiveness. When they see that you track their concerns, follow up reliably, and even make improvements based on their feedback, you become more than just a vendor; you become a trusted partner in maintaining their facility's appearance.

And in an industry where contracts are often awarded on price – but retained on

reliability – that trust is the most valuable currency you have.

Here are some best practices to build loyalty through issue tracking:

- Start with simple digital tools, such as Google Forms, to record and manage issues in real-time.
- Assign responsibility and make someone in your company accountable to ensure every issue gets resolved promptly.
- Respond quickly and humanize the follow-up; a brief video of resolution or personal email can make a significant difference.
- Review trending challenges on a monthly or quarterly basis to identify suggested training, equipment, or staffing recommendations.
- Close the loop with clients by showing them how their feedback led to improvements to service.

By tracking what goes wrong, you show clients everything that's going right – and that's how long-term trust and loyalty are built.

– John Kessler is the Master Franchise Owner for Anago of Charleston, part of the Anago Cleaning Systems brand supporting over 1800 franchises across the U.S. and Canada. For more information about Anago of Charleston, visit www.AnagoCleaning.com/Charleston.

SOURCE: FC&M Magazine

ISSA Elects New 2026 Board Members

ISSA, the worldwide cleaning industry association, is pleased to announce the following individuals have been elected to serve on the 2026 ISSA Board of Directors, which will be led by ISSA President Laurie Sewell of Servicon.

- Vice President/President-Elect: **John Swigart**, Spartan Chemical Co. Inc.
- Executive Officer: **Matthew Urmanski**, Essity Professional Hygiene.
- Manufacturer Director: **Rob Posthauer**, Rubbermaid Commercial Products.
- Distributor Director: **Mike Cusick**, Staples Inc.

- Canada Director (BSC): **Michael Kroupa**, United Services Group.

Returning Board Members

In addition to Sewell, the following 2026 Board members are returning from the 2025 Board:

- Secretary: **Rachel Sanchez**, Prestige Maintenance USA.
- Treasurer: **Adam Camhi**, Sunbelt Rentals.
- Manufacturer Representative Director: **Mark Presho**, Access Partners.
- BSC Director: **Ricardo Regalado**, Rozalado Services.
- Distributor Director: **Nick Lo-**

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Sustainable Cleaning Systems:

Boost Efficiency & Eco-Friendliness

Implementing sustainable cleaning systems is becoming increasingly vital for businesses, schools, healthcare facilities, and other organizations. Not only do these systems reduce environmental impact, but they also improve operational efficiency and contribute to healthier indoor spaces. If you want expert guidance on integrating sustainable practices into your cleaning operations, ISSA's [consulting services](#) can help your organization develop tailored solutions that meet both performance and sustainability goals.

In this article, we'll explore what sustainable cleaning systems are, why they matter, and practical strategies for implementing them in your facility.

WHAT ARE SUSTAINABLE CLEANING SYSTEMS?

Sustainable cleaning systems are methods, tools, and processes designed to clean facilities while minimizing harm to the environment, conserving resources, and

promoting safety for staff and occupants. These systems often include:

- **Green cleaning chemicals:** Biodegradable or low-toxicity cleaning solutions.
- **Efficient equipment:** Machines that reduce water, energy, and chemical use.
- **Optimized processes:** Cleaning schedules and workflows that reduce waste and maximize productivity.

By combining environmentally friendly products with smart operational strategies, sustainable cleaning systems create a more responsible and effective cleaning program.

THE BENEFITS OF SUSTAINABLE CLEANING SYSTEMS

Environmental Impact Reduction

Traditional cleaning methods often involve harsh chemicals, and high water or energy consumption. Sustainable cleaning systems prioritize eco-friendly products and technologies, significantly reducing your facility's carbon footprint. Accord-

ing to the EPA, green cleaning can prevent harmful chemicals from entering the environment and help conserve natural resources.

Health and Safety Improvements

Using low-toxicity chemicals and proper ventilation protocols reduces exposure to hazardous substances for cleaning staff and building occupants. This contributes to fewer respiratory issues, skin irritations, and overall workplace illnesses. Studies, such as those by the International Journal of Environmental Research and Public Health, highlight the positive health outcomes associated with green cleaning practices.

Operational Efficiency and Cost Savings

Although sustainable cleaning systems may require an upfront investment, they often lead to long-term cost savings. Efficient equipment and optimized work-

... continued on page 10 »

ISSA Elects New 2026 Board Members

max, S.P. Richards Co.

- Distributor Director: Debbie Sardone, Speed Cleaning.
- Manufacturer Director: Fabio Vitali, Sofidel.
- Manufacturer Director: Bill Simpson, Ecolab.

Outgoing Board Members

The following individuals complete their service on the Board in 2025:

- Laura Ann Draven, Imperial Dade.
- Tom Friedl, Hospeco Brands Group.
- Matthew J. Schenk, Midlab
- Brock Tully, Bunzl Canada Inc.

“ISSA’s strength is the breadth of our community,” said ISSA Executive Director John Barrett. “The 2026 Board reflects that diversity of roles and experience, enabling us to champion member success across all segments while advancing cleaning as a critical investment in health and performance.”

Sustainable Cleaning Systems

flows reduce energy, water, and chemical consumption. Additionally, extending the lifespan of flooring, furniture, and other surfaces through proper care minimizes replacement costs.

KEY ELEMENTS OF A SUSTAINABLE CLEANING SYSTEM

To create a truly sustainable cleaning system, consider the following components:

1. Green Cleaning Products

- Choose biodegradable, low-VOC, and non-toxic cleaning agents.
- Look for third-party certifications, such as Green Seal or EcoLogo, to ensure credibility.

2. Energy- and Water-Efficient Equipment

- Use floor scrubbers, vacuums, and washing machines designed to minimize water and energy usage.
- Maintain equipment regularly to ensure peak efficiency.

3. Waste Reduction Practices

- Implement recycling programs and reduce single-use cleaning supplies.
- Use microfibre cloths and mops that require less water and chemical use.

4. Staff Training

- Educate cleaning teams on proper product use, safety, and sustainable practices.
- Regular training improves performance, reduces errors, and ensures compliance with sustainability goals.

5. Monitoring and Continuous Improvement

- Track metrics like water and energy consumption, chemical use, and cleaning effectiveness.
- Adjust processes based on data to improve efficiency and environmental outcomes.

For expert guidance on developing a sustainable cleaning program tailored to your facility, ISSA’s consulting services can provide actionable recommendations and ongoing support.

IMPLEMENTING SUSTAINABLE CLEANING SYSTEMS: STEP-BY-STEP

1. Assess Current Practices

Conduct a thorough audit of existing cleaning protocols, products, and equipment. Identify areas where resources are wasted or where chemicals could be replaced with greener alternatives.



2. Set Sustainability Goals

Define clear objectives for your program, such as reducing water consumption by 20 per cent or switching to certified green cleaning products facility-wide.

3. Select Appropriate Tools and Products

Choose equipment and chemicals that align with your sustainability goals. Consider lifecycle costs and environmental impact.

4. Train Staff

Provide ongoing education to ensure your team understands and follows sustainable cleaning procedures.

5. Monitor and Adjust

Continuously measure key performance indicators and make adjustments to enhance efficiency and environmental benefits.

CONCLUSION

Adopting sustainable cleaning systems benefits both the environment and your facility’s operations. By focusing on eco-friendly products, efficient equipment, and optimized processes, you can reduce costs, improve indoor air quality, and contribute to a healthier planet.

To get started on creating a customized sustainable cleaning program for your facility, ISSA’s consulting services can provide expert support and guidance tailored to your organization’s needs. Investing in sustainability today not only improves operational performance but also positions your facility as a leader in responsible cleaning practices.

ADDITIONAL REFERENCES:

- [ISSA Consulting Services.](#)
- [Sustainable Cleaning Guidelines.](#)
- [EPA Green Cleaning.](#)
- [International Journal of Environmental Research and Public Health.](#)



From Invisible to Indispensable

Business is driven by relevancy. What you are offering, your price, your timing, your strategy – these all must be relevant to close deals and grow your business.

We may be aware of that, but how do we navigate the digital landscape to deliver the right messages to the right people at the right time?

Digital marketing can be a valuable resource for building business relationships. Digital marketing strategist Danny Murawinski shared his expertise and innovative approach to helping businesses grow their digital audiences.

THE POWER OF RELEVANCE

When Danny Murawinski launched his company Exit Built, he wasn't just starting a digital marketing firm – he was kicking off a mission to liberate companies from long-term agency dependency. Speaking at Business Growth Strategies, an ISSA event held earlier this year, Murawinski walked attendees through a high-energy, data-backed presentation, offering a compelling blueprint for scaling digital engagement,

driving conversions, and making your content work harder for you.

Murawinski began with a fundamental truth, “Relevancy drives all commerce.” Whether a customer books a hotel, chooses a coffee shop, or attends a trade show, the decision is rooted in emotional and situational relevance. Being top-of-mind, he emphasized, starts with connecting on a deeper level than just price or features.

Even neutral responses to content, Murawinski said, aren't neutral for long. “Neutral is really just indecision. Eventually, it goes positive or negative,” he explained. Whether it's a cold call or a digital ad, repeated exposure moves people emotionally – and that's where influence begins.

THE INTERNET: HOW CONTENT FINDS YOU

Murawinski gave a crash course in the evolution of digital algorithms, from the early days of Ask Jeeves and Google to the modern interest graph powering platforms like TikTok, LinkedIn, and ChatGPT. The shift, he noted, came in 2019 when TikTok implemented its now-

famous “For You” page.

“That was the moment the game changed. It's no longer about who you follow. It's about what you pause on, what you watch, and what you engage with. The algorithm builds a profile of you based on that behavior,” he said.

LinkedIn, for instance, has now adopted a similar model. That's not a coincidence – it's an arms race for attention, and the platforms are all evolving to serve more relevant content faster.

TIMING + TRUST + NEED

To help frame relevance in a business context, Murawinski shared a Venn diagram-style mental model: Timing, trust, and need. When all three align, customers convert quickly. With two, the sales process slows. With only one, you're unlikely to close the deal without significantly more work.

“If I send a relevant podcast episode to a prospect who trusts me and needs what I'm offering, that one piece of content can close the deal – and scale across 100 others

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Canada Proposes Updates to Newly Established Anti-Greenwashing Measures

Bill C-15 is a recently introduced omnibus bill by the Canadian Federal Government, presented for first reading in the House of Commons on November 18, 2025. While Bill C-15 covers a range of budget- and tax-related measures, it also proposes to amend certain anti-greenwashing provisions in the existing *Competition Act*.

To understand why Bill C-15 is significant, we need to go back to mid-2024: at that time another law, Bill C-59, received royal assent. It amended the *Competition Act* to more clearly target “greenwashing,” i.e. misleading or unsubstantiated environmental claims made by businesses about their products or operations.

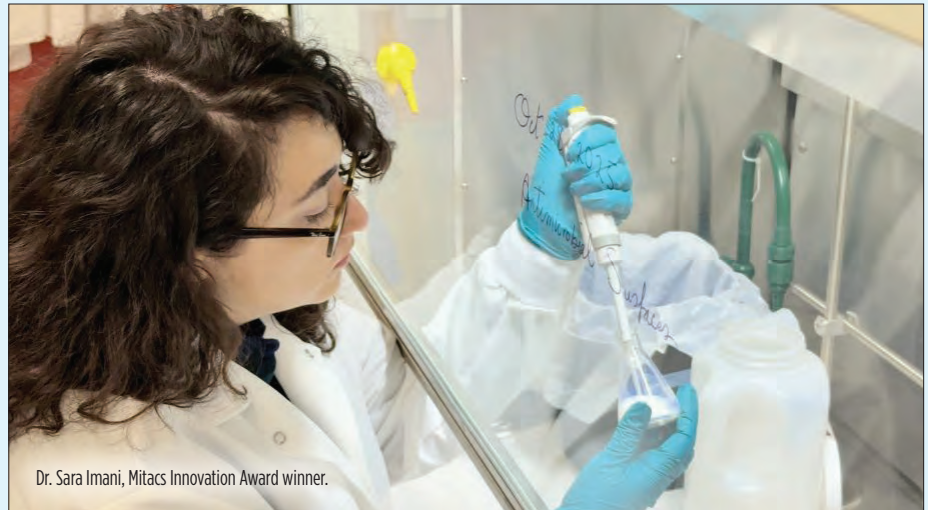
Under Bill C-59, environmental claims had to rest on “adequate and proper testing,” and – when it came to claims about environmental benefits of a business or its activities – they had to be backed by “internationally recognized methodology.”

Additionally, Bill C-59 expanded who could challenge misleading environmental claims: private parties (such as environmental groups or competitors) would – starting mid-2025 – be able to bring greenwashing complaints directly before the Competition Tribunal.

However, Bill C-15 – as currently proposed – would scale back key parts of those anti-greenwashing provisions. Specifically:

- It would remove the requirement that environmental-benefit claims about a business or its activities be substantiated according to an “internationally recognized methodology.”

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Dr. Sara Imani, Mitacs Innovation Award winner.

Researcher Wins Innovation Award For Product That Kills Superbugs On Contact

The coating promises to reduce infection risk on high-touch surfaces in high-traffic areas

As global health leaders warn that drug-resistant superbugs could kill 39 million people by 2050, a Hamilton researcher is being recognized for developing a long-lasting antimicrobial coating that kills bacteria on contact.

Dr. Sara Imani, a postdoctoral researcher at McMaster University supervised by Dr. Tohid Didar and Dr. Leyla Soleymani, has received the Mitacs Innovation Award – Outstanding Innovation for creating a surface coating that prevents pathogens from surviving on high-touch surfaces. The award was presented November 17 at the National Arts Centre in Ottawa.

Imani’s coating – currently patent-pending and preparing for scale-up with Oakville-based FendX Technologies – has demonstrated over 99 per cent efficacy against pathogens such as MRSA and *Pseudomonas aeruginosa*, which commonly contaminate hospital surfaces and equipment.

“You simply apply it like a standard paint or finish, and it remains effective over time,” said Imani, who credits Mitacs for giving her direct exposure to commercialization processes rarely available to early-career researchers. She gained experience in regulatory testing, scale-up, and translating lab innovations into real-world applications.

Unlike conventional disinfectants that lose effectiveness quickly, the coating forms a near-invisible, durable film that continues working after abrasion and UV exposure. This makes it suitable for high-traffic public environments such as hospitals, schools, airports, and retail spaces. “Regular disinfectants must be constantly reapplied,” Imani explained. “Our coating is designed to provide ongoing protection for bedrails, doorknobs, touchscreens – virtually any surface where infections spread.”

The Mitacs Innovation Award – Outstanding Innovation celebrates research with strong potential for societal and economic impact. Imani is one of 11 national award winners selected from thousands of Mitacs-supported researchers. Other 2025 categories include Research Leadership, Canadian Start-Up Innovator of the Year, Inclusive Innovator of the Year, and Canadian Enterprise Innovator of the Year.

Mitacs CEO Dr. Stephen Lucas emphasized the importance of supporting Canada’s innovation talent, noting that these award recipients demonstrate what’s possible when investment and expertise come together.

For more details on the Mitacs awards and full list of winners, visit the [Mitacs newsroom](#).



The Challenges of Holiday Cleaning

Tips for cleaners to thrive during the holiday season

Commercial cleaning during the holiday season can be a tricky endeavour, from scheduled office events to navigating around decorations to managing labour allocation and more. This can be a challenging time of year for cleaners as they strive to service customers with varying needs, while trying to maximize revenues for the end of the year.

Being strategic with your cleaning services can help your business stay profitable and keep clients happy this holiday season.

ADJUSTING CLEANING SCHEDULES

Your clients may require different scheduling arrangements during the holidays to accommodate increased traffic and adjusted work hours. This may involve being flexible with staffing to accommodate availability before and after holiday parties, during holiday closures, or by adding extra services to the contract. It may also mean greater attention needs to be paid to sani-

tization and hygiene as more people are gathering, and additional time is required for weather-related cleaning as the snow, salt, and ice arrive. Communicate clearly with your clients about your availability and their needs well before the holidays to allocate labour accordingly and deliver on customer expectations.

ADDING SERVICES

Holiday décor can add time to your cleaning schedules when businesses add festive decorations that need to be considered. Things like trees that drop needles, fallen tinsel, ornaments that collect dust and more, can add time and change your cleaning plan. In addition, holiday parties may result in extra garbage, like food delivery packaging and gift wrapping, and the increased attention, and trips to the garbage may require billing and allocation changes as you plan for the season.

Some businesses close for a period

over the holidays, and this may be an opportunity to book a more complex, time-consuming service like a carpet deep clean or floor wax. Suggesting this as a way for companies to use up remaining budgets, address neglected areas, or complete unfinished cleaning or maintenance projects could provide a much-needed service while raising your revenues.

Additional services like January cleanings after the holiday season to get office spaces clean and ready for the new year should also be part of your communication with existing clients. Moreover, find out whether end-of-year visits from management or audits are taking place, where your clients may be looking for extra scheduled cleaning.

Learn your clients' office schedules so you can offer additional services that take advantage of the downtime and set them up for success in the new year.

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Canada Proposes Updates to Newly Established Anti-Greenwashing Measures

• It would eliminate the ability of private parties to bring greenwashing complaints before the Competition Tribunal under the business-activity provisions.

In short: Bill C-15 represents a rollback of some of the stricter rules introduced in 2024 to combat greenwashing.

As of now (November 2025), Bill C-15 has passed first reading and is at second reading in the House of Commons.

WHY THIS MATTERS — IMPLICATIONS OF THE AMENDMENTS

Regulatory clarity vs. weakening of greenwashing protections

Proponents of Bill C-15 argue that the “internationally recognized methodology” requirement was too vague. Many businesses faced uncertainty over what counts as valid methodology — making compliance difficult and exposing them to legal risk.

By removing that standard, the government aims to provide more clarity and reduce “investment uncertainty” for businesses.

However, critics warn that this rollback undermines the strength of anti-greenwashing rules. Without a clear methodology requirement, environmental claims could become more vague, and real greenwashing harder to challenge. The removal of private-party access to the Tribunal also limits who can hold companies accountable, potentially reducing public oversight and weakening deterrents against misleading claims.

IMPACT FOR BUSINESSES AND MARKETERS

Under the original rules, businesses making environmental claims — whether about their products or about corporate sustainability — had to ensure those claims were backed by proper testing and documentation.

With Bill C-15’s amendments, the bar for substantiation will be

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The Challenges of Holiday Cleaning

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MANAGING YOUR LABOUR

Communicating with your customers allows you to handle staffing over the holidays. You may have staff who want time off, and if you know your customers’ needs ahead of time, you can reduce your labour costs by cutting down on the staff you need to cover over this time period. Once you determine your business needs, meet with your team to confirm availability and schedule early so there’s enough time to make any necessary changes before they affect your customers. Your clients may also want deep cleaning completed before the holidays, allowing you to lessen the workload and your staffing once the holidays arrive, and that can help you better manage labour costs for the end of the year.

FOCUSING ON TRAINING

If you have downtime, consider using it as an opportunity to train your staff. This could include introducing new services, brushing up on their skillsets, or improving knowledge for more efficiency. Consider your company culture, too. This may be a good time to recognize star staff members and practice team building to raise more and inspire efficiency through the coming year.

The holidays can be challenging for commercial cleaners, from the planning to the execution, but starting early, communicating with your clients, and efficiently managing labour can help cleaners thrive through the holidays and through to next year.

SOURCE: FC&M Magazine

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From Invisible to Indispensable

just like them,” he said.

SCALE HAPPENS WHEN DEPARTMENTS SHARE

Murawinski critiqued the tendency for businesses to silo sales, tech, and marketing teams. Real scale, he argued, happens when those departments form feedback loops.

“Sales teams need marketing content that actually helps close deals. Marketing teams need data from sales on what content works. Tech teams need to build infrastructure that supports both,” he said. “When you sync those teams, your content becomes a force multiplier.”

A DATA GOLDMINE

Murawinski explained how companies can use free tools and pixel technology to collect valuable first-party data from their websites. That data, he explained, can be segmented and turned into micro-targeted marketing audiences.

“You don’t need to spend thousands on broad ads anymore. You can build high-performing campaigns for a

fraction of the cost if you target only the people who’ve already visited your site,” he said. “Five dollars can get you in front of 1,000 qualified people, and if you do it right, you can hit them five times a day for less than \$40.”

YOUR DIGITAL CONTENT REFLECTS YOUR BUSINESS

Murawinski closed with a reminder: Your digital presence reflects your business. If your feed is full of junk, your audience sees junk. But if your content is insightful, well-targeted, and relevant, it can drive engagement, conversion, and loyalty.

His advice to attendees? Start by applying pixel technology today. “It’s free, it’s easy, and it unlocks the door to smarter marketing,” he said. “Then, connect your teams. That’s when true scale begins.”

Whether you’re a small business looking to modernize or a large firm ready to make your marketing dollars work harder, Murawinski’s message is clear: Relevance isn’t just a buzzword — it’s your fastest path to growth.

Canada Proposes Updates to Newly Established Anti-Greenwashing Measures

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lower (at least for business-activity claims), which may make environmental advertising easier – but potentially less credible. Companies may feel less pressure to rigorously validate their “green” claims.

On the other hand, some firms had already struggled with the lack of definition around “internationally recognized methodology,” leading to widespread nervousness and “green-hushing” (i.e. silencing environmental claims to avoid legal risk).

PUBLIC AND ENVIRONMENTAL INTERESTS AT STAKE

Greenwashing undermines trust: when environmental claims are vague or misleading, consumers may become skeptical of all sustainability messaging – even from companies genuinely trying to reduce their environmental impact.

Strong anti-greenwashing laws help ensure accountability, transparency, and real progress toward environmental goals. Rolling back such provisions could weaken consumer protections, hinder market transparency, and reduce incentives for businesses to invest in genuine sustainability.

THE BROADER CONTEXT: WHY THIS SHIFT IS HAPPENING

The push to amend the greenwashing provisions under Bill C-15 appears to be part of a larger government strategy linked to its 2025 budget, referred to as a “*Climate Competitiveness Strategy*.”

Industry groups reportedly welcomed the proposed changes – citing the vagueness and uncertainty around the standard for environmental claims under the previous law.

But environmental advocates and consumer-protection groups warn that the shift could erode the protections and clarity intended by Bill C-59. Some fear it may open the door to more unsubstantiated “green claims,” less accountability, and greater difficulty in holding companies to meaningful environmental standards.

In effect, Bill C-15 underscores a tension between two priorities: regulatory certainty (for business and investment) vs. strong environmental advertising oversight (for consumers and the planet).

WHAT HAPPENS NEXT

• Bill C-15 is still under consideration – it has passed first reading and is now at second reading in the House of Commons.

• If passed, the proposed amendments will substantially change how environmental claims about business activities are regulated under the Competition Act, easing some requirements but also limiting private enforcement rights.

• Businesses and advertisers will likely monitor closely – and may adjust their sustainability marketing strategies accordingly.

• Environmental groups and consumer advocates may press for clarity, new oversight, or alternate means of holding companies accountable if greenwashing protections are weakened.

CONCLUSION

Bill C-15 represents a pivotal moment in Canada’s evolving approach to regulating “greenwashing.” While it may provide greater certainty for businesses by removing the ambiguous “international methodology” requirement and limiting private legal challenges, it also weakens some of the safeguards that were designed to promote truthful, evidence-based environmental advertising. The decision to scale back these provisions reflects competing pressures: the need to support business certainty, and the need to safeguard consumer and environmental interests. How Parliament and society ultimately balance those pressures will shape the credibility and effectiveness of Canada’s climate-related advertising laws – and the trust Canadians can place in “green” claims from businesses.

REFERENCES

- [JDSupra](#) – *Federal Government Proposes Revisions to Recently Enacted Greenwashing Provisions.*
- [BLG Canada’s Law Firm](#) – *False Advertising and Greenwashing: Bill C-59 Changes to Competition Act.*
- [MLT Aikens](#) – *Proposed legislation would scale back “anti-greenwashing” provisions in Competition Act.*
- [Parliament of Canada](#) – *C-15 An Act to implement certain provisions of the budget tabled in Parliament on November 4, 2025.*
- [Norton Rose Fulbright](#) – *2025 Budget Proposes Amending Competition Act Greenwashing Provision.*
- [CBC News](#) – *Greenwashing laws are changing. Businesses are relieved, but environmentalists have concerns.*
- [Senate of Canada](#) – *Briefing Note: addressing greenwashing through the Competition Act.*

CALENDAR OF EVENTS

December 4: Q & A with Experts in Healthcare: Reducing Pathogen Risks from the Ground Up webinar – 11 a.m. to 11:45 a.m. (Eastern). [LEARN MORE](#)

December 9: BSC Balancing Act: Facility Image vs. Cost Control webinar – 2 p.m. to 3 p.m. (Eastern). [LEARN MORE](#)

January 13, 14, 20 & 21: ISSA Cleaning Management Institute (CMI) **Train-the-Trainer** virtual certification – Noon to 4 p.m. (Eastern). [LEARN MORE](#)

January 28: How to Leverage International Cleaning Week webinar – 1 p.m. to 2 p.m. (Eastern). [LEARN MORE](#)

February 1: Fourth Annual **Chili Cook-Off** benefitting *Cleaning for a Reason*, Taproom 260, Orleans, ON – 1 to 5 p.m. (Eastern). [LEARN MORE.](#)

February 10, 11, 17 & 18: ISSA Cleaning Management Institute (CMI) virtual **Supervisor and Management Bootcamp** – three CMI certifications for the cost of one – Noon to 4 p.m. (Eastern). [LEARN MORE.](#)

April 9: ISSA Hygiene **Networking & Leadership Conference**, Delta Hotels by Marriott Toronto Airport & Conference Center (655 Dixon Rd.) – 9 to 4 p.m. (Eastern). [LEARN MORE.](#)

November 17-19: **ISSA Show North America 2026**, Mandalay Bay Convention Center, Las Vegas, NV. [LEARN MORE.](#)

SAVE THE DATE



The 2026 **Spotless Spaces Competition** is now accepting nominations, highlighting both the spaces you maintain and the hard-working teams behind them. This competition honors excellence in cleanliness, maintenance, and dedication to creating safe, healthy, and accessible environments.

[LEARN MORE »](#)

Why Become ISSA Cleaning Industry Management Standard (CIMS) Certified?

Here are **8** Powerful Reasons...



1 Enhanced **CREDIBILITY & REPUTATION**



- ✓ **Commitment to Quality:** CIMS/CIMS-GB certification demonstrates a commitment to industry best practices, quality management, and professionalism.
- ✓ **Company Distinction:** Certification distinguishes quality contractors from a crowded marketplace.
- ✓ **Operational Excellence:** Drive operational excellence with a proven scalable road map.

2 Increased **CUSTOMER CONFIDENCE**



- ✓ **Proven Quality Reassurance:** Clients are more likely to trust and choose certified providers.
- ✓ **Trust & Reliability:** Clients gain confidence knowing the company meets rigorous standards for operations, safety, and performance.
- ✓ **Commitment to Excellence:** Demonstrates a proactive approach to continuous improvement, customer satisfaction, and compliance with industry regulations.



3 Focus on **HEALTH & SAFETY COMPLIANCE**

- ✓ **Enhanced Cleaning Protocols:** Industry-leading best practices to reduce the spread of illness and ensure a healthier environment.
- ✓ **Compliance with Safety Standards:** Aligns with regulatory requirements, minimizing workplace hazards and promoting a culture of safety.
- ✓ **Employee & Occupant Protection:** Properly trained staff result in safe handling of equipment and chemicals, reducing risks for both workers and building occupants.

4 **COMPETITIVE ADVANTAGE** in Bidding



- ✓ **Preferred by Clients:** Many organizations—including government and corporate entities—prioritize CIMS-certified providers in their selection process.
- ✓ **Demonstrates Leadership:** Showcases a commitment to excellence, professionalism, and best practices.
- ✓ **Opens New Revenue Streams:** Certification leads to increased market exposure.



5 **ADHERENCE** to Regulatory Requirements

- ✓ **Meets Industry Standards:** Ensures compliance with regulations, including OSHA, EPA, and other health and safety guidelines.
- ✓ **Legal Risk Reduction:** Helps avoid fines, penalties, and liabilities by maintaining documented policies and procedures that align with regulatory requirements.
- ✓ **Facility Standards:** Cleaning processes to procedural implementation to provide consistent, high quality outcomes.



6 **COST SAVINGS & RISK REDUCTION**



- ✓ **Improved Resource Management:** Reduces waste and optimizes labour, equipment, and supply usage.
- ✓ **Minimized Liability Risks:** Compliance with safety and regulatory standards, reducing the risk of fines, legal issues, and workplace accidents.
- ✓ **Proactive Issue Prevention:** Establishes standardized procedures that help identify and address potential risks before they become costly problems.



7 **Alignment with SUSTAINABILITY & ESG GOALS**



- ✓ **LEED Support:** Meet sustainability requirements for LEED and other green certification programs.
- ✓ **Sustainability Commitment:** Demonstrates dedication to eco-friendly practices.
- ✓ **Promotes Green Cleaning Practices:** Encourages the use of environmentally friendly products and processes that reduce ecological impact.

8 **Higher PERFORMANCE & Staff SATISFACTION**

- ✓ **Engaged & Productive Workforce:** Due to better training, clear policies, and a structured work environment.
- ✓ **Clear Policies & Expectations:** Structured guidelines and best practices, reducing confusion and enhancing workplace efficiency.
- ✓ **Positive Work Environment:** Promotes health, safety, and professionalism, fostering a culture of respect and motivation among staff.



Becoming an **ISSA Cleaning Industry Management Standard - Green Building (CIMS-GB)** certified facility service provider demonstrates a commitment to quality, efficiency, and professionalism. Get a competitive edge, get CIMS-GB certified!