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BUSINESS NOTES



Fishing for Workers in a Depleted Pond

Hard-hitting questions every business leader should ask themselves before they place their employment ad

By CHUCK VIOLAND

It's no secret that the biggest challenge businesses of all sizes and in all industries have faced in recent years is finding and keeping talented workers. This has only been exacerbated by the

labour shortage following the pandemic shutdown. This challenge is not going away anytime soon, but you can tilt the playing field in your favour by taking a slightly different approach to your recruiting and retention efforts.

With record low unemployment

causing intense competition for talented people at every level in business – from frontline workers to senior managers – it's more important than ever to view the recruiting process in a different light. This is especially true for small busi-

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THIS ISSUE
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Oxwell Solutions

Better Solutions for a Better World™ page 7



E2MOX™ STATION - ON SITE, ON DEMAND DISINFECTANT PRODUCTION SYSTEM

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Fishing for Workers in a Depleted Pond

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nesses that need to compete within the same pool of candidates as well-funded, multinational companies.

CULTURE COUNTS

In 2020, our organization wrote a comprehensive guide to recruiting and keeping the talent a small business needs to grow and continue to compete. Our research and experiences working with small businesses found the key to attracting these workers isn't rooted in bidding up salaries, offering unsustainable perks, or writing cute employment ads.

Instead, attracting workers has to do with creating a company culture that makes people want to go to work and where they can find meaning in their work that goes beyond the tasks they perform. Admittedly, this can be tough to do in a carpet cleaning or building services contracting company where many of the company's employees are essentially "remote workers" rarely gathered together inside the business. It always requires hard work on the part of the company's leadership, but it can be done.

Rather than starting the hiring process by looking at external factors or tangible rewards, we suggest starting the search by looking internally – at both the company and the company's leadership.

TOUGH QUESTIONS

When your goal is to recruit people who are serious about building a career rather than just working for their next pay cheque, you must realize that these top-notch candidates will have dramatically higher expectations of the companies to which they are applying. Just as you ask tough questions during an interview in an effort to make a sound hiring decision, talented candidates also want to be sure they are making the right career decision when hiring into a company.

By candidly considering a few hardball questions before recruiting new hires, you can gain valuable insights into just how attractive your company will be to highly talented candidates. Ask yourself how well you'd score if I asked you the following questions during my job interview.

If I had the chance to speak privately with three of your current employees, how would they

describe you as a business leader and as a person?

If it were me asking this question, I would want to know how long each of these employees has been with your company. This would give me insight into the company's culture and into you as a business leader. If they've been with the company for a long time, I would want to know why they have stayed. If they haven't, I would be asking if they were hired to fill a vacated position, and if so, why the former employee left.

A high turnover rate in service-based businesses is a key performance indicator too many of us accept as a given and do little more than pay lip service to changing. When we get serious about lengthening our average employment tenure, it will include the difficult task of taking a candid look at the company culture, listening closely to our current employees' needs, and demonstrating that they are heard and cared for.

On a professional level, how do you manage your people and the business?

Is the company growing? Why or why not? How aggressively are you pursuing new business? How aggressively are you marketing your services? Do you know why your customers buy from you and not from your competitors?

True professionals are looking for professional disciplines and practices. As someone who is looking for growth and opportunity, I would want to hear that all positions and departments in the organization are given clear performance expectations, and that performance is measured against challenging, yet realistic, goals. I would also want to know that this philosophy is supported in practice through routine feedback, reporting, meetings, evaluations, coaching, and support. Don't just say, "There is the goal; go get it." Provide the resources, training, and support necessary to be successful.

How do you conduct yourself, and what do you stand for?

I wouldn't be expecting anyone to be a saint, but would I need to worry about the future of the company because of reckless behaviour? Behaviour that might cause you to make impaired business decisions. Or behaviour that might show up

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contractor's corner

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910 Dundas St. W., P.O. Box 10009
Whitby, ON L1P 1P7
Tel: (905) 665-8001
Toll free: (866) 684-8273
Email: tanja@issa-canada.com
Web: www.issa-canada.com

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Vaccines or Testing Mandatory for ISSA Show Attendance

Informa Markets' ISSA Show North America recently announced the 2021 Show is confirmed to take place in person November 15-18, at the Las Vegas Convention Center. With a commitment to the health and well-being of all attendees, robust protocols have been put into place to ensure a safe and responsible event.

The health and safety protocols include the following:

- **COVID-19 tests and vaccinations:** Everyone participating in the Show must provide proof of either a negative COVID-19 test obtained within 72 hours of arriving at the event, or proof of full vaccination obtained no later than 14 days prior to arriving at the event. COVID-19 testing sites can be found via the Nevada Health Response.

- **Face masks:** ISSA Show North America will follow the state of Nevada's mask policies at the time of the event. The state currently requires masks at all indoor events.

- **Cleaning, disinfection, and infection prevention:** ISSA Show North America is being held at one of the first facilities in the world to receive GBAC STAR™ Facility Accreditation from the Global Biorisk Advisory Council™ (GBAC), a Division of ISSA. The convention centre has fulfilled GBAC STAR's 20 elements for cleaning, disinfection, and infection prevention. Additionally, the cleaning contractor for ISSA Show North America, United Services Companies, is a GBAC STAR Accredited service provider.

"If any industry can host a safe trade show, it's ours," said ISSA Executive Director John Barrett. "ISSA Show North America will have the most effective protocols and procedures in place to protect the health and safety of exhibitors, attendees, vendors, and others."

For more information or to register, please visit the [official show site](#).

Fishing for Workers in a Depleted Pond

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in the news or in a YouTube video, embarrassing me and the company, and possibly threatening our futures.

In the same way that most parents are blind to the shortcomings of their own children, most business owners are blind to their company's deficiencies and the way others see them. Without an emotional attachment, most people see both children and companies as they really are. Asking yourself tough questions in an attempt to gain an outsider's view before someone else asks them can help you build a workplace and a culture where people want to build their careers.

What have you done in the last three months to recognize outstanding performance by one of your people or teams?

All-expenses-paid trips or unsustainable raises aren't expected, but do you recognize people with a simple "thank you" when they do a good job? Do you ask for their opinions and solicit their input before making business decisions? High-level candidates have more to offer than just a strong back and great customer service. Are you a strong enough business leader not to be threatened when one of your employees offers their opinion or actually wants to take ownership of their job?

What areas of professional growth are you, yourself, working on right now?

There's a short ladder to climb in most small businesses and I'm probably not going to pass you while you're standing on it. This means my professional growth and income potential is limited by yours.

Since I'm the kind of employee who's looking to make a contribution to the company where I work and who wants to grow in my career, I want a business owner who's doing the same. So, do you invest time and money in your own professional growth, or has your thinking and management style calcified into "This is the way we've always done things"?

Are the work issues that keep you up at night now any different from those that kept you up at night a year ago?



When I have a business-related problem that I'm not able to resolve, I'm going to ask you for help. Where are you seeking help from if you're continuing to struggle with the same problems?

If you won the lottery tomorrow, would you close the business?

If your answer to this question is yes, or if you even hesitated when I asked it, then why would I want to risk my future by coming to work at your company?

It's not that I'm worried about you actually winning the lottery, but that might be an indication that you've mentally checked out, you're burned out, or you're just not committed for the long haul. None of these are good from a company's growth perspective because it means the company isn't getting your full efforts. And if you're not willing to give the business everything you've got, why would I?

FINAL THOUGHTS

In the current job market, highly talented job seekers can afford to be selective about the companies they consider, making it more important than ever for small businesses to correct internal deficiencies before recruiting new hires. Asking tough questions about ourselves and our business can help us identify and address some of these deficiencies, and not only attract the best employees but keep them.

— Chuck Violand is the founder and principal of Violand Management Associates (VMA), a high respected consulting company in the restoration and cleaning industries. Through VMA, he works with business owners and companies to develop their people and profits. For more information, visit [violand.com](#).

SOURCE: CMM Online



Prioritizing the Safety of Cleaning Professionals

Now more than ever, cleaning workers need to know that their employers are taking their safety seriously

By KURT KUEMPEL

Cleaning professionals are instrumental in keeping facilities and the people who visit, work, and live in these spaces safe. For more than a year, custodians and other cleaning professionals have been on the frontlines of the COVID-19 pandemic and were among those at the highest risk of being affected by the virus.

The pandemic greatly shifted the public's expectations around cleanliness, and how organizations approach cleaning and disinfection in their facilities. To address

a new pathogen and maintain appearance, many cleaners were required to use chemicals, tools, and solutions with which they were unfamiliar.

Furthermore, some custodians did not have the proper personal protective equipment (PPE) because of widespread shortages. For example, one in five of the Service Employees International Union members didn't have gloves and 40 per cent didn't have face masks.

With cleaning professionals facing physical and environmental hazards each day, it's critical that employers take necessary safety precautions.

BEST PRACTICES FOR A BETTER WORK ENVIRONMENT

Now more than ever, cleaning professionals need to know that their employers are taking their safety seriously. Consider the following strategies for your staff or look for a building service contractor (BSC) that implements these best practices for their teams.

Regularly train employees

Prioritizing safety for cleaning professionals starts with training. Without an adequate amount of training, custo-

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CMM's 2021 BSC/ Contract Cleaning Benchmarking Survey

The annual CMM Building Service Contractor/Contract Cleaning Benchmarking Survey Report provides a snapshot of how building service contractors (BSCs) are performing during another year of unprecedented change.

For the second year, ISSA asked BSCs how their business has been impacted by the coronavirus pandemic. This year, nearly half (48 per cent) of respondents said they experienced an increase in business because of the pandemic, up from 41 per cent in 2020. The pandemic was also the biggest factor that affected sales revenue growth. Thirty-four per cent reported the pandemic had a positive effect on growth from 2019 to 2020 while 22 per cent said it had a negative effect.

Almost all BSCs (95 per cent) reported they perform coronavirus-related cleaning services now. The demand for more cleaning has led to a need for more workers. While most BSCs (45.41 per cent) reported staffing remained the same, 34 per cent reported that they hired more workers to meet increased demand.

ISSA hopes this report helps you evaluate your current operation compared to your peers in the industry, and also helps you navigate change with trends and new insights to grow your business to the next level.

ABOUT THIS REPORT: The data presented is based on responses from BSCs who were invited to participate in the survey held from August 10 through August 31, 2021. Results are based on 185 respondents who chose BSC as their primary business and who completed the entire survey. Data provided by survey participants is not necessarily based on audited financial statements. Download the full report [here](#).

SOURCE: CMM Online

Prioritizing the Safety of Cleaning Professionals

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dial workers can injure themselves, whether it's skin or eye irritation from incorrectly diluting chemicals or muscle strain from misusing equipment. Injuries can result in reduced productivity and time off for employees to recover. Training should be an ongoing process, beginning at the onboarding stage and continuing throughout their tenure. This ensures all employees are informed on the most up-to-date procedures.

Similarly, it's just as important for employers to keep themselves updated with standards set by the Occupational Safety and Health Administration (OSHA). These play a critical role in minimizing or even eliminating certain hazards, and help ensure a safe and healthy work environment. In the last year, many organizations have also committed to closely reviewing guidelines from the World Health Organization (WHO), United States Centers for Disease Control and Prevention (CDC), and the United States Environmental Protection Agency (EPA) to protect employees and building occupants as new information emerged during the pandemic.

Invest in high-quality equipment

Custodians are often faced with tasks that require repetitive and labour-intensive movements. These strenuous movements can sometimes cause employees to over-exert themselves, which leads to musculoskeletal disorders such as back and shoulder injuries. Back injuries account for 46 per cent of injuries while shoulder injuries account for 15 per cent of musculoskeletal injuries in custodians and janitors.

Consider providing equipment such as robotic floor equipment that take away the strain and repetitive motions of washing floors or electrostatic sprayers that reduce the need for manual application of disinfectants. These simple changes can help avoid bodily injuries



or soreness that can lead to long-term issues for cleaning professionals.

Substitute cleaning chemicals with non-toxic options

Cleaning professionals are cleaning more frequently than ever before, resulting in many facilities taking a closer look at the composition of their products. This is because overusing traditional cleaning chemicals that contain potentially toxic ingredients or strong fragrances can aggravate conditions like asthma and allergies.

Utilizing an on-site generation system to create non-irritating electrochemically activated solutions (ECAS) with just water, salt, and electricity greatly limits unsafe chemical mixtures. It also supports better indoor air quality (IAQ) because these solutions don't contain volatile organic compounds. These cleaners and disinfectants address pathogens of concern and can easily replace most cleaning chemicals. An added benefit is that generating ECAS in a facility eliminates the chance of supply shortages that result in staff using unfamiliar chemicals.

Provide the proper PPE

PPE provides an essential layer of protection against workplace hazards like harmful chemicals and even viruses. Although using safer chemicals reduces the reliance on gloves and eye protection, it is still important to make this equipment available to employees. From masks to gloves to protective eyewear, having these items at the ready shows that you

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SPONSOR PROFILE

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With production capability of up to 300,000 litres per day and the ability to deploy their modular manufacturing infrastructure at local sites across the country, Quebec-based Oxwell Solutions is ready to meet the increasing needs of facilities disinfection. Leveraging the patented electro technologies of its Canadian parent E2metrix, an environmental engineering company focused on wastewater treatment and clean-up, Oxwell produces a multi-pur-

pose surface disinfectant (broad spectrum, hospital grade) made of water, salt and electricity (HOCl).

The lead product E2mox™ Station further advances supply efficiencies with an onsite, on demand system that allows users to produce tens to thousands of litres per day. The automated and remotely monitored system is licensed on a per use basis, requires no capital expenditure, and is intended for use by either in-house facility management technicians or externally

contracted service organizations. The produced disinfectant meets both technical facilities disinfection needs, and is uniquely safe for employees to use for their individual and shared workspaces. The disinfectant requires no special handling, mixing or protective gear, and can be applied without vacating the area, while not damaging surfaces.

Sustainability (ESG) and respect for the environment are important considerations as well. The process used by

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Prioritizing the Safety of Cleaning Professionals

care about prioritizing the safety of employees along with building visitors.

Show appreciation through education and benefits

Most cleaning professionals are not offered robust benefits, yet these can go a long way in creating a more engaged team and safer work environment. Employers can enroll employees in certification courses that expand upon best cleaning practices. This not only benefits their own safety, but supports the safety of building occupants.

As mentioned previously, being a cleaning professional requires labour-intensive work. Consider providing benefits such as healthcare packages so cleaning professionals are able to receive preventative medical attention to avoid injuries that require absences for long periods of time.

Safe employees = happy building occupants

Cleaning professionals are on the frontlines each day to help protect building occupants and visitors. Implementing strategies to promote the safety of these employees is key. Providing ongoing training and education, offering equipment to ease strenuous tasks, and substituting high-risk chemicals with safer and more sustainable cleaning solutions help employers uphold employee health and safety.

In turn, cleaning professionals will be more confident and engaged in their roles, resulting in fewer accidents, lower turnover rates, cleaner facilities, and higher customer satisfaction.

— Kurt Kuempel is the General Manager of the Illinois and Wisconsin offices of GSF USA, a leading provider of sustainable cleaning services. For more information, visit www.gsf-usa.com or contact Kuempel at kkuempel@GSF-usa.com.

SOURCE: REMI Network



E2mox™ Station transforms water, salt & electricity into a powerful natural disinfectant. The active ingredient hypochlorous acid (HOCl) has historically been used in medical and healthcare applications, and is widely recognized as having an ideal safety profile and efficacy.

With a comprehensive disinfection strategy that allows companies to expand on employee health and sustainability in a transparent and tangible way, Oxwell Solutions believes personal workspace disinfection will become a routine complement to scheduled facility disinfection beyond the current dynamic, to mitigate the impacts of seasonal flus and other pathogens in the workplace in general. Learn more [here](#).



CMI Train the Trainer Virtual Certification Workshop

The ISSA Cleaning Management Institute (CMI) will host a four-part virtual Train the Trainer workshop commencing November 1, and running until November 29.

The workshop is structured to help train and certify cleaning professionals so they can successfully implement training for their operation. It is a great way to begin effective and high-quality training.

Consisting of four separate online courses, the Train the Trainer workshop utilizes CMI's Custodial Technician Basic and Advanced level certification courses as a foundation for the technical skills being implemented. Each phase of this online course will include in-depth discussions, presentations, and homework assignments.

Each session, participants will create presentations based on their specific module. It will be the participant's responsibility to develop a presentation utilizing CMI's content, and deliver the message to the rest of the class. After the workshop concludes,

each attendee will receive access to take the final online exam which must be completed within a 60-day time frame. The passing grade per module is 80 per cent. Along with the technical skills, each day our Master Trainer will continually cover adult learning styles and presentation techniques.

Topics covered include the following:

Custodial Technician Basic:

1. Customer Service
2. Chemistry of Cleaning
3. Basic Above Floor Care
4. Basic Carpet Care
5. Basic Hard Floor Care
6. Basic Rest Room Care

Basic Rest Room Care Custodial Technician Advanced

1. Advanced Hard Floor Care
2. Advanced Carpet Care
3. Advanced Above Floor Care

Final stages:

1. Review/recap
2. How to implement a proper training program
3. Setting goals to implement a

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3 Easy Ways to Benchmark Your Cleaning Operations

Let the success of others help guide your organization

By TIM POSKIN

Understanding the strengths and weaknesses of your cleaning organization compared to other cleaning businesses of a similar type and size can be a challenge. Even with the wealth of information and research available in the cleaning industry, opportunities to understand exactly how to compare your organization to others are hard to find. Finding a peer group of organizations to benchmark against can be near impossible.

Benchmarking can provide an independent and objective measurement of how well your cleaning company

compares to others. At a basic level, best practice benchmarking involves comparing like for like across an industry. If you want to improve something within your cleaning organization, you can see how your business stacks up against the “standard” and plan out a path for betterment, whether that’s improving cleaning results, cutting costs, boosting efficiency and productivity, or growing the business. Your benchmarking process should look at the components that make up an integrated solution, such as cleaning assessment, training workloading, leadership, and organizational culture.

Many organizations don’t make any serious attempts to benchmark best prac-

tices. They determine how well they are doing by their own internal evaluations. However, self-assessment only leads to incremental improvements based on a limited understanding of what is really possible. Without a more global view of how you compare to other cleaning organizations, it is easy to miss the bigger picture and the wide possibilities for improvement.

SET THE BAR

When looking to benchmark with similar organizations, start by asking yourself these questions:

- What quantifiable standards and

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The Chain of Infection

October 27, 2021 –
1 p.m. to 2 p.m. (EST)

Join Dr. Stefan Wagener, Global Biorisk Advisory Council™ (GBAC) Scientific Advisory board member, as he gives an in-depth, hour-long webinar on the important topic of the spread of an infection within a community. To understand infectious disease prevention in the workplace, you must understand the chain of infection, and more importantly, how to break it.

Dr. Wagener is the founder and executive director of Biorisk International. He has nearly three decades of international experience in the fields of biosafety, biosecurity and bioethics, as well as executive management. He is also a retired Director-General for the Canadian government and has served on the country's public health agency, Health Canada.

Geared towards all professionals interested in infection prevention and control, this webinar is complimentary for all ISSA members, as well as GBAC STAR™ Accredited Facilities and Services. The rate for non-members is \$99 (USD). For more information, please contact gbacademy@issa.com. To register, please [click here](#).



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3 Easy Ways to Benchmark Your Cleaning Operations

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established cleaning practices do you currently use to run your operations?

- Is the standard based solely on appearance and budget?
- Do you have a scientific method of measuring effectiveness and performance?

If you answered no to any of these questions, then consider the three ideas below to start your benchmarking process.

1. Benchmark at ISSA Show North America 2021. With more than 1000 industry professionals – including in-house service providers; building service contractors (BSCs); and hospitality, health care, and education facilities personnel – the annual ISSA Show is a great place to start benchmarking. The industry's largest event offers a conference program featuring more than 80 educational sessions, workshops, panel discussions, training sessions, and certification courses combined. Industry trade shows and events such as this one are great opportunities to find the right people and knowledge to start the benchmarking process.

2. Benchmark against an existing standard for cleaning. For example, the *ISSA Clean Standard* is focused on achieving and maintaining an effective cleaning program through a systematic approach and standardized guidelines. As such, the *ISSA Clean Standard* provides facilities with a framework and protocol for using meters and measuring devices along with qualitative methods to measure and assess cleaning effectiveness on a periodic and consistent basis. Perhaps more importantly, the standard provides a structured approach to addressing those situations where a facility's condition and cleanliness are less than desirable. By assessing cleaning effectiveness, facilities can improve the cleaning process, and ensure that a desired level of cleanliness is achieved and maintained.

3. Benchmark your labour using *The Official ISSA Cleaning Times* resource. Calculating cleaning times, or production rates, can be a difficult task because each situation has so many variables. This newly revised resource provides excellent guidelines for cleaning times, which provide a starting point for preparing bids and estimates for budgeting labour and workloading based on



cleaning tasks and the time it takes to complete them. Cleaning times identify efficiencies through increased productivity by using different equipment, tools, and technology. The cleaning times are built using five components: task, tool, time, total units, and training. The *Official Cleaning Times* provides a set of average cleaning times for both individual cleaning tasks as well as bundled cleaning processes. The times included in this book were submitted from thousands of different sources and can be used as a benchmark to compare your organization to an industry standard.

MOVE THE BAR FORWARD

Benchmarking helps organizations to identify the gaps between their performance and the industry standard, and provides ideas on how to go forward. By gathering useful data that an organization may not even know it is lacking, benchmarking can identify specific actions an organization can take to significantly improve its day-to-day functionality.

Remember to follow one simple rule: Be open to looking at what others are doing to achieve their success. Successful organizations have improved their programs in a measurable way by benchmarking best practices with each other.

– *Tim Poskin is president of Cleaning Management Concepts LLC, a systems integration and consulting company for the commercial cleaning industry. He is a leading authority on custodial workloading and currently serves as chair of the ISSA Cleaning Management Institute (CMI) workloading and benchmarking committee. He can be reached at (206) 384-6967 or tim@cleaningmanagementconcepts.com.*

SOURCE: CMM Online



Charlie's ISSA CIMS Corner

with Charlie Janowicz, CIMS Account Executive

Here we are approaching the end of yet another year dealing with the pandemic. The fall is perhaps my favourite time of year – the weather cools, the leaves change colour and, most importantly, we change our summer habits to ones of... you guessed it, preparing for winter. We migrate to more indoor work and activities, yet still wonder how the pandemic will affect us this time.

Our commercial spaces are seeing much fewer occupants and our indoor activities are either substantially different or not happening at all. The question is how the cleaning industry addresses this and prepares for the next step.

The challenges include labour shortages, change in employee pay structures and how revenues will affect our business plans. The customer must be made aware of these changes as they will be directly affected. The key is flexibility and transparency. They will also want reassurances that health and safety of the building occupants and visitors is of the highest priority.

The CIMS/CIMS-GB certification is the standard that puts together best practices from a vast number of industry experts who have always went above and beyond customer expectations. It includes protocols for proper disinfection and the ability to adapt to emergencies and critical requests.

There are five elements to CIMS. They include the following:

1. Quality system.
2. Service delivery.
3. Human resources.
4. Health, safety, and environmental stewardship.
5. Management commitment.

Optional:

6. Green Building (GB), which meets LEED requirements and can help an organization market as a green organization.

When it comes to addressing the specific concerns of the pandemic, the CIMS Standard can assure customers of your ability to ensure safety. This includes:

- **Emergency Response.** We have a plan to respond to emergency service needs, including infectious disease outbreaks like COVID-19 and other emergencies such as fire, theft, active shooter, etc. (CIMS Standard § 2.1.8)

- **Disaster Planning.** We have a plan to deal with natural or man-made disasters such as infectious disease outbreaks. (CIMS Standard § 2.1.9)

- **Technical Training.** We maintain a written curriculum for technical training of cleaning personnel as well as documentation of those who have been trained. This training applies to all cleaning chemicals and equipment your organization employs in your cleaning process, including disinfectants. (CIMS Standard § 3.6.1)

- **Chemical Safety.** Our cleaning staff uses chemicals in a safe and proper manner in accordance with all manufacturer instructions. Further, we follow standard operating procedures for all chemicals and equipment – including disinfectants – based on CDC and EPA guidelines. (CIMS Standard § 4.1.1.6)

- **Personal Protective Equipment (PPE).** We document our selection and use of PPE, a critical component to protecting our workers' and building occupants' health and safety. Further, we comply with all applicable OSHA and provincial requirements for PPE use. (CIMS Standard § 4.1.3)

- **PPE & Bloodborne Pathogen Training.** We train our employees annually regarding the hazards of cleaning blood and other potentially infectious material along with the proper use of PPE to keep everyone safe. (CIMS Standard § 4.1.4.2)

CIMS certification equips you with the tools to manage COVID-19 challenges, and deliver quality cleaning and disinfection services every day. You can feel confident that you are prepared and have prioritized health and safety as you conduct your work.

As labour seems to be a top issue, company structure is more important than ever. Each of the five elements has proven to help better utilize staff to be efficient and still achieve best results. As costs go up prices must go up to keep the bottom line in a profitable area. You may see the need to adjust for lower usage areas until the workforce returns to a more normal level. This doesn't mean lower pricing, just adjusted square footage or for the outside forces changing the contractor's costs. Another phenomenon

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CALENDAR OF EVENTS

October 20: Navigating the Intersection of Hand/Surface/Environmental Hygiene webinar, noon to 1 p.m. (EDT). [Click here](#) for more information.

October 25-26: GBAC STAR 20 Elements Online Bootcamp, 2 to 4 p.m. (EDT) each day. [Click here](#) for more information.

October 27: ISSA Hygieia Regional Communities Online Meet & Greet, noon to 1 p.m. (EDT). [Click here](#) for more information.

November 1-29: Cleaning Management Institute (CMI) Online Train the Trainer Certification training. [Click here](#) for more information.

November 3 & 4: 11 a.m. to 1 p.m. (EDT) – ISSA Virtual CIMS Certification Expert (CCE) Workshop. [Click here](#) for more information.

November 15-18: ISSA Show North America 2021, Las Vegas, NV. [Click here](#) for more information.

June 8 & 9, 2022: ISSA Show Canada, Metro Toronto Convention Centre, Toronto, ON. [Click here](#) for more information.

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CMI Train the Trainer Virtual Certification Workshop

training program

A final online exam will be taken after class has concluded to receive the Certified Professional Trainer (CPT) certification.

Schedule of live online classroom discussions and presentations:

- November 1 – Noon to 2 p.m. (EST)
- November 8 – Noon to 2 p.m. (EST)
- November 22 – Noon to 2 p.m. (EST)
- November 29 – Noon to 2 p.m. (EST)

Course fee: \$1,199 (USD) for ISSA Members / \$1,699 (USD) for non-members

If you are interested in registering, please contact a member of the CMI team at (800) 225-4772 or CMI@issa.com. You can also register online using the "Register Now" link.

Charlie's ^{ISSA} CIMS Corner

of the industry is the rise in visibility required of your operation. Day cleaning has become more of a norm in our industry, and may require additional training and communication skills. Customer communication can make or break an account. Staff uniforms and a precise method of communication, as well as a clear picture of the company's chain of command are of the utmost importance.

Why CIMS? Every point I make is addressed in the CIMS certification process. There are two distinct benefits by going through the training. Firstly, there are multiple benefits to the customer because without them we have no business. Secondly, to your company because running an efficient quality-oriented business means higher profits and the ability to invest in positive improvement. CIMS certification has proven it helps meet multiple goals including positioning your company above the rest. *Please reach out to me at charlie@issa.com to find out more about the CIMS Standard and how you can benefit from implementing the principles into your business.*



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Demand for Cleaning Products Predicted to Keep Growing

The North American market is expected to account for approximately 30 per cent of global sales

The global market for surface-cleaning products is expected to grow significantly over the next decade, expanding at a compound annual growth rate of nearly five per cent, according to a report from market research provide Fact.MR. In fact, the North American surface cleaning product market is expected to account for approximately 30 per cent of global sales in 2021.

The analysis' conclusions reflect the fact that the cleaning products market has gained massive importance due to the onset of the COVID-19 pandemic. The report also attributed the expected growth to increasing expenditure on preventive measures during the coronavirus pandemic and rising consumer awareness regarding the importance of cleaning and personal hygiene.

CHEMICAL-BASED PRODUCTS

Some popular chemical-based surface cleaning products include:

- Alcohol-based products.
- Chlorine-based products.
- Hydrogen Peroxide-based products.
- Quaternary Ammonium-based products.

The use of alcohol and quaternary ammonium in surface cleaning products has increased since both have been found to be very effective in combating different disease-causing viruses and bacteria.

Rising demand for surface disinfectants has pushed manufacturers to find more effective disinfectants, and hence, research in this area has also accelerated. Use of chlorine and hydrogen peroxide in these products is expected to increase over the next 10 years as they are key to disinfectant preparations.

The liquid segment of the global market is expected to hold a dominant share in terms of value and sales, while the wipes segment is expected to account for an increase in demand over the next 10 years.

INNOVATION

Cleaning product manufacturers have been focusing on developing new and efficient products to cater to a wide range of



consumers. Investments in research and development have increased to offer products that are eco-friendly in line with the trends of the cleaning industry and beyond.

COVID-19 has completely revolutionized the use of these products, and since sprays are a very effective way to deliver and apply cleaning solutions and disinfectants, their demand has increased substantially over the past year.

Sprays are gaining popularity due to their ability to apply the product to a broader area in a short span of time. The sprays segment is expected to register the highest compound annual growth rate over the decade. The increasing need for disinfection and sanitization is expected to majorly drive demand for surface cleaning product sprays globally.

E-COMMERCE LEADS THE WAY

e-Commerce, as a sales channel, is anticipated to lead the sales of surface cleaning products. The COVID-19 outbreak has given further impetus to the already popular online shopping trend. Sales via e-commerce channels are anticipated to contribute to the majority of market share as the popularity of online shopping increases in the pandemic era.

Since 2020, when many nations were forced to go into lockdowns in order to contain the spread of coronavirus, sales through channels such as convenience stores, modern trade, and grocery stores saw a major drop.

However, as lockdown restrictions are removed and life returns to normalcy, there may be some stagnation in sales via e-commerce, and sales through modern trade and convenience stores will once again see some growth.

SOURCE: REMI Network