

## The Connection™

Marvin's View  
October 29, 2008



### **Better Late than Never... Management is learning about our impact on the environment *and* everyone's health**

The Wall Street Journal recently reported ([click here for article](#)) "Cleaning Companies Go Green"...and they weren't just talking about the usual Greenwash nonsense. My guess is that even the public is fed up with pictures of green trees and blue water. The article zeroed in on key benefits of the "new" environmental products and formulations: using fewer products, reduced shipping impact, using maximum concentrates, using them accurately, conserving water, protecting air quality, etc.

Of course, many of you have benefited from these same principles because they are what PortionPac was founded on in 1964. The concepts are not complicated, they are common sense:

- They simplify cleaning**
- They save labor**
- They help prevent accidents**
- They clean better**
- They help protect the environment**
- They are professional...**

In addition to protecting the environment, these programs cut costs, and we can all agree that this is a welcome message in today's economy.

**This kind of national exposure underscores that it is a great time to gain recognition. But while you are at it don't forget an even more important impact that your department has, protecting the health of everyone in your facility.**

A recent Connection featured a paper written by Dr. Michael Berry, the world's expert on Indoor Environmental Quality. This nine page article is a powerful tool to explain the important role we play in the success of our organizations. It is interesting, informative and even controversial...but above all it is an invaluable tool for all of us to use. Get management to read this paper...it will help you get the support and funds you need to do your job.

Here is the introduction:

[Click here](#) for the entire paper.

# Clean and Green

## The State of Cleaning 38 Years After the First Earth Day

Michael A. Berry, PhD  
Chapel Hill, NC  
April 2008

In a recent edition of his newsletter The Connection, Marvin Klein, The President of PortionPac Chemical Corporation asks the question, "Do We Need Earth Day Anymore?" <http://www.portionpaccorp.com/resources/the-connection/>. I want to respond to that question and present my professional assessment of many issues that still need to be addressed before the cleaning and related industries can rightfully claim they are providing significant environmental protection benefits to the nation and the emerging global eco-centric economy. ([Click here](#) for the entire paper.)

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