

# The Connection™

## Marvin's View

January 29, 2009



## You Really Look Good in Green!

**Our country is moving rapidly toward environmental responsibility and that will only be intensified as our government helps with their "carrot and the stick" approach.**

Industry leaders are converting their formulations to meet Green Seal ([www.greenseal.org](http://www.greenseal.org)) and other certifying standards, but unfortunately, there is still a lot of **Greenwash** floating around. I hope the day will come when we can look at an advertisement without seeing green trees and blue waters as an example of the advertiser's commitment to the environment.

**Environmental responsibility goes well beyond formulations. We all need to work together to help our Janitors use the least number of products and use them correctly, while at the same time conserving water, energy and labor. Many companies have multiple redundant products that only confuse and complicate the Janitor's work. Education is forgotten and control is missing in action. It is up to us and your other suppliers to help correct these problems. And the hardest part is just recognizing the problem.**



Every industry is moving quickly to meet this need for true environmental responsibility. This month our hats are off to the School Nutrition Association ([www.schoolnutrition.org](http://www.schoolnutrition.org)) for the leadership and information they are providing to their state affiliates and members. The current issue of their publication, School Nutrition, is dedicated to news, strategies, political action, education and discussion on environmental matters. Here is one article that has key comments from Mike Muenstermann from Ecolab and Chuck Ainsworth, the Director of our SFSPac Division.

[School Nutrition Magazine Article \(pdf\)](#)

Our Government is committed to spending billions of dollars to make facilities more energy efficient and environmentally sustainable. These new "Green Programs" are filled with opportunities for higher levels of cleaning, health, safety and productivity.

**One last thought. Many of you found this out years ago, but...  
"You Really Look Good in Green."**

**PortionPac Chemical Corporation**

Marvin Klein

email: [mklein@portionpaccorp.com](mailto:mklein@portionpaccorp.com)

[www.portionpaccorp.com](http://www.portionpaccorp.com)

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