

May 2011

Great Western News

Staying Sustainable

"Incorporating green or sustainable products and methods into our cleaning programs will help improve the health and environment of a building and its occupants."

Holiday Hours:

Great Western Supply will be closed on Monday, May 30th in observance of Memorial Day. We will reopen Tuesday, May 31st at 7:30am.

We all know that incorporating green or sustainable products and methods into our cleaning programs will help improve the health and environment of a building and its occupants. As green cleaning and sustainability become more important you need to stay educated on the terminology involved. Here is a quick review of common terms and phrases that can cause confusion.

BIODEBASED PRODUCTS - Products whose main ingredients are renewable agricultural materials such as citrus, coconut, corn, lavender and parsley. It is important to note that not all biobased products are green and not all green products are biobased.

LEED - The U.S. Green Building Council's Leadership in Energy and Environmental Design is a rating system and certification program for facilities. There are

currently nine different types of certifications available each with specific requirements along with supplementary tasks that can earn points towards certifications

ECO-LABELING — An eco-label is a logo which is affixed to a product that suggests green or sustainability. Common labels include EcoLogo, Green Seal, Carpet and Rug Institute or the U.S. Environmental Protection Agency.

GREENWASHING — The act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service. As the green initiative took off, independent third-party certifications became necessary to differentiate a green product from one with no environmental benefit. In addition, Green

Guides were introduced to control and clarify the terms manufacturers used to market their products as green.

SUSTAINABILITY — The concept of sustainability is often confused with or used in conjunction with green. The main difference, though, is that green is defined by products and/or services. Sustainability is defined as a process that "meets the needs of the present, without compromising the ability of future generations to meet their own needs." Sustainability minimizes cleanings impact on people and the environment, but more importantly, it is a process, not a product.

For more information on green cleaning and sustainable initiatives contact your Great Western Supply Representative or call our office at (563) 445-6644.





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Promotion valid 5/1/2011 thru 5/31/2011