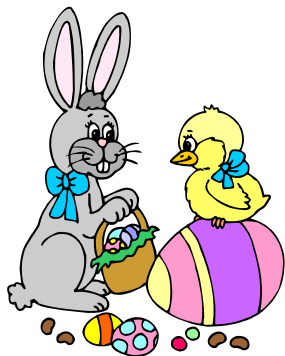


# The Great Western News

April 2007

## Clean Green / Clean Smart

Mr. Janitor,  
Do you ever get the feeling that technology has by-passed our industry? Oh, we might see a new machine or a new dispenser every now and then; but for the most part, we do the same thing with the same cleaners year after year. Do you ever see anything really new and better?



Mr. Janitor Answers,  
You need to get on-board with Green Products! These are products that produce clean, shiny and germ free environments just like your old stand-by products. However, Green Products produce clean, shiny and germ free environments while being safer for you to use, healthier for those in your building, better for the environment and at competitive prices.

Does your building create a healthy environment for your occupants? The cleaning industry is increasingly focused on making buildings greener, which means using healthier, less polluting and less toxic products. On average, Americans spend about 90 percent of their days indoors. EPA studies indicate that indoor air can be 2 to 5 times worse than outdoor air which may be one reason why asthma is on the rise. Poor quality indoor air can also produce other health and performance problems ranging from headaches and dry eyes to nausea, dizziness, and fatigue.

Today, using Green Cleaning Products no longer means you have to deal with expensive and ineffective products. Today's Green Cleaning Products are both effective and cost competitive. By using effective cleaning techniques with Green Products, you can really improve your maintenance operation from a health, environmental and cost perspective. There are effective Green Products for all of your needs: floor finish removers, floor seals, floor finishes, all purpose cleaners, glass cleaners, restroom cleaners, disinfectant cleaners, carpet cleaners, heavy duty industrial cleaners and degreasers, and yes, even Green hand soaps, paper towels and toilet tissue.

You can take your building Green and safeguard your people without compromising your budget or your results. Green Products are effective and cost competitive.



## Your Link To Green Products

Here at Great Western, we carry several different manufacturers' lines of Green Products. This allows us to match the right Green Product to your specific cleaning or maintenance needs. For more information on the Green cleaning and maintenance products we carry, please give us a call at our Davenport office at (563) 445-6644 or at our Cedar Rapids office at (319) 395-0445.

Please Note, in observance of Good Friday, our offices will close at 12 noon on Friday, April 6. We will re-open at 7:30 am on Monday, April 9.

## Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in

your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

*“To catch the reader’s attention, place an interesting sentence or quote from the story here.”*

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or

make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a col-

umn that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

## Inside Story Headline



Caption describing picture or graphic.

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid

selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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## Great Western Supply Company

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
Email: xyz@microsoft.com

We're on the Web!  
example.microsoft.com

*Your business tag line here.*



*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*

## Inside Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization

is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity

auction.

If space is available, this is a good place to insert a clip art image or some other graphic.