



CLEAN Environments Indoors and Outdoors

[YOUR ORGANIZATION] PUTS EMPLOYEE HEALTH FIRST

[Your Town, State] – Month, Date, Year – In an effort to provide employees and visitors with the most comfortable and healthiest indoor environment possible, [Your Organization] is initiating a comprehensive Healthy High Performance Cleaning program for all [number] of its facilities in [locations]. Healthy High Performance Cleaning is a unique housekeeping program created by JohnsonDiversey Inc. our partner in cleaning and hygiene solutions. The program helps us select products, implement procedures and engage occupants in a cleaning effort that is less harmful to the environment. This program also provides building occupants, visitors and housekeeping personnel with a safer, healthier building environment.

Programs such as the one being implemented by [Your Organization] increase the quality of the indoor environment. They have been proven to reduce absenteeism by as much as 23 percent, increase employee retention by as much as 12 percent and improve productivity by as much as six percent.

“It’s easy to point to the operational savings and say: ‘That’s why we’re implementing a Healthy High Performance Cleaning program,’” explains [Executive’s Name, Title at Your Organization]. “But the truth is our most valuable resource is our work force. It doesn’t do anybody any good if they’re home sick because of something that’s ‘going around.’ This program creates a healthier environment for them and that has a direct and immediate impact on our bottom line.”

The idea for the Healthy High Performance Cleaning program implemented at [Your Organization] was first introduced by [Person’s Name, Title]. “The program differs from a traditional housekeeping regimen by having a more focused approach to the selection of chemical products, tools and equipment and the way that they are used. Another important difference: is getting occupants more involved. They’re a critical part of the equation for keeping a facility safe, healthy and high performing,” states [Name, Title].

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[Your Logo Here]

Only cleaning and maintenance chemicals that meet the high standards set by such agencies as Green Seal are selected for the Healthy High Performance Cleaning program. Green Seal is an independent, non-profit organization that identifies and promotes products and services that cause less toxic pollution and waste, conserve resources and habitats, and minimize global warming and ozone depletion. The Healthy High Performance Cleaning program [Your Organization] is using from JohnsonDiversey was developed in consultation with Green Seal and The Ashkin Group, a leading independent consultant on green cleaning,

Product selection, however, is only the first step. “In addition to products, there are also procedures not only for the maintenance crew but occupants as well,” continues [Name]. “Our housekeeping staff adheres to the practices outlined in a comprehensive manual that details the proper way to do everything, from cleaning a mirror to stripping a floor finish. There are also specific functions that building occupants must perform in order for the program to be most effective. That is where [Your Organization] has really excelled.”

[Closing company or organization boilerplate, which includes overall positioning statement, products, services, markets and current financial statistics.]

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