

CLEAN SPEAK

Volume 13 • Issue 2
Summer 2016

PUBLISHED BY:
W.E. GREER LTD.

THE ART AND SCIENCE OF CLEANING

ISSA®

MEMBER

70th Anniversary

Ninety-three years ago, William Greer started Bill Greer's Hardware, which of course turned into what you now know as W.E. Greer Ltd.

We were not the only ones getting a start in 1923: Alfred Richter, founded the U.S. based National Sanitary Supply Association (NSSA). Richter's goal for the association was to provide community support and vital

knowledge for the cleaning industry, and has done so with excellence, providing research, informational tools, training, and so much more. The NSSA evolved into an international organization, which now includes cleaning contractors. Today, the "ISSA - The Worldwide Cleaning Industry Association" has members from around the world, with offices based in the U.S., Germany, and China.

Bill Greer understood the association's value, and signed the company up in 1946, shortly after our company shifted focus from hardware to cleaning supplies. Since then, we have gone on to incorporate ISSA materials into our training programs, and have staff certified in CIMS ISSA Certified Trainer (ACT) to help our customers with cleaning industry management standards.

This year, the ISSA will recognize our company's 70 year anniversary. In fact, W.E. Greer Ltd. has the distinction of being the first international member of the NSSA (we put the "I" in the ISSA... pretty cool!).

We look forward to continuing to work with the ISSA in order to bring vital cleaning information to our customers. Want information on ISSA certified training? Make sure to contact your Greer representative for more information. ♦

Using Cleaning Standards to Market Your Company

The ISSA has developed a Cleaning Industry Management Standard (CIMS) that is LEED recognized. Having a standardized cleaning method that is tried and tested is vital to any facility

looking for consistently clean and healthy results with maximum efficiency, but the benefit is not just good for the bottom line, it could be used as a marketing tool to differentiate in competitive industries such as recreational facilities.



We encourage facility managers to take ISSA CIMS Expert training to help them communicate best practices with staff, and create a clean culture within their facility, then follow this up by educating building patrons. To help, we have developed marketing tools, including window decals and posters. The decals link to information on CIMS, and the posters highlight the company values pertaining to clean, as well as transparency in ATP testing results - after all, it's not enough to say you are clean; you better be willing to prove it.

Combined with daytime in-house cleaning, patrons will be able to see the commitment your facility has to providing a safe and clean environment, and in a competitive market, that could make all the difference in the world.



specials & spotlights:

Prices valid from June 1, 2016 to August 31, 2016 unless otherwise indicated. All items limited quantity.

Spotlight: Duro-Brite Floor Finish

Duro-Brite

A low maintenance floor finish with superior gloss and durability.

Slapshot has been our low maintenance staple finish for many years, but as you know, there is always room for improvement.

Duro-Brite lives up to its name, providing both superior durability and gloss. Although still fitting neatly within the low-maintenance

floor care program, new Duro-Brite is tough enough to withstand regular burnishing if desired.

Ask your sales consultant today for more information on this innovative new product.

BILL'S CORNER Specials

Our spotlight items are on display in our Service showroom. Check out these great deals, plus many others on our Bill's Corner website: wegreer.com/billscorner



Economy Junior 1-Ply Bathroom Tissue

198

Core: 2.28"
Size: 2,250 ft / roll
Case Size: 12 rolls

Sale Price: **\$43.46** (reg. \$59)

Spotlight: Bill's Corner



Bill's corner is our new home for products that are end-of-line, demonstrated, or otherwise in need of moving out of the doors at great discounted prices.

Check out our featured specials to the right, but make sure to check out the full list of Bill's Corner products that are on sale.

Make sure to act fast, as all items in Bill's Corner are limited quantity.

Visit www.wegreer.com/billscorner for chemical, equipment, tools, paper and plastic on sale at really amazing prices.



28L Rectangular Bucket

6063210

Ideal for presoaking flat mops or storage of clean dry flat mops. Fits Atlas Graham facility maintenance carts 63150 and 63450

Sale Price: **\$28.95** (reg. \$56.63)



VU500 Upright Vacuum

32107404754

Lightly demonstrated. Automatic self-adjusting brush, exceptional maneuverability, 3-stage filtration and HEPA. CRI seal of approval.

Sale Price: **\$514.91** (reg. \$824)

EDMONTON
14704 - 119 Ave
T5L 2P1
(780) 451-1516
(800) 565-9898

CALGARY
6025 - 6 St. S.E.
T2H 1L8
(403) 640-4664
(888) 435-6257

LETHBRIDGE
210C - 12A St. N.
T1H 2J1
(403) 327-1531
(866) 327-1531

GRANDE PRAIRIE
#106, 11735 - 105 St.
T8V 8L1
(780) 532-8766
(877) 532-8766

FORT McMURRAY
Bay H, 254 Gregoire Dr.
T9H 4K6
(780) 791-3466