

Monthly Clean Up...

Happy
St. Patty's
Day!



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A Note From Charlie:

Dear Customer,

Today, I am writing you about stopping the spread of MRSA and other preventable infections in school settings. It's hard to believe in our society of advanced medicine and technological innovation that deadly infections which have been around for decades are on the rise. What's even more unbelievable about this increase is that there is a simple way of preventing them – proper hand washing.

MRSA outbreak in schools across the nation have been widely reported in the media. While these outbreaks strike much fear in parents, students and staff, “the truth is, administrators and facility managers can do a lot to protect the public from drug-resistant staff and other infections.

“And the top of the to-do list is encouraging proper hand washing” We can help by educating administrators on proper hand washing techniques.

Studies show that hand washing is the single most important safeguard to stop the spread of infection. Yet, many people simply do not take the time to wash their hands properly. The same studies indicate there are a number of barriers to good hygiene. Proper hand washing is key to removing bacteria from hands. Distributors should know that soap and water don't kill germs; they work by removing germs from your hands.

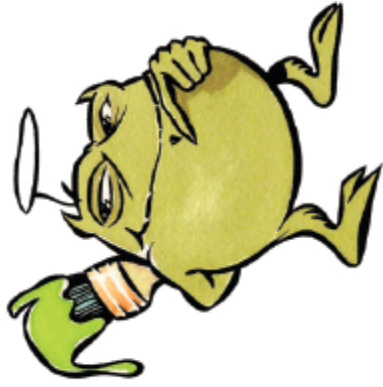
Washing hands with running water alone does a pretty good job of germ removal, but soap increases the overall effectiveness by pulling unwanted material off the skin into the water. Encourage proper hand washing multiple times every day.

HAPPY ST. PATRICK'S DAY
CHARLIE

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AVOID THE SIX SINS OF GREENWASHING™



Green·wash
(grēn'wōsh', -wōsh') –
verb: the act of mis-
leading consumers
regarding the envi-
ronmental practices
of a company or the
environmental bene-
fits of a product or
service.



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Harmful Elements in Many Conventional Floor Care Products

Green floor care chemicals are evolving. There are many reasons why they are some of the last products to go Green.

VOCs - Many floor care products contain high levels of volatile organic compounds that contribute to poor indoor air quality. These can greatly affect human health and can cause nose and lung irritation, rashes, headaches, nausea and asthma. The World Health Organization estimates that 30 percent of all buildings in North American experience indoor air quality problems, often the result of floor care products.

Glycol Ethers & 2-Butoxy Ethanol – These are VOCs used in many conventional floor care products. ESME (ethylene glycol methyl ether) and EGEE (ethylene glycol ethyl ether), used primarily in floor finishes, have been found to cause birth defects and damage reproductive organs; cause irritation to the skin, eyes and throat; and cause kidney damage. A common ingredient in strippers, 2-butoxy ethanol, is considered a possible human carcinogen, is easily absorbed through the skin, can break down red blood and damage the liver and kidneys.

Zinc – A component of many floor finishes making them harder and more durable, zinc can be toxic to aquatic life.

Endocrine Disrupters – These are synthetic chemical that can create changes in the hormones of humans and animals. Even small concentrations can interfere with reproduction and many biological processes. In June 2004, Green Seal issued a report that discusses many of these issues. The report can be found at:

http://www.greenseal.org/resources/report/CGR_floorcare.pdf

Sin of the Hidden Trade Off:

Does the product focus only on one or two environmental issues while ignoring others that may also be important? Every product has multiple environmental impacts and truly greener products try to address them all.

Sin of No Proof:

Does the product offer evidence of its claim, either on the package or on the company website? Company websites and respected certifications can provide proof.

Sin of Vagueness:

When you really think about it, what does the claim ("environmentally-friendly", for example) really mean? Does it provide details for all environmental impacts of the product like the amount of packaging used, the manufacturing process and how the product is disposed?

Sin of Irrelevance:

Are the green claims true of all products in the category? Remember lots of things are "recyclable", and CFCs (which cause ozone depletion) were banned 30 years ago.

Sin of Fibbing:

Can the manufacturer back up certified organic or green claims? Can they prove their certification (ie. by being listed on the certification body's website)?

Sin of Lesser of Two Evils:

Is the claim trying to make you feel "green" about a product category that is basically "ungreen"? Is organic tobacco, for example, really a green product?

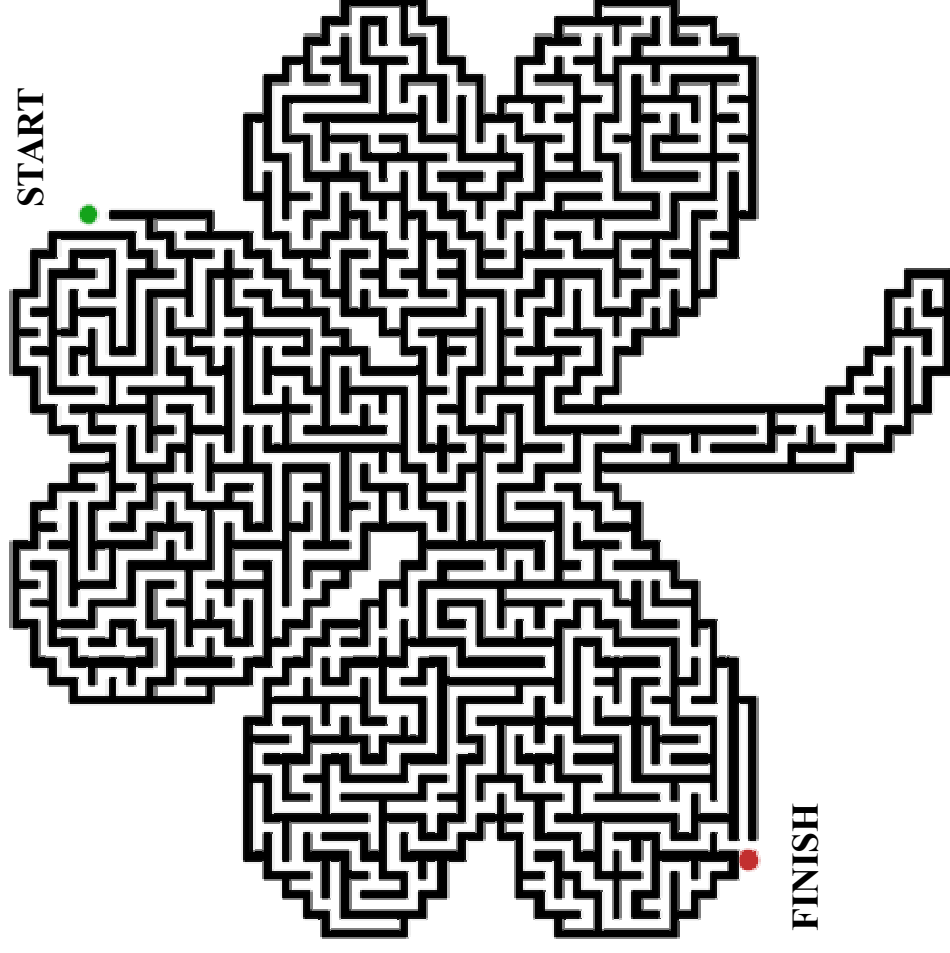
ALL STAR SPRING CLEANING SALE

All Star is getting a head start on spring cleaning by clearing out our warehouse! *

- ★ 15% off all window cleaning products
- ★ 15% off Allersearch chemicals
- ★ 15% off all in stock Tornado equipment
- ★ 20% off all in stock Viper equipment
- ★ 25% off all in stock Rubbermaid receptacles
- ★ 20% off all Brulin PDC Quarts
- ★ 20% off all Core UnBelievable chemicals



St. Patty's Day Puzzle!



March Fun Facts! - Anniversaries

- 3rd - Alexander Bell, inventor of the telephone was born in 1847.
- 15th - This date was the 'Ides of March' in the Roman calendar. This meant it was the day on which the month was divided into two equal parts. Julius Caesar was murdered on this date in 44 BC.
- 18th - 30 mile an hour speed limit imposed on built up areas in 1935.
- 25th - Heathrow Airport Opened in 1948.
- 29th - Coca-Cola was introduced on this date in 1886.
- 31st - The Eiffel Tower in Paris was officially opened in 1889.

\$10 OFF

Your Purchase*

*Excludes sale items & paper products. No cash back. Must present coupon at time of purchase. Coupon valid through March 31, 2009.