



A modest investment in cleaning produces substantial returns



SICK EMPLOYEES ARE COSTING YOU MONEY &



COSTS \$225.8 BILLION

PER YEAR

COLD/FLU SYMPTOMS

OVERALL LOSS IN PERFORMANCE BY

dry throat, lethargy. headaches, chest tightness DUSTEXPOSURE

AFFECTED WORKERS'

reasoning, memory, and creative thinking skills

UNPLANNED ABSENCES CAUSE WORKPLACE PROBLEMS

54% **DECREASE IN**

PRODUCTIVITY / **OUTPUT**

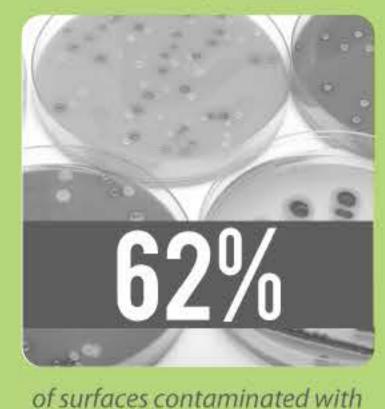
39%

DROP IN SALES / CUSTOMER SERVICE

HOW DOES CLEAN EQUAL GREEN?



the common cold and influenza



viruses reduced



reduced absenteeism

COMMON SURFACES WITH HIGH LEVELS OF CONTAMINATION



computer mice



keyboards



desk phones



break room sink faucet handles



microwave door handles



refrigerator door handles



buttons

water fountain



buttons

Retail

CLEANING HAS A VERY REAL AND MEASURABLE VALUE



PRODUCTIVITY GAIN

In a 100-associate office with an average salary of \$25,000, this equates to \$125,000 IN SAVINGS

CUSTOMERS PREFER CLEANLINESS Customers deciding where to shop

Customer satisfaction 1. CLEANLINESS

Food

2. VALUE

3. SPEED

4. CONVENIENCE

5. VARIETY

Over 6 in 10 QSR customers agree: if a fast-food restaurant is clean,

they go there more often.

CLEANLINESS RANKED AS THE MOST IMPORTANT ELEMENT AMONG:

TEMPERATURE QUIETNESS / MUSIC SPECIAL EVENTS

LIGHTING

60% said a store's

environment encouraged them to buy more within the last month.

94%



dirty restrooms.

CLEAN FACILITIES ARE NOT JUST A COST. THEY GENERATE REVENUE.

Restrooms

IMPROVE YOUR BOTTOM LINE —where you haven't looked before— WITH A CLEAN FACILITY

issa.com/valuetips

ISSA is the worldwide cleaning industry association.

Presented by:

http://www.bls.gov/news.release/pdf/ecec.pdf http://www.ncbl.nlm.nlh.gov/pubmed/14665809

http://www.buildingwellness.com/assets/documents/Indoor_Environment_Characterization_Of_A_Non_Problem_Building.pdf http://consultants.kaiserpermanente.org/info_assets/mercer/pdf/TiHP_managing_productivity_NA.pdf

http://www.issa.com/value-of-clean-whitepaper

http://www.forbes.com/sites/jacquelynsmith/2013/01/17/ffu-season-etiquette-what-you-need-to-know-about-sickness-and-the-office/ http://ny.hillyard.com/PDFs/GreenCleaning/5StepsToGreen.pdf http://www.issa.com/value-of-clean-guide

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