

**Clarke®**  
*Cleaning Power Since 1916.*

green  
clean.

*Focusing on product development,  
increasing productivity, and being  
environmentally responsible.*



**[www.clarkeus.com](http://www.clarkeus.com)**

# What does green cleaning really mean?



## What is Green and Green Cleaning?

“products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose”

- Section 201 of EO 13101; EPA's Environmentally Preferred Purchasing



As more and more facility managers realize the benefits of environmentally-friendly and health-conscious cleaning, “green cleaning” is becoming the growing movement in the cleaning industry. But what does green cleaning really mean? And how can Clarke’s floor cleaning equipment help your business clean “green”?



The U.S. Green Building Council, a coalition of leaders from across the building industry, defines its mission as “working to promote buildings that are environmentally responsible, profitable and healthy places to live and work.” In the commercial cleaning industry, two organizations certify green cleaning equipment and products:



**CRI** — The Carpet & Rug Institute’s Green Label Certification program tests and certifies equipment performance with its CRI Green Label certificate for vacuum cleaners and its Seal of Approval program for carpet extractors.

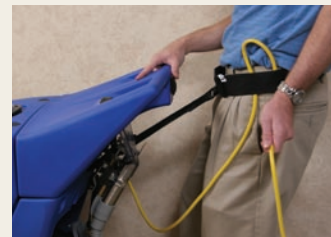
**Green Seal** — An independent, nonprofit organization that sets environmental standards for product categories (such as floor care equipment) and certifies products that meet those standards.

Clarke® is wholly committed to offering products that meet and/or exceed industry and government standards for green cleaning. Clarke’s knowledge of equipment and the industry can help you interpret green cleaning standards and assist with:

- Increasing productivity and reducing the cost of labor
- Reducing impact on the environment
- Improving environmental indoor air quality (IEAQ)
- Helping people live and work safely

Floor-cleaning equipment can contribute directly to indoor environmental air quality (IEAQ). For example, LEED-EB specifies that vacuum cleaners be capable of capturing 96% of particulates that are 0.3 microns in size and also meet the requirements of the Carpet & Rug Institute Green Label Program. Many vacuums from Clarke® are CRI Certified, such as our S12 single motor vacuum (collector cup and paper filter models), the DMU 14 & 18 and CombiVac 12 dual motor vacuums. The DMU vacuums also come standard with a 4-stage HEPA filtration system.

Clarke® extractors feature proprietary back saving belts in the ErgoEX® line that significantly reduces back and shoulder strain. The ErgoEX® belt reduces the effects of shoulder stress by 80%, elbow stress by 60% and reduces lower back strain by 18% compared to similar competitive equipment.



Clarke® has also earned CRI’s Bronze Seal of Approval for the BEXT® 300 portable extractor and the Clean Track® series, certifying both machines meet high performance standards for carpet cleaning effectiveness. The BEXT® extractor provides lightweight and portable carpet extraction with the added benefit of heated solution to improve cleaning effectiveness by as much as 40%.







## GREEN SAFETY

LEED-EB, ASTM E-1971, and NFSI are what industry standards are set by. These groups educate on topics such as noise control, user fatigue and air quality to other topics such as chemical exposure and proper training when using green cleaning items.

LEED-EB Credit 10.6 specifies that both vacuum cleaners and powered maintenance equipment such as sweepers, burnishers and scrubbers, operate with a sound level less than 70 dBA. You'll find quiet operation on a wide range of Clarke® equipment such as the *BOOST*® and Focus® II Autoscrubbers®, SUMMIT® tank vacuums, Ultra Speed® dust control burnishers, BSW 28 Sweeper, dual motor

vacuums, and much more. Low noise increases operator safety and the ability to clean during business hours — which in turn *reduces* operational costs after hours.

Several of the Clarke® automatic scrubbers and riders feature the option to use Clarke's Chemical Mixing System. This eliminates pre-mixing of detergent and water, which reduces operator exposure to potentially harmful chemicals. This system follows in-line with LEED-EB guidelines that call for "minimum exposure to concentrated cleaning chemicals" and "use of chemical concentrates and appropriate dilution systems."

Clarke's Dust & Emission Control Series burnishers are an ideal fit to propane-powered equipment. By eliminating emissions, the air and environment is cleaner and healthier for all occupants. The burnishers feature a carb guard emissions monitor to maintain a healthy air environment. The handle is also designed to reduce operator fatigue with ergonomic comfort.

## REDUCING THE COST TO CLEAN

Since labor represents up to 95% of the cost to clean, a reduction of labor and increased productivity are, in fact, significant aspects of the green strategy. Facilities should be able to afford to clean more if green practices are implemented. This automatically translates to a better, safer, cleaner and greener environment.

Clarke® focuses its product development on increasing productivity and reducing labor input. With this focus, comes the Clarke® *BOOST*® orbital scrubber. It was designed with specific features to fit any green cleaning program. Several of Clarke's automatic scrubbers require 50-70% fewer chemicals and water because they scrub floors clean in one pass, utilizing the orbital motion and pulse modulated solution control, which conserves cleaning solution within the scrub path.

## REDUCING IMPACT

Clarke® believes that "reducing impact on the environment and health and safety" should be a key goal of any companies green cleaning strategy. Sustainable practices protect facilities along with the environment.

By going green, you can create a healthier and happier environment. Everyone from building occupants to janitorial staff experience fewer incidents of allergies, headaches and nausea in buildings that implement green cleaning practices. Healthier employees translate to increased productivity and profitability for everyone involved. More and more, green cleaning is becoming synonymous with effective and efficient cleaning.

To learn more about Green Certified Equipment from Clarke, visit [clarkeus.com](http://clarkeus.com)



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