

# Clarke®

*Cleaning Power Since 1916.*

green  
clean.

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



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# What does green cleaning really mean?



## What is Green and Green Cleaning?

...products or services that reduce health and environmental impacts compared to similar products and services used for the same purpose.



As more and more facility managers realize the benefits of environmentally-friendly and health-conscious cleaning, “green cleaning” is becoming a 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.



As a leading manufacturer of “green” floor-cleaning equipment, Clarke® is committed to offering products that meet or exceed industry and government standards for green cleaning. Our products and expertise can help you translate today’s myriad of regulations regarding “green” into effective cleaning practices that:

- Maintain or enhance indoor air/environmental quality
- Improve worker and occupant safety
- Ensure sustainability
- Reduce the cost of cleaning

Floor-cleaning equipment can contribute directly to indoor environmental quality/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, the DMU and CombiVac dual motor vacuums. The DMU also comes 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%, over similar competitive equipment .

Clarke® has also earned CRI’s Bronze Seal of Approval certifying that the BEXT® 300 portable extractor meets 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%. The extractor was efficient at recovering water from the carpet and cleaning without the damage to carpet fibers.

## SAFETY

Green cleaning standards such as LEED-EB, ASTM E-1971, and NFSI address a wide range of topics — from noise control and user fatigue to chemical exposure and proper training in green product use.

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*™ orbital scrubber, *SUMMIT*® wet/dry tank vacuums and the *CombiVac* and *DMU* vacuums. Low noise means increased operator safety and the ability to clean during business hours — which in turn reduces costs for HVAC, lighting and security after hours.

LEED-EB guidelines call for “minimum exposure to concentrated cleaning chemicals.” They also specify “use of chemical concentrates and appropriate dilution systems.” Several of the Clarke® automatic scrubbers and riders feature the option to use a Chemical Mixing System. This eliminates pre-mixing of detergent and water, which reduces operator exposure to potentially harmful chemicals.

Eliminating emissions means cleaner air for operators and building occupants alike. Clarke's Dust & Emission Control Series burnishers are an ideal fit to propane-powered equipment. 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 IMPACT

At the heart of a sustainable green cleaning program is the idea of “reducing impact on the environment and health and safety.” Sustainable practices protect facilities along with the environment. Several of Clarke's automatic scrubbers, like the *BOOST* walkbehind and rider, 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 COSTS 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. By continually reducing the cost to clean, facilities will be able to afford to do more cleaning. 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. The orbital scrubbing action reduces labor input, chemical and water consumption, and floor finish upkeep — while also extending the life of hard floor finishes and surfaces. The machine minimizes aggressive scrubbing to lengthen not only the life of your floor finish but the life of the flooring itself.

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 translates 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 Clarke® equipment, visit [www.clarkeus.com](http://www.clarkeus.com).



