

# MOMENTUM

TRENDS AND INNOVATIONS



## DISINFECTING WITH WATER: ARAMARK INTRODUCES THE NEXT GENERATION OF BLUE CLEANING

A virtual explosion of innovations in chemical-free cleaning offers not only sustainable results, but methods that can reduce labor costs and increase productivity. Blue Cleaning, with Electrically Activated Water (EAW), is already winning awards for its effectiveness and environmental benefits. And it's now available with one-step disinfection.

### ANSWERING THE QUEST FOR TRUE ENVIRONMENTALLY-FRIENDLY CLEANING.

Institutions of higher education face continual challenges to find ways to reduce their carbon footprint and minimize environmental impacts – including allergic reactions – throughout the campus community. Common chemicals used in cleaning have been linked to occupational asthma and other respiratory illnesses.<sup>1</sup> And improper disposal of cleaning chemicals can lead to other environmental problems. In addition, traditional chemicals come with significant costs, mixing protocols and storage requirements.

**Aramark's Blue Cleaning Program now includes EAW with one-step disinfection.** Aramark introduced pioneering Electrically Activated Water (EAW) to clean a wide variety of surfaces, and it is becoming a staple for many campus custodial programs. But some institutions continue to use chemicals for disinfection. By introducing EAW with disinfecting properties, Aramark is expanding the arsenal of its Blue Cleaning Program to higher education.

EAW for disinfecting was extensively evaluated by Aramark over a 14-month period. It has also been tested by a third party using Good Laboratory Practices (GLP), and supported by a white paper.



## THREE CORE ELEMENTS MAKE THE BLUE continued on back page

<sup>1</sup> "Cleaning Supplies and Household Chemicals," American Lung Association, <http://www.lung.org/healthy-air/home/resources/cleaning-supplies.html> Accessed 11/31/12.



### BLUE CLEANING WINS COVETED AS&U AWARDS

American School & University magazine recognizes two Aramark-managed campuses and their Blue Cleaning Programs with its top awards for green cleaning.



The Green Cleaning Award recognizes campuses for their healthy and sustainable approaches to cleaning and protecting health without harming the environment.



### ARAMARK AT TEMPLE HEALTH SCIENCES CENTER WINS GRAND AWARD



### ARAMARK AT SPELLMAN COLLEGE WINS BEST NEW PROGRAM AWARD

# CLEANING PROGRAM ROBUST AND EFFECTIVE

## Innovative Technology

Blue Cleaning with electrically activated water creates a non-toxic solution that kills bacteria in half the time required by traditional chemicals. The system produces cleaning solutions for:

- One-step disinfecting
- All-purpose sanitizer/streak-free glass cleaning
- Daily floor cleaning

And, it performs like a hospital-grade disinfectant – killing germs on non-food surfaces in just five minutes.

## Comprehensive Training

Customized training is necessary to convince custodial staff of the efficacy of cleaning with water. Aramark encourages custodial staff to embrace new technologies by clearly demonstrating the benefits of safer and more convenient cleaning approaches.

## Campus Engagement

In addition, Aramark engages the entire campus community by educating students, faculty and administrative staff about the health and wellness benefits of non-toxic cleaning technology.

**Aramark's Blue Cleaning Program offers a measurable return on investment.** First of all, the program eliminates the need to purchase a variety of traditional cleaning chemicals for specific needs – cutting costs by as much as 25%. And, because each solution is produced onsite, EAW reduces shipping and storage costs and prevents product waste.

**It safely cleans and disinfects common campus surfaces.** Blue Cleaning reduces the disinfection time required by traditional solutions. In locker rooms, for instance, chemical sprays must be left on for 10 minutes in order to be effective. The Blue Cleaning Program requires just five minutes to kill germs – increasing productivity among custodial staff.

**IT MAY BE USED ON VIRTUALLY EVERY SURFACE, FROM POLISHED STONE, MARBLE AND GLASS PARTITIONS TO PAINTED WALLS, STAINLESS STEEL, PLASTICS, BATHROOM FIXTURES AND MORE.**

**ARAMARK IS COMMITTED TO BEING AT THE FOREFRONT OF NEW TRENDS IN ENVIRONMENTALLY-FRIENDLY TECHNOLOGIES.** Before sharing these technologies with our campus partners, we thoroughly test and evaluate each innovation to ensure that it will be appropriate and measurably effective. In addition, we develop and offer training programs for each new technology in order to save time and costs for our partners.

## A SATISFYING RETURN ON INVESTMENT (ROI)

In addition to reducing exposure to harsh, general purpose cleaning chemicals, Blue Cleaning can help reduce costs associated with traditional and “green” cleaning methods – even on campuses as small as 600,000 net cleanable square feet.

