



# Reasons Sustainable Cleaning Products Can Help Improve Your Facility

Take facility cleaning to the next level by implementing sustainable cleaning tools that help improve your facility while protecting the planet.

## Consumers prefer sustainably focused businesses:



70% of Americans believe it's important for companies to make the world a better place.<sup>1</sup>



9-in-10 consumers expect businesses to operate responsibly by addressing social and environmental issues.<sup>2</sup>

## Incorporating green cleaning tools can help keep employees and building visitors safe:



Using chemical cleaning products could harm workers' lungs as much as smoking a pack of cigarettes every day for 10 to 20 years.<sup>3</sup>



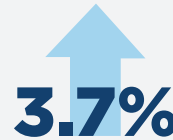
1.7 billion bottles

Each year, 1.7 billion 1-liter plastic water bottles have been repurposed into UL certified professional cleaning tools.<sup>4</sup>

## Businesses can benefit from sustainability practices:



90% of institutional investors stated they would pay more attention to a business's sustainability performance when making investment decisions.<sup>5</sup>



Companies with high ratings for ESG (environmental, social and governance) performance saw average operating margins 3.7 times higher than those of lower ESG performance.<sup>6</sup>



70% of employees report that their company's strong sustainability program impacts their decision to stay with it long-term.<sup>7</sup>



40% of millennials have taken a job because of a company's sustainability credentials.<sup>8</sup>

## Look for third-party certified sustainable products:



40% of organizations across the world have been accused of greenwashing.<sup>9</sup>



Ecolabels, which are federally reviewed and approved for meeting sustainable guidelines from the EPA, can help consumers identify and purchase environmentally preferable products.<sup>10</sup>



Third party organizations, like Green Seal, can help consumers identify brands that have made a commitment to producing sustainably made products while implementing environmentally friendly practices throughout the manufacturing process.<sup>11</sup>

1 <https://www.aflac.com/docs/about-aflac/csr-survey-assets/2019-aflac-csr-infographic-and-survey.pdf>  
2 <https://sustainablebrands.com/read/stakeholder-trends-and-insights/study-81-of-consumers-say-they-will-make-personal-sacrifices-to-address-social-environmental-issues>  
3 <https://www.atsjournals.org/doi/full/10.1164/ccm.201706-1311OC>  
4 <https://impact.greenseal.org/#Our-Impacts>  
5 [https://www.ey.com/en\\_gl/news/2021/11/three-quarters-of-institutional-investors-say-they-may-divest-from-companies-with-poor-environmental-track-records#:~:text=74%25%20of%20institutional%20investors%20now%20more%20likely%20to,admit%20they%E2%80%99ve%20been%20slow%20to%20take%20concrete%20action](https://www.ey.com/en_gl/news/2021/11/three-quarters-of-institutional-investors-say-they-may-divest-from-companies-with-poor-environmental-track-records#:~:text=74%25%20of%20institutional%20investors%20now%20more%20likely%20to,admit%20they%E2%80%99ve%20been%20slow%20to%20take%20concrete%20action)  
6 <https://www.accenture.com/us-en/insights/consulting/responsible-leadership>  
7 <https://www.linkedin.com/pulse/5-business-cases-sustainability-productivity-through-mcconnachie/>  
8 <https://conecomm.com/2016-millennial-employee-engagement-study/>  
9 <https://www.gov.uk/government/news/global-sweep-finds-40-of-firms-green-claims-could-be-misleading>  
10 <https://www.epa.gov/greenerproducts/recommendations-specifications-standards-and-ecolabels-federal-purchasing>  
11 <https://greenseal.org/splash/>