



SMALL CASE STUDY

Helping Clients Stay Well Makes Good Business Sense

Mark Warner, Product Manager — Disinfectants & Sanitizers for Enviro-Solutions, is an infection-control expert.

Because of H1N1, Warner started instructing company distributors regarding how to adjust cleaning products, procedures, and frequencies based on the disease's potential threat levels.

One of the distributors Warner met with was ATRA Janitorial Supply, Pompton Plains, New Jersey. "Mark taught us that there are four infection risk levels," says Anthony Crisafulli Jr., whose family owns ATRA. "And with each risk level, different procedures and products must be implemented to protect [human] health."

Crisafulli says the presentation was especially helpful because ATRA works with more than 100 school districts, and young people are reported to be the most vulnerable to H1N1.

“Since Mark was here, our DSRs have met with more than 1,000 of our [school] clients responsible for keeping their schools healthy,” he says. “And doing so has allowed us to develop partnerships with these clients that may last for years to come.”

About Enviro-Solutions

Enviro-Solutions is a leading manufacturer of environmentally preferable cleaning products. An ISO-9001 certified company, Enviro-Solutions was established in 1994 with very focused goals: To develop and market a superior line of environmentally preferable cleaning products and solutions. Using advanced technology, the company manufactures products that offer proven safety, health, and environment benefits without sacrificing product performance and are competitively in price.

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