



Green BALANCE

A Common Sense Approach to "Green" Cleaning

By Doyle Bloss - Bridgepoint Systems

CARPET AND UPHOLSTERY CLEANING SOLUTIONS



Sometimes, it's better NOT to be first

Bridgepoint Systems has been innovative and first on many cleaning solutions in the carpet cleaning industry. However, the concept of green cleaning was too important to rush products to market that simply removed specific ingredients, or added another ingredient just because it came from what seemed to be a more "natural" source. We wanted to merge together the best information and proven science from the greatest number of sources to formulate green cleaning products that were truly better for the indoor and outdoor environment and the cleaning technician, yet did not compromise the function that was most important – cleaning a dirty carpet. As Dr. Michael Berry has stated; "doing the right thing needs to become doing the rational thing."

Green based on research, not hype and what "sounds good"

We carefully studied and evaluated the science behind the recommendations for "green ingredients" from a number of sources. While we evaluated guidelines from a number of "green" certification and listing programs, we found that the best guidelines came from the U.S. Environmental Protection Agency Design for Environment (DfE) program... We insisted that the companies who supplied us with ingredients and claimed they were "green" had the information to back up their claims. We tested and evaluated the formulas for cleaning effectiveness in our own laboratory and in field testing. Then we submitted the formulas to a leading independent testing laboratory to scientifically measure the level of actual soil removal, and to ensure that they did not contribute to rapid resoiling. Then we knew we had green cleaning solutions that had the best presently available facts and science backing them up.

Green is a process, not just a cleaning solution

But we also recognize that green is more than a cleaning solution. It's a process. As Dr. Michael Berry has described: "green cleaning must be systems based, and recognize the connectivity of the total environment and process." Green cleaning must include the proper management of the environment being cleaned. It includes a properly trained cleaning technician who understands the nature and construction of the surface they are cleaning, as well as the composition of the soiling they want

to extract. It includes proper cleaning procedures according to industry standards. Finally, it includes the proper disposal of cleaning wastewater. Green is so much more than how a chemical is made; it's a commitment to understanding how it is used in the overall cleaning process. For a complete review of how this systematic approach may be accomplished, ask for your complimentary copy of the Bridgepoint Green Balance Green Cleaning Guide.

Green is a commitment to providing your customer with cleaning and confidence

That's what Green Balance Carpet Prespray and Green Balance Carpet Extraction Rinse are all about. They are a commitment to you, our customer, to use the best available science, understanding and testing. We recognize that the way carpets look, feel and perform after you have cleaned them is critical to your reputation as a professional. It's about providing you with a "green" cleaning solution you can be absolutely confident will provide your customer with a cleaner, fresher carpet.

Green means safer for the cleaning technician, not just the environment

Green Balance cleaning solutions use rapidly biodegradable, renewable surfactants. They contain absolutely no solvents of any kind. They have a slightly alkaline pH (8.0-8.5), contain no known carcinogens, and are non-toxic. They are ideal for cleaning in homes with chemical sensitivities as they contain no added harsh fragrances. They are also approved by the Carpet and Rug Institute (CRI) Seal of Approval Program (SOA) signifying their cleaning effectiveness, as well as the fact they do not contribute to re-soiling. The CRI testing process identifies and measures to make sure the pH is not excessive, and that the solutions contain no optical brighteners. It measures any negative effect on the texture of the carpet, and makes sure the solution leaves no residues that would cause rapid re-soiling. Finally it measures for soil extraction and removal and cleaning effectiveness. This testing provides concise measurements of the nature and performance of the cleaning products.

Bring balance to the process of Green

Green Balance Carpet Prespray and Green Balance Carpet Extraction Rinse are available exclusively from your Bridgepoint Distributor.



**Green Balance
Carpet Prespray**

- Economical 1:32 dilution rate
- Mildly alkaline pH safe for wool and synthetic fibers



**Green Balance
Carpet Extraction Rinse**

- Economical 1:328-356 dilution
- Mildly alkaline pH safe for wool and synthetic fibers
- Polymer technology protects against resoiling - no sticky residues

**BRIDGEPOINT
SYSTEMS**



Contact your Interlink Supply store today or visit us online at www.InterlinkSupply.com
To find your nearest Interlink Supply store, call 1-800-660-5803.