

MOMENTUM

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Trends and innovations in facilities management

MARCH, 2011 >>

THE BLUE CLEANING PROGRAM: THE NEXT WAVE IN SUSTAINABILITY

As an increasing number of academic institutions make the commitment to environmental stewardship, they seek those new technologies that will not only reduce their eco-footprint but increase convenience and productivity.

At ARAMARK Higher Education, we continually reach beyond today's advances to uncover those innovations that show the most promise. After extensive research, evaluation and testing, we confidently share them with you.

One exciting new example takes cleaning so far beyond "green" that we have named it the "Blue Cleaning" program.

Instead of chemical-based cleaning agents, Blue Cleaning uses ordinary tap water to clean and kill more than 99.9% of harmful germs, including H1N1 (swine flu) viruses!¹

The secret? Ionization.

Blue Cleaning: The Power of Electrically Activated Water.

Electrically Activated Water (EAW), or ionized water, works on a very simple physics principle: Opposites attract, likes repel.

By adding a mild electrical charge to ordinary tap water, positive and negative ions are created. These ionized particles attach to dirt and germs with the opposite polarity. The ions build up, repelling dirt particles and rupturing the cells of bacteria and viruses. The surface can be wiped clean within seconds, without the wait time required by many chemical-based agents.

¹Activeion™ Cleaning Solutions press release, January 13, 2010.

 **BLUE
CLEANING**



THE BLUE CLEANING PROGRAM TAKES SUSTAINABILITY TO A NEW LEVEL, BY LEVERAGING THE POWER OF IONIZED TAP WATER, WHICH CAN BE USED FOR ALMOST ALL ROUTINE CLEANING OF CAMPUS FACILITIES.

COUPLED WITH HIGHLY ADVANCED DELIVERY SYSTEMS AND OUR EXPERT STAFF TRAINING AND SUPPORT, OUR BLUE CLEANING PROGRAM HELPS COLLEGES AND UNIVERSITIES SIGNIFICANTLY REDUCE THEIR ENVIRONMENTAL FOOTPRINT.

ARAMARK Higher Education: First to be CIMS and CIMS Green Building-Certified

ARAMARK Higher Education is proud to be the first company in higher education to receive both Cleaning Industry Management Standard (CIMS) Certification and CIMS-Green Building (CIMS-GB) Certification with Honors from ISSA. Certification demonstrates that the company is structured to deliver consistent, quality services designed to meet customers' needs and expectations. It also guarantees that ARAMARK Higher Education, as a service provider, will secure the LEED-EBOM High Performance Cleaning Program credit for our clients.



Tested in Major Universities.

The science of using EAW to clean has existed for many years, and has been demonstrated to be highly effective. But we wanted to be sure that it would work in the challenging environment of colleges and universities.

Partnering with Orbio Technologies, a Tennant Company, and Activeion™ Cleaning Solutions, we conducted two on-campus tests of EAW technology, one at a public university and another at a private university.

The test at the public university measured the cleaning performance of the hand-held Activeion Ionator EXP™ against existing chemical cleaners currently used throughout the campus buildings.

Two control buildings continued to use their existing methods and chemical-based cleaning products. The two test buildings used the Ionator EXP™ exclusively on a wide variety of surfaces except toilet bowls and bathroom floors. Modified testing was also carried out in nine additional buildings.

Baseline measurements of adenosine triphosphate (ATP)* were taken before and after the test by a third-party consulting company.

The Ionator showed a room-by-room improvement in ATP 63% of the time, compared with 38% of the time with chemical-based cleaning products.²

For the private university campus, ARAMARK partnered with Orbio, testing the Orbio5000sc, a larger delivery system. Once again, the results showed that the Blue Cleaning process was as good, if not better, than chemical cleaners.

The ARAMARK Blue Cleaning Program Includes Full Training and Support.

We understand that EAW represents a new way of looking at the cleaning process, especially for those used to more traditional methods. In addition to training staff members on EAW technology, we help them to embrace the Blue Cleaning program by proving its convenience and effectiveness.

Our Blue Cleaning program truly takes sustainability and eco-friendliness to the next level. By utilizing ordinary tap water, minimizing the need for chemical-based cleaners and reducing the environmental footprint, our Blue Cleaning process is one of the most exciting technologies to come along in years. And it significantly enhances our ability to deliver outstanding service to our clients.

The Ionator EXP™



The Orbio 5000sc



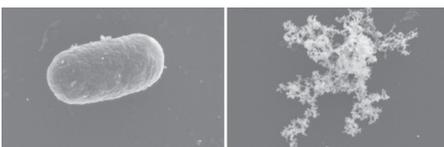
²A cleaning performance study on the Ionator EXP™ January 17, 2010.

HOW IT WORKS:

- Ordinary tap water is given a mild electrical charge, creating positive and negatively-charged ions
- The ions attach themselves to dirt and germs with the opposite charge.
- When enough ions have built up, they repel dirt particles and rupture germ cells – in less than 20 seconds.
- The ionized water kills 99.9% of germs instantly.

E. Coli: No Spray

E. Coli: 2-Second Spray



DOOR KNOB TEST

with microfiber cloths where fingers touch the most

		Dirt and Grime Before Reading (ATP)*	Dirt and Grime After Reading (ATP)*
Door Knob #1	Activeion Ionator EXP	147	4
Door Knob #2	General Purpose Chemical	207	6
Door Knob #3	Tap Water	215	16

*ATP is the universal energy molecule found in all animal, plant, bacteria, yeast and mold cells. By measuring the amount of ATP on a surface, a quantifiable standard of hygiene can be established that defines when a surface is really clean.