



Minimising the Impact of Cleaning Products on the Environment



Evans Vanodine
GLOBAL HYGIENE SOLUTIONS



PlanetMark



Who are Evans Vanodine?

1919 to 2021



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Impact of Cleaning Products on the Environment

- How do you judge high and low impact products?
- What factors are taken into account?
- How do you assess this is the right product for you.
- What accreditations and affiliations should you be looking for?



Debunking Myths: What to Look Out For

‘Greenwashing’ – when more time and money is spent on marketing something as ‘green’ rather than looking for proven, sustainable solutions.

Examples of Greenwashing in the chemical hygiene industry:

- **‘All natural ingredients’**
 - Some chemicals can be derived from natural plant based sources but to obtain the amounts required in this sector is unsustainable without using synthetics. Some of the newer synthetic variants are actually more effective in products.
- **‘eco-friendly’ or ‘non-toxic’**
 - Widely used, but unregulated terms. Check labels and SDS as may still contain substances that are harmful.
 - Even water has some environmental impact!
- **Green marking** on labelling
 - Often without any back-up to claims, which can be misleading with fine print.
- **Be curious when selecting your chemical cleaning hygiene products.**



Environmental Rating – WEIR System



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Product Selection

- **Selecting the correct product for the application** required is more important than selecting an environmentally rated product.
- Using the wrong product for the 'right' reason can have the opposite effect and could be detrimental to the environment and the operator.
 - Fogging & misting application devices
- Select **concentrates over ready to use (RTU) products**. Diluted correctly these have an advantage of a lower carbon footprint per application.
- Always request the product **Microbiological profile**, detailing the approved EN test standard data to back up the efficacy and validity of the marketing claims on disinfectants and new technologies.
 - *Useful reference on the HSE website - Only the HSE can authorise biocidal products in the UK. Any statement that the biocide is endorsed by another regulatory body or organisation is not relevant and does not override the requirements of the Regulation in the UK. Biocidal Products authorised outside the UK, are not automatically authorised for use in the UK*



The Chemical Industry is not perfect

- We don't think any chemical manufacturers can claim to be perfect. By its very nature, our industry is not 'environmentally friendly'.
- Some chemicals are manufactured for very specific purposes, therefore can be quite 'nasty'.
- We are committed to making changes and improving our processes and practices significantly.
- **Challenge your manufacturer and supply partner:**
 - What policies do they have in place?
 - How are they reducing impacts in their process?
 - What environmental affiliations do they have – e.g. Planet Mark



Changing Mindsets

- **Education:**
 - The best way to influence what customers use.... is to educate them so they can make the best decisions for themselves and their cleaning applications.
 - **Educate and train cleaning teams** – ensure they are using products correctly & effectively, to increase productivity.
 - **Check product claims** – understand the product literature to make the most informed decisions. Look for the **real science** to back up marketing claims.
 - Evans believe all customers should be confident when performing cleaning tasks; ease of diluting products correctly or using best cleaning practice.
- **Product selection is key:**
 - **Use the right product**, for the right application, at the recommended dilution to achieve the best results.
 - Undertake robust risk assessments for the specific environment and cleaning task required.
 - **Application and correct usage** also have an effect throughout the supply chain;
 - **overdosing by 20%** not only costs money but **adds 20% onto the product's carbon footprint**, all the way up the supply chain to raw material production.



Future of the Cleaning Industry

- **Covid-19** has highlighted the importance of good cleaning and hygiene practices. These are likely to continue and become the norm in everyday life.
- **Supply chain custody**, incorporating ethical manufacturing and raw materials source of origin.
- **Plastics** are a key focus, including single use plastics, incorporating post consumer recycled (PCR) content into packs and how waste is disposed of or upcycled?
- **Packaging design and “End of Life”** plastic considerations – 100% recyclable?
- More emphasis on **concentrates and related dosing equipment**, eg. Evans e:Dose super concentrated range.
 - Less packaging to transport means less carbon emissions and reduced plastic waste.
 - A single 4 x 1L e:dose pack is equivalent to buying 67 cases of 6 x 750ml RTU sprays - saving over 30kg of single use plastic.



#sharingourexpertise

- **Question supply chain partners** to provide data for efficacy and marketing claims they are making.
- **Be curious** about what you are purchasing and using.
 - *New technology offering quick fixes or shortcuts?*
 - *If it feels to be good to be true... it probably is!*
- **Consider concentrates**, where practical and facilities allow.
- **Select the best product for the job**, with qualified credentials, rather than products advertised as being the 'greenest'.
- **Request education and training support**, to ensure your cleaning teams understand best practice and the importance of following manufacturers dilutions and contact times for efficacy.
 - Professional products are formulated to do specific tasks and suppliers can advise on applications and best practice.
- **Affiliate with a industry trade body** where guidance and resources can be accessed, eg Cleaning & Support Services Association (CSSA).



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