



The Connection™

Marvin's View

January 3, 2008

"Whiskey Is for Drinking, But Water is for Fighting Over"

So says sustainable business leader Hunter Lovins in a recorded conversation we had last year. And how true it is. Today, I think we all have gotten the message on the need for conservation of our natural resources. Water shortages are concerns from Florida to California. But, are we as professionals doing all we can? Using myself as an example, the answer is no. We can all do a lot more, both as individuals, department managers and businesses. (To view Hunter's comment: [QuickTime](#), [Windows Media](#))

Whether you operate a hotel or an industrial plant, water conservation is a win/win situation. You save labor, dollars and water all at the same time.

Our founder, Syd Weisberg was very concerned about the waste of water. You may remember this section from his 1972 paper on pollution: Here is the [introduction](#) and the section on [Water](#). It is more true today than it was 36 years ago.

Here at PortionPac, developing products and systems that prevent water from being wasted has always been a prime concern. In one of our "Connection" e-mails last summer, we reviewed how our SFSPac Food Service Program personnel estimated that in one year the program saved 58,000,000 gallons of water in one application. Not a lot, comparatively, but one small control that a small company like ours can do to help our customers make a difference.

We work with you to save water in so many ways. Here are a few that come to my mind and I know you can easily add to the list.

1. **Proper dilution** is a major key. Under dilute and the solution will not be effective so you will need to redo the job wasting the first fill of water. Over dilute and you probably have to spend more time and water rinsing. Accurately mixing detergents must be easy.
2. **Control of the process** is critical. A plan for cleaning must be in place to create an environmentally responsible program. If not, it is up to each Janitor to make his or her own maintenance schedule.
3. **Simple distribution and accountability.** Management must be able to issue and control the amount of detergent and water fills needed to do the job. It could be a day's supply or a months, but PortionPac accountability lets you know what is needed for routine cleaning and allows you to issue the correct number of Pacs.
4. **Reduce stripping and refinishing.** Many departments strip and refinish floors more often than necessary and each time there is a waste of water and chemicals going down the drain.
5. **Proper use of mats.** There are tons of little things that we all know will keep dirt off the floor and, in turn, save the water used to remove it.

6. **"Preventive Housekeeping™"** is getting the people who use the building to create less dirt. It is a big step in saving water necessary to clean up after them. Remember how much time and water we used to use just to clean up after smokers in offices, plants and hotels.
7. **"Clean Syndrome™"** is another concept that we developed decades ago that means keep the facility spotless and the users will create less dirt to clean up. Psychology is amazing.
8. **Recognition and motivation.** Of course the ultimate use of water is in the hands of our Janitors, Housekeepers and Custodians. Recognize their role in this critical process and they will not disappoint you.
9. **Education...**where it all starts.

Each of these programs can pay such big benefits. First the cost of the water, then the cost of heating the water, third the labor involved and finally the cost of disposing of the water.

And if that is not enough, every bucket, spray bottle, sink or tank of solution that is not used reduces the amount of detergent and other chemicals that unnecessarily end up in the waste stream.

Let's save water so we don't have to end up fighting over it.

Well it is that time of year. Seems sort of scary to think about 2008, but another year has passed and we thank you all for your support. Hope the Connection has been helpful and if you have any ideas that we should cover, let us know. As for now, best wishes to you and your organization for a successful New Year.

PortionPac Chemical Corporation
Marvin Klein
email: mklein@portionpaccorp.com
www.portionpaccorp.com

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