Who Are We?

The Center for a New American Dream is a non-profit organization helping Americans consume responsibly to protect the environment, enhance quality of life and promote social justice.

www.newdream.org
www.newdream.org/procure

Why Cleaning Products?

- Institutional/commercial (I/C) cleaning is a $100+ billion industry.
- I/C cleaning industry uses roughly 6 to 8 billion pounds of cleaning products.
- Cleaning industry employs 2 to 3 million janitors; but due to very high turn-over, more are exposed.
- Janitors tend to be minorities.
- Most people spend more than 90 percent of their time indoors.
- Many indoor environments contain hazards that lead to health complaints.

Cleaning Products

- Janitorial workers experience relatively high injury rates due to the toxic chemicals found in traditional cleaning products.
- Traditional cleaning products have been linked with "sick building" syndrome.
- Many traditional cleaning products are known to contain:
  - Carcinogens
  - Asthmagens
  - Skin and eye irritants
  - Toxic chemicals
  - Endocrine disruptors
  - High VOC content
  - Other hazardous materials

Janitorial Injuries

- Injuries Per Year (per 100 Janitors)
  - Workers’ Comp. Claims 2 per 100
  - Unreported 4 per 100

- Average Cost Per Claimed Injury
  - Lost Time $350
  - Medical $375
  - Other $725

Source: Washington State • Dept. of Labor & Industry
Sample Product Hazards

- **Dust Mop Spray - Central Nervous System**  
  [Petroleum Distillates - Light Naphtha]
- **Toilet Bowl Cleaner - Burns / Blindness**  
  [Hydrochloric or Phosphoric Acid]
- **Floor Finish - Reproductive Toxin**  
  [Glycol Ether - Ethylene Glycol Methyl Ether]
- **Glass Cleaner - Skin Absorbing Poison**  
  [Glycol Ether - Ethylene Glycol Butyl Ether]
- **Metal Polish - Carcinogenic - Central Nervous System**  
  [Perchloroethylene, Toluene, or Hexane]

Ethylene Glycol Butyl Ether

- **2-Butoxyethanol; EGBE**  
  - CAS #111-76-2
  - Absorbs Through Skin
  - Poisons Blood, Liver, & Kidneys
  - Safe 8-hour Exposure = 20 mg/l

  Typical Cleaner = 30,000+ mg/l
  Unsafe After 20 Second Skin Exposure

The EPP Challenge

- There were too many sets of competing standards and purchasing criteria.
- Purchasers were confused about how to define "green" cleaners.
- Manufacturers refused to reformulate products because there were too many competing standards.

Cleaning Products/Services

- Chatham County, North Carolina  
  - Richmond, California
- Indians  
  - Santa Monica, California
- Jackson County, Missouri  
  - Seattle, Washington
- Kansas City, Missouri  
  - U.S. Department of Interior
- King County, Washington  
  - U.S. Environmental Protection Agency
- Massachusetts  
  - U.S. General Services Administration
- Minnesota  
  - U.S. National Park Service
- Multnomah County, Oregon  
  - Vermont
- Pennsylvania  
  - Washington

Chemicals to Avoid

- Acetone
- Ammonia/Ammonium Hydroxide
- 2-Butoxyethanol
- Diethylene Glycol Monobutyl Ether
- Hydrochloric Acid
- Naphthalene
- Perchloroethylene
- Phosphoric Acid
- Polyethylene Monophenyl Ether
- Sodium Hydroxide
- Sodium Hypochlorite, Bleach
- Sodium Tripolyphosphate
- Tetrachloroethylene
- Toluene
- Xylene

Environmental Considerations

- Raw Materials
  - Absence of petroleum- or hydrocarbon-based materials
  - Use of biobased materials
Environmental Considerations

Manufacturing/Product Content
- company’s overall environmental impact
- artificial dyes or fragrances
- chemical content
- known carcinogens
- ozone-depleting chlorinated compounds
- reproductive toxins
- use of regulated hazardous materials

Environmental Considerations

Product Packaging
- concentrated formula
- packaging designed to reduce contact with concentrate
- recyclable packaging
- recycled-content packaging
- reduced packaging
- refillable bottles
- nonaerosol container
- products shipped in bulk

Environmental Considerations

Product Use
- acute toxicity
- affects on air quality
- chronic toxicity
- corrosiveness
- flashpoint
- irritation potential
- likelihood of exposure to concentrate
- pH level
- skin and eye irritation potential
- use with cold water instead of hot
- VOC content

Environmental Considerations

Product Disposal
- aquatic toxicity
- biodegradability

The EPP Solution

- Work with the innovative pioneers to reach consensus on a single set of environmental criteria that could be used nationally.
- Used Green Seal (GS-37) standard as a minimum baseline.
- Added additional criteria for products not covered by the Green Seal standard.
- Work group members have agreed to use the new criteria.

The EPP Solution

- Massachusetts was the first to issue an RFR with the new criteria.
- Santa Monica, CA, and Minnesota have both initiated RFRs using the identical criteria.
- Others across the country have agreed to use it.
Multi-State Approach

This procurement has been designed in consultation with various state and local governments across the country for the purpose of establishing a set of minimum criteria that they and others can use in drafting their contract bids. This effort was coordinated by the Center for a New American Dream and included the participation of Massachusetts; Minnesota; Missouri; Washington; King County, Washington; Phoenix, Arizona; Santa Monica, California; Seattle, Washington; and the Pacific Northwest National Laboratory. Additional information on this working group is available from Marcia Deregler at 617 720-3356 or Scot Case at 610-373-7703.

Additional Information

- Center for a New American Dream - www.newdream.org/procure/products/cleaners.html
- Janitorial Products Pollution Prevention Program - www.westp2net.org/Janitorial/jp4.htm
- U.S. Environmental Protection Agency “Cleaning Wizard” - www.epa.gov/opptintr/epp/cleaners/select/