

## How Bio-Shine is Part of the Solution.



- Started in 1991 as an equipment repair company that expanded into equipment sales, today Bio-Shine is a single-source, full-service Jan-San supply distributor.
- From two NJ locations, Bio-Shine employs 24 employees, 8 of whom are sales representatives, and 2 cover the industry-leading website, [CleaningEquipmentParts.com](http://CleaningEquipmentParts.com).
- Key clients include: public school districts, colleges, universities, private schools, hospitals, nursing homes, regional and national cleaning contractors, municipalities, state facilities, warehouses and industry.

*“Activeion gives me a tremendous competitive advantage. I can now introduce an alternative green cleaning process to both my existing and potential customers that has never been seen before. Whether it’s glass, stainless steel, marble, metal or any other surface not harmed by water, Activeion can satisfy the majority of your spray-cleaning needs.”*

— Dave Matisoff, Vice President of Sales, Bio-Shine Distribution

“Over the past 15 years, the Jan-San industry has produced few innovative cleaning products as impressive as Activeion,” reflects Matisoff. “When we learned about Activeion, we were truly excited. It is far from a me-too product.” Activeion transforms tap water into a powerful all-purpose cleaner, thus freeing cleaning professionals from the hazards of today’s cleaning chemicals.

When Matisoff learned of this revolutionary cleaning tool from an industry colleague, he immediately purchased a unit and demonstrated it to two key accounts — Fordham University at Lincoln Center and Rutgers University. He spent several hours testing it on a wide array of surfaces. After cleaning 25 white boards, he was truly amazed at its diverse cleaning capabilities. “It’s a great all purpose cleaner and an even better glass and hard surface cleaner,” explains Matisoff.

“We consider Activeion an 80/20 cleaning tool. It will take care of 80 percent of your cleaning needs. Sure, you still need degreasers, floor care products and disinfectants. However, what cleaning professional wouldn’t want to consolidate their chemical inventory? It’s a win-win situation.”

For a distributor selling in today’s competitive marketplace full of conventional and environmentally preferable cleaning products, Matisoff has been searching for even the smallest of advantages. “This is a wonderful door opener,” he explains. Activeion is one of Bio-Shine’s solutions for a greener future.

When asked about the potential conflict between selling chemical cleaners and selling a product that eliminates chemicals, Matisoff laughs. “That’s short-term thinking. Why wouldn’t you want something no one else has? It gives you such a competitive advantage, while giving you the greenest American-made product available on the market today. I would put this in the same class as wind and solar energy in terms of its eco-sustainability.”

In the end, Matisoff believes that Activeion is a game-changer. “I haven’t lost any revenue from my existing customers. Actually, it helps them save on chemicals, enabling them to purchase other items they could not have otherwise afforded. We’re picking up new customers every day. This is impressive considering we are in a down economy.”

