

How Better Business Cleaning is Part of the Solution.



Better Business Cleaning, Inc.

- **A large, local building service contract cleaner based in Erie, Colorado, 25 miles northwest of Denver.**
- **In business for 13 years, supports 77 employees and cleans/maintains 75 locations in and around the Denver metro area.**
- **Key client is Alexander Dawson Academy in Lafayette, Colorado, the top-ranked private school in the area.**
- **The Dawson school contains over 28 buildings, which BBC, Inc. must clean nightly, 5 days per week, including 42 bathrooms.**

“With this product introduction, Activeion has really hit the nail on the head.”

— Jim Sutton, CEO, Better Business Cleaning, Inc.

“There’s so much room in the business of cleaning for science and innovation,” notes Sutton, a former research engineer and now entrepreneur, running one of the country’s top local BSCs. That perspective is what led Sutton to inquire about Activeion, the new cleaning technology that transforms tap water into a high-performing cleaner. “Activeion applies science to cleaning and encourages us to think about what we’re doing, at a lower cost, and with less impact on the planet. That’s really very exciting.”

Sutton put five sprayers into the hands of his site manager, Mack McCullar, a 20-year veteran of the cleaning industry, and asked McCullar to test the new units at one of the top prep academies in the nation, Alexander Dawson. Says McCullar, “I started cleaning some of the break tables, which are Formica®, and they were just as clean as if I had used a chemical to clean them. I was really kind of surprised at the way it turned out.”

As if cleaning one of the top prep schools in the nation weren’t demanding enough, the school also sports a sustainability coordinator, Ethan Chutkow, whose responsibility it is to ensure that the campus is as green as possible. “One of my efforts is to reduce chemicals on campus. Period,” he states. “In a school environment where you have children and young adults around chemicals all day, it can have an indelible effect.”

As for most cleaning professionals, safety is the ultimate priority for Better Business Cleaning, and that’s where Activeion really seemed to stand out for Sutton and McCullar. “The most important thing to me is safety,” says McCullar. “The less we have to worry about reading and training and understanding, the safer it’s going to be for ourselves and our customers. With Activeion, it’s just water – there’s no risk to safety from chemicals.”

Sutton concurs: “Safety is a pretty important component of our training, of what we do, and of our business in general. Activeion can ensure that safety, as well as lower training costs, and allow us to deliver a high-quality service. It’s the best of all worlds.”

