

How Just Salad is Part of the Solution.



- **Founded in 2005 as a quick-serve, salad-only concept restaurant chain.**
- **Today includes five restaurants in Manhattan, along with new locations in Hong Kong.**
- **Featured on “The Martha Stewart Show.”**
- **Thousands of salads made daily with a menu selection of over 50 toppings and 20 dressings to choose from.**

“I’d recommend Activeion to all my peers in the restaurant industry who know they must keep their establishments clean and safe. It’s a great product.”

— Nick Kenner, Co-Founder of Just Salad, LLC, New York, N.Y.

“It’s pretty simple,” says Kenner. “Our demographic is highly conscious of what is in and around their food.”

Kenner and co-founder Rob Crespi designed their Just Salad restaurants to be bright, open and ecologically friendly. Each location contains bamboo wood, stainless steel fixtures and large amounts of glass covering an expansive salad bar. While key components to the restaurants’ ambience, each surface is also particularly difficult to clean — and keep clean. “We’d clean the glass, in particular, numerous times a day, and unfortunately, our only option was a chemical glass cleaner,” explains Kenner. “Though it was ‘green,’ it was still a harmful chemical.”

This cleaning challenge was why, when Kenner discovered Activeion in late 2008, he jumped at the chance to test it. “Given the claim it was able to clean surfaces without the use of chemicals, I thought it was worth a try, and it’s clearly worked,” he says.

He tested it in his flagship store in Midtown Manhattan and quickly became a believer, garnering support from employees and customers as well.

Today, Kenner has replaced the chemical glass cleaners, stainless-counter cleaners and his bamboo cleaners in all his locations with Activeion. The only other cleaning product he uses is a chemical tile cleaner. “Of course, we’ve saved a great deal of money by eliminating our glass, stainless and bamboo cleaners. But the best part is that we’re keeping our glass and stainless clean and shiny without the use of any chemicals at all.” He adds, “We don’t need to completely understand the science behind it. We just need to know it works. And it does.”

