

How P.B. Gast and Sons is Part of the Solution

pb gast

- Started in 1894 a soap making company. Today is a full-service jan-san product, sales, and service distributor.
- 30 employees, 12 sales representatives, and a 30,000 square-foot warehouse.
- Coverage includes all of western Michigan.
- Key markets include schools, grocery stores, industrial facilities, healthcare, public facilities and many others.

“The Activeion Pro is, without a doubt, the best door-opener I’ve experienced in my 31 years in the business.”

— JOE PATANE, VICE PRESIDENT OF SALES, P.B. GAST AND SONS DISTRIBUTION

“The biggest thing the Activeion Pro gives us is a competitive advantage,” says Patane, a veteran of the cleaning industry. “Our sales people can go virtually anywhere, meet with virtually anyone, and now have something new to show that no one else has. Once we are in the door, we can develop the relationship and ultimately bring in our other Green Programs as they relate to Cleaning for Health.”

Patane was introduced to the innovative cleaner in January of 2009 and experienced a reaction familiar to many. “I was skeptical at first, of course,” he laughs. “Using water to make a cleaner? Removing dirt and sanitizing with a cleaner you can drink? Come on!” After several weeks of testing and demonstrating, however, Joe became a believer. “It really works. In fact, it’s the finest glass cleaner I have ever seen. We have very hard water in western Michigan; our glass is notoriously hard to clean. This does the job streak-free.”

Quickly, Patane brought it to one of his key clients—one of the largest school districts in the territory. “The operations manager in the district took it directly to the school board and they are now buying fifty units. He did the ROI and will save almost \$30,000 in chemicals which he is now going to use to purchase new equipment.” He adds, “It cleans well, leaves no chemical residue, and is safe to use around kids making it perfect for schools.”

And though Patane is no longer skeptical, he understands the conflict presented by the product. “From a distributor standpoint, our livelihood is chemicals. If you are worried about protecting your business, though, I’ll say this: either you’ll sell this or your competitors will,” he counsels. “I would recommend viewing this as a way to generate new business—which it will.”

In the end, Patane sees the Activeion Pro as good for both the industry and its clients. “We all want to live in a safer, healthier environment. That’s where the interest is at the customer level and this helps meet that need. It’s truly green, and truly unique.”

