

How Target Center is Part of the Solution.

TARGET CENTER

- Home to the NBA Minnesota Timberwolves, concerts, events, and anywhere from 2,000 to 21,000 people at once.
- Requires a cleaning staff of one supervisor, one full-time custodian, 38 part-time professionals, and 90 temporaries.
- Purchases approximately \$5,000 annually in spray-bottle cleaning chemicals, including a general-purpose cleaner, a glass cleaner, and a disinfectant/deodorizer.
- Switching from chemicals to Activeion would cut cost-to-clean by 50% through reduction in chemicals and productivity savings.

“Green chemicals today still have chemicals, so you’re still putting your employees at risk...Activeion is probably the safest way to clean.”

—Scott Beine, Custodial Manager, Target Center Arena

“In over 20 years in the business, safety has been my biggest concern,” says Scott Beine, custodial manager for Target Center in Minneapolis, Minn. “I’ve had many employees get chemicals in their eyes or have their skin burned from wrong usage.” For the past eight years, Beine has been aggressively switching to environmentally friendly chemicals to maximize safety, but even those come with risk: “Green chemicals today still have chemicals, so you’re still putting your employees at risk.”

In October, Beine started testing Activeion, and was skeptical at first. “The first time I heard about the technology, I didn’t think it would work. Now I love it — it works great.”

Beine’s crew chief and lead custodian, Diane McAlister, is cleaning the Target Center arena with Activeion eight hours a day, using it on everything from concourses, bathrooms, seats, and glass to countertops, railings, sinks, and stalls. She’s impressed: “The most beneficial thing to me is that I’m not inhaling chemicals. Also, I don’t have to have a lot of spray bottles on my cart. I can just fill [the Activeion sprayer] and get to work.”

While safety is a primary benefit of Activeion, the benefits also include cost savings and peace of mind. “When my crew is using Activeion, I know they are safe, everything is getting clean, and I’m saving money, too,” says Beine. He estimates his costs would be reduced with Activeion. “If I put 10 bottles in this arena, it would be about half my cost and we’d be cleaning healthier, safer, and greener.”

In the end, however, as with most cleaning professionals, safety is the top priority, and Beine sounds like he’s ready to be part of the solution: “Activeion is probably the safest way to clean.”

