

PROFILE

Cleanway Supply Inc.

Kamloops, BC

Janitorial supplier sells safety with cleanliness

Michael Moonie thinks safety is so important, he's made it the cornerstone of his family business.

Moonie is General Manager of Cleanway Supply Inc., a Kamloops janitorial supply company that has been in business for more than 20 years. Cleanway's 13 employees sell janitorial equipment, hardware, chemicals, and other products. Their large facility boasts a showroom, administrative offices, a service department, and a large shipping-receiving area. Competing against large national and international suppliers, they have made selling safe products one of their most important marketing strategies.



"Just because a product is safe and environmentally friendly doesn't mean it is any less effective at doing the job," reports Moonie. His sales people take the time to explain to customers how their products work and why they should choose the safer products. "Our advantage over other companies is that we take the time to train our staff about safety issues, and we encourage them to pass their knowledge along to our customers."

By selling safer products, Cleanway is spreading the message of workplace safety. Customers and their employees are exposed to less hazardous chemicals for cleaning. "Not only that," says Moonie, "but safer products lower the risk of their assets being destroyed — tile floors shrinking, carpets being burned, porcelain being etched. And we show them safer ways of dispensing chemicals so they don't waste the product or damage surfaces."

It's not just safety with chemicals that Cleanway markets — they also focus on selling ergonomically-designed cleaning equipment. For example, they help their customers pick out vacuums and scrubbers that are easier on the back.

Cleanway's employees embrace the company's attitude toward safety and take care to use personal safety equipment. They use anti-fatigue matting, gloves and protective neoprene aprons for working with chemicals, back braces for lifting, and other safety equipment, depending on the needs of the job. New employees get a lot of individual training, and all the safety rules are covered job by job.

Managers spend time with employees ensuring their safety rules are followed. "If we think there's a safer way for our employees to do a procedure, we change it," says Moonie. "It doesn't matter if it takes longer or costs a bit more. If someone gets hurt, we'd be short-staffed and it would be chaos. The real cost is having someone get injured. It makes sense to prevent the injury in the first place."

Making safety a priority for both employees and customers has been very successful for Cleanway. "We've set a high safety standard in all aspects of our operation," says Moonie. "In return, we get employee and customer loyalty, because they know there's less likelihood that someone will get injured. In our industry, people can get hurt all the time. We train them how not to." At Cleanway, they practice what they preach.

For more information please contact the Small Business Service Centre at:

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