



# CLEAN GREEN CERTIFICATION SALES TEAM QUICK GUIDE

CLEAN GREEN® How to Explain Clean Green to Customers With Confidence

## What Clean Green Means (Simple Explanation)

Clean Green is a third-party verified certification from TRSA that confirms our laundry operates using environmentally efficient processes. Independent auditors check that we reduce water use, energy use and waste in measurable ways.

### Use this simple wording with customers:

“Clean Green proves we run a more efficient laundry. We use less water, less energy and create less waste. Everything is verified by an independent auditor.”

## Why Our Plant Uses These Systems

These are the easiest ways to explain our efficiency practices to prospects:

### Water Recycling

We reuse and recycle water to reduce total gallons used per pound of laundry.

#### How to explain it:

“Recycling water reduces waste and helps protect local water supplies, which is especially important in areas facing drought or water restrictions.”

### Heat Reclaim Systems

We capture heat from used water or equipment and reuse it instead of starting from zero.

#### How to explain it:

“Heat reclaim lowers energy use and reduces operating costs which supports stable pricing and reduces environmental impact.”

### Lower Water and Energy Usage

All Clean Green plants meet strict efficiency standards for water per pound and energy per pound.

#### How to explain it:

“Using fewer gallons and fewer BTUs means we use fewer resources and place less strain on the community. It also shows long term, responsible operations.”

## Manager and Sales Rep Talking Points

These short statements help your team answer customer questions quickly and consistently:

- “Clean Green is independently audited, so it is not self-reported claims.”
- “We operate with lower gallons per pound than non-certified laundries.”
- “Our heat reclaim systems reduce energy demand and lower our emissions.”
- “Our waste reduction programs extend textile life, which supports your sustainability goals.”
- “Choosing a Clean Green provider helps you meet ESG and procurement requirements.”

**Keep explanations simple and always relate environmental savings back to customer value.**

## **Elevator Pitch**

Keep explanations simple and always relate:

“We are Clean Green certified which means we use less water, less energy and create less waste. Our performance is verified by a third-party audit. Choosing a Clean Green laundry helps your organization meet sustainability goals and reduces environmental impact without added cost.”

## **Suggested Copy for Submitting Proposals**

Our facility is TRSA Clean Green certified, a third-party verified program that confirms reduced water use, high-efficiency energy systems, heat-reclamation, and waste minimization. Clean Green supports your sustainability goals by lowering environmental impact and providing documented, independently validated conservation performance.



**Scan to learn more about how Clean Green benefits your company and the environment.**