

A collage of cleaning-related images including a spray nozzle, a brush, a bottle, and lemons, set against a blue and purple geometric background.

**ISSA SHOW**<sup>®</sup>

NORTH AMERICA 2023

# WHAT'S HOT 2023

TOP TRENDS, INSIGHTS AND INNOVATIONS POWERING THIS YEAR'S  
**ISSA SHOW NORTH AMERICA**

NOVEMBER 13 – 16 | LAS VEGAS, NV | MANDALAY BAY CONVENTION CENTER

# LIST OF PARTICIPATING WHAT'S HOT SPONSORS

Diversey ..... 3

Kimberly-Clark Professional ..... 5

Morcon Tissue ..... 7

R.J. Schinner Co., Inc. .... 9

Ranyan Inc. .... 11

Sellars ..... 13

Spartan Chemical Co., Inc. .... 15

Staples Business Advantage..... 17

Tork, an Essity brand..... 19

Trojan Battery ..... 21

U.S. Battery Mfg. Co. .... 23

# ISSA SHOW NORTH AMERICA

## WHAT'S HOT DIGITAL ISSUE Q&A:



**Company:** Diversey

**Contact:** Ryan Olander

**Title:** Vice President Marketing & Product Management | North America

**Website:** [www.diversey.com](http://www.diversey.com)

**ISSA Booth #:** 3827

**Q1. Please explain how your company addresses current market needs and how you stand out from your competitors?**

Diversey offers solutions across multiple cleaning categories with leading dosing & dispensing systems to conserve water, labor, and costs while maximizing cleaning efficacy. For 100 years, Diversey has partnered with distributors and end users to best understand their needs and build solutions to address those needs. Whether it be our innovative J-Fill dispensing system, top quality floor finishes, or user-designed TASKI equipment, Diversey helps cleaning almost everything from floor to ceiling!

**Q2. How has your company weathered supply chain issues, labor force concerns while advancing innovation and technology in our industry?**

During the COVID-related supply chain and labor challenges, Diversey was frantically solving problems and identifying alternatives in order to supply our customers. In many ways this helped us accelerate our innovation process as we discovered new ways to develop and package our products out of necessity from limited resources available. Similarly, we developed a robust library of online training materials that still enable remote learning for thousands of employees, distributors, and end users today! The COVID-time period was not enjoyable to go through, but in hindsight it made Diversey a stronger, more nimble organization to better solve problems and connect with customers in different ways.

**Q3. What industry trends will your company help to fuel in the next 10 years?**

Diversey has long been leading the way in sustainability and will continue to do so in the next ten years. Through our concentrated chemicals, innovative packaging, and unique solutions we have been reducing our footprint for years and are excited for numerous innovations being developed in our lab currently. One of the key drivers to our sustainability innovations is the diversity of our employees, bringing unique perspectives, learnings, and opportunities from around the world. Continuing to leverage the diverse experiences of our employees with our continuously improving processes and focus on sustainability, Diversey will grow our leadership in the industry long-term.

**Q4. What can visitors expect to see when they stop by your booth at ISSA Show North America?**

We're excited to engage with all the ISSA Show attendees at this year's show! With an open design, our new booth will allow guests to see all that Diversey has to offer for cleaning almost everything from floor to ceiling. Our booth will be staffed by dozens of industry experts who genuinely enjoy developing solutions to challenges faced in the market. These experts will guide guests through hands-on demonstrations on our sample cleaning surfaces in the booth (everyone loves grabbing the controls of a TASKI machine!). In addition to the demonstrations, our experts will provide consultations, training, and resources to access Diversey expertise when guests return home.



A Solenis  
Company

ISSA 2023  
Booth 3827



## FLOOR-TO-CEILING, WALL-TO-WALL, WE HAVE YOU COVERED

In today's environment there are challenges with staff shortages and turnover, as well as increased costs. It is important to address the fundamentals in the most effective way to ensure safe environments, worker retention and process efficiencies.

Visit our booth to learn more about addressing today's challenges and ways to improve overall productivity and labor performance.

### Dilution & Dispensing

- J-Fill® QuattroSelect® wall-mounted system offers the choice of four different products with the turn of a dial and locks for added security
- RTD® Dispensing System is service and maintenance free for completely reliable dilution control

### Floor Care & Building Care

- Wide range of carpet and floor care solutions
- Restroom care products, general purpose cleaners and maintainers
- Resilient and wood floor revitalization programs
- TASKI® machines have the best total cost of ownership and improve operational efficiency

### Infection Prevention

- Ready-to-use wipes and dilution control disinfectants
- Patented Accelerated Hydrogen Peroxide® (AHP®) products
- A line of quats including RTU and concentrated products
- Specialty products for specific applications
- Liquid, foam and gel hand soap and sanitizer products that fit in the same dispenser

[www.diversey.com](http://www.diversey.com)

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# ISSA SHOW NORTH AMERICA

## WHAT'S HOT DIGITAL ISSUE Q&A:



**Company:** Kimberly – Clark Professional

**Contact:** Susan Gambardella

**Title:** President, KC Professional North America

**Website:** [www.kcprofessional.com](http://www.kcprofessional.com)

**ISSA Booth #:** 3650

### **Q1. Please explain how your company addresses current market needs and how you stand out from your competitors?**

Kimberly-Clark Professional team members are focused on helping our customers achieve their goals through our brands, our innovation, our expertise and our sustainability programs. Some of the top market needs that are influencing our industry include: smart technology and personalization, delivering a measurable sustainable impact and human-factored designing. The potential convergence of these trends is exciting – inventing impactful product and service innovations that help our customer’s workplaces be healthier, safer and more productive while helping to solve some of our industry’s toughest sustainability challenges. The Onvation smart restroom system is a perfect example of making this come to life – helping our partners provide a superior experience to guests, increase productivity for their cleaning staff, and better managing their bottom line.

### **Q2. How has your company weathered supply chain issues, labor force concerns while advancing innovation and technology in our industry?**

At the same time we are investing in technology to improve our supply chain efficiency, we are working to ensure that workers within our supply chain are treated with humanity and in accordance with our workplace and human rights policies and standards. Some noteworthy highlights regarding recent improvements to our program and approach:

- We incorporate leading expertise and perspective to inform our approach to responsible sourcing.
- We adopted an enhanced supply chain mapping and transaction traceability platform to improve visibility of risks deep in supply chains.

- We refreshed our approach to supplier risk assessment and adopted new tools to better monitor these risks.
- We are enhancing human rights training and awareness for employees in our operations and procurement teams.

### **Q3. What industry trends will your company help to fuel in the next 10 years?**

Kimberly-Clark has been successful at shifting our supply chain to embrace the gold standard of sustainable forest management or rapidly developing and adopting protocols to keep our people safe during the COVID-19 pandemic because we were aligned to a shared purpose. More recently, we have been considering how we might achieve 100% renewable energy—another big challenge. Today, almost 37% of our purchased power is directly or indirectly from renewable sources. Whether it’s working toward zero waste, net-zero emissions, or contributing to forest and water conservation, when we get out in front with an ambition that is both inspirational and urgent, our people and our partners join in the mission and drive real environmental and social benefits where we operate.

### **Q4. What can visitors expect to see when they stop by your booth at ISSA Show North America?**

At Kimberly-Clark, we are committed to delivering our purpose of Better Care for a Better World through the products we make, the workplaces we create and the communities we serve. Our team members will be available to discuss how our brands, our innovation, our expertise and our focus on sustainability can help customers achieve their goals. All of those will be on display, including the ICON™ Dispensing Solution and The RightCycle Program. We are also hosting a Thought Leadership session called “Office of the Future: 2032.” Finally, we’re sponsoring a “Refresh & Relax Oasis” lounge and water refill station which will feature The RightCycle Program and the Kimberly-Clark 2030 sustainability strategy.



Kimberly-Clark Professional congratulates  
ISSA on its 100th anniversary.



# ISSA SHOW NORTH AMERICA WHAT'S HOT DIGITAL ISSUE Q&A:



**Company:** Morcon Tissue

**Contact:** Joe Raccuia

**Title:** CEO

**Website:** [www.morcontissue.com](http://www.morcontissue.com)

**ISSA Booth #:** [3641](#)

**Q1. Please explain how your company addresses current market needs and how you stand out from your competitors?**

Morcon prides itself in gathering market intelligence from a number of agencies and of course, its customers. Therefore, we are in constant communication with our distributors and understand their ever changing needs. Being responsive is a pillar of our go-to-market strategy.

**Q2. How has your company weathered supply chain issues, labor force concerns while advancing innovation and technology in our industry?**

We absolutely weathered all supply chain issues. Morcon has strategic alliances with both domestic and international partners. Being proactive with wages and employee engagement is another area where we excel. Recently, we introduced a true lock-out dispensing system that is beginning to gain strong traction.

**Q3. What industry trends will your company help to fuel in the next 10 years?**

Hands-free dispensing is here to stay. Consumers want to feel confident that their away-from-home experience is as safe and hygienic as their at-home usage of paper. Morcon is investing heavily in these products and dispensers to ensure we are exceeding expectations.

**Q4. What can visitors expect to see when they stop by your booth at ISSA Show North America?**

Visitors can expect to see a wide range of products that will meet all of their needs and expectations. Visitors will also engage with a very talented, progressive team of professionals that are the most responsive in our industry space.

More Service. More Value.

MORCON<sup>®</sup>

# Your Alternative to the Majors



Family owned and operated, Morcon Tissue is a leading converter of high-quality commercial paper products including napkin, towel, tissue and dispensing systems for the Away-From-Home market in North America.

Visit us at **BOOTH 3641**

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# ISSA SHOW NORTH AMERICA

## WHAT'S HOT DIGITAL ISSUE Q&A:



**Company:** R.J. Schinner

**Contact:** Ken Schinner

**Title:** CEO

**Website:** [www.RJSchinner.com](http://www.RJSchinner.com)

**ISSA Booth #:** 2431

**Q1. Please explain how your company addresses current market needs and how you stand out from your competitors?**

RJ Schinner continues to be aggressive in the pursuit of market share, continuing to grow their customer base and volume within it. Customers have access to a strong inventory of nationally branded product across all market segments, as well as strong lines of RJ Exclusive Brands, covering a strong array of Paper, Jan/San, and Foodservice needs. Due to the ability for substantial company reinvestment, expansion into global sourcing, a national sales & customer service team, and a company fleet of trucks, RJ has a quick to market strategy ready to assist distributors' needs from product inquiry to product delivery, providing personal service setting them apart from their competitors.

**Q2. How has your company weathered supply chain issues, labor force concerns while advancing innovation and technology in our industry?**

The new Shanghai office allows for sourcing of products independently, providing a wider base of manufacturing partners to choose from, creating more control of RJ Exclusive Brands. RJ strives to maintain a strong workforce through their 20 locations and works with each department to consistently provide tools for employee retention, providing customers with a trained and invested service team. Advancements in innovation and technology are always in the planning forefront. A recently acquired Customer Relationship Management platform, the relaunch of the Knowledge Warehouse, and a new website, RJSchinner.com, are recent and coming additions to better address the markets and customers they serve.

**Q3. What industry trends will your company help to fuel in the next 10 years?**

A continuation of RJ Schinner's strong investment in infrastructure, technology, and people, will provide distributors confidence to increase their purchasing levels. With 20 locations currently, continued plans for expansion in the future, over 100 professional salespeople, and control of their delivery fleet, RJ Schinner's speed to market and service deliverability will continue to be second to none.

**Q4. What can visitors expect to see when they stop by your booth at ISSA Show North America?**

RJ Schinner is excited to be participating in the 2023 ISSA Show in Las Vegas in November. Visitors that stop by Booth #2431 can expect to see the full line of RJ Schinner Exclusive Brands, covering the Paper, Foodservice, and Jan/San market segments. A full team of RJ Schinner sales professionals will be on hand to introduce the company, their go-to-market philosophy, and what sets them apart as your business ally.

# BOOST YOUR BOTTOM LINE WITH RJ SCHINNER'S EXCLUSIVE BRANDS!

Whether you're looking for premium, economic, or eco-friendly solutions, RJ Schinner's Exclusive Brands are your key to increased sales and savings.



## EMPRESS

**PAPER, DISPOSABLES, & FOOD SERVICE**  
gloves • cutlery • straws • film & foil • trays  
paper plates • towel & tissue • And more!



## EMPRESS EARTH

**ECO-FRIENDLY FOOD SERVICE DISPOSABLES**  
bagasse & mineral filled polypro hinged containers  
bagasse plates & bowls • paper straws  
bio-blend cutlery



## EMPRESS ELITE

**HIGH QUALITY PAPER PRODUCTS**  
towel • tissue • napkins



## PERFORMANCE PLUS

**JAN-SAN PRODUCTS**  
bulk cleaners • hand sanitizers & soaps • aerosol  
cleaners • mops & brooms • can liners



## STRONGMAN

**CAN LINERS**  
blend of LLDPE & LD resins  
puncture resistant • high impact



## SIMPLE EARTH

**RECYCLED PAPER PRODUCTS**  
towel • tissue

Visit RJ Schinner at Booth 2431 at the 2023 ISSA Show North America!

[www.rjschinner.com](http://www.rjschinner.com) • 800.234.1460 • [rjsknow.com](http://rjsknow.com)

# ISSA SHOW NORTH AMERICA

## WHAT'S HOT DIGITAL ISSUE Q&A:



**Company:** Ranyan

**Contact:** Jonalyn Ramos

**Title:** Sales and Marketing Specialist

**Website:** [www.ranyan.com](http://www.ranyan.com)

**ISSA Booth #:** 929

### **Q1. Please explain how your company addresses current market needs and how you stand out from your competitors?**

Ranyan Property Maintenance System meets market needs and distinguishes itself from competitors with a practical, user-centric approach rooted in janitors' real-world experiences. It's led by industry experts who understand the unique challenges of cleaning businesses and have refined the software through years of practical testing. This customizable solution enhances communication with clients, offers real-time insights, and prioritizes reliability. In summary, Ranyan Janitorial Software prioritizes user experience, transparency, and efficiency, enabling janitorial businesses to provide top-notch service.

### **Q2. How has your company weathered supply chain issues, labor force concerns while advancing innovation and technology in our industry?**

- Ranyan's Strategy: Tackle Supply Chain, Labor, and Innovation Challenges
- Diversified Suppliers: Minimize risk.
- Scalable Solutions: Adapt to varying scales and demands.
- Remote Monitoring: IoT for predictive maintenance, less on-site labor.
- Automation and AI: Optimize labor, engage employees, streamline management.
- Data Insights: Boost supply chain, labor productivity, cut costs.
- Inventory Efficiency: Real-time tracking aids procurement decisions.
- Seamless Communication: Satisfy clients with quick issue resolution.
- Innovation Focus: Updates keep us aligned with industry trends.
- Agile Development: Swift response ensures adaptability.
- Ranyan Property Maintenance System: Your Solution.

### **Q3. What industry trends will your company help to fuel in the next 10 years?**

Janitorial software like Ranyan shapes industry trends:

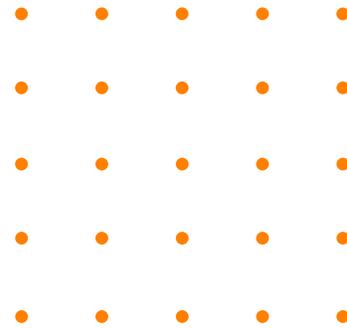
- IoT-Driven Facility Management: Predictive maintenance and resource optimization.
- Sustainable Cleaning Practices: Tracking eco-friendly methods and energy efficiency.
- Data-Driven Decision-Making: Insights enhance resource allocation and quality.
- Workforce Management: Improved with scheduling, training, and monitoring.
- Customer Experience: Digital portals and real-time transparency.
- Customization and Flexibility: Adapting to diverse needs.
- Energy Management: Controls for cost-effective energy use.
- Regulatory Compliance: Adherence to evolving regulations.
- Remote Management: Centralized supervision of cleaning operations.

### **Q4. What can visitors expect to see when they stop by your booth at ISSA Show North America?**

- Visiting Ranyan's ISSA booth promises an informative, engaging experience highlighting our software.
- Product Demos: Witness the software in action, its interface, and how it streamlines cleaning.
- Interactive Presentations: Walkthroughs of software features and advantages.
- Q&A Sessions: Engage with representatives for detailed information.
- Brochures: Receive materials on software capabilities, pricing, and contact details.
- Hands-On Experience: Try the software at demo stations.
- Promotional Items: Enjoy branded giveaways as a token of our appreciation.
- Ranyan's ISSA booth ensures an insightful and interactive experience showcasing software capabilities and benefits.



# ***NO MAGIC POTIONS. OR SILVER BULLETS. JUST PROVEN SYSTEMS THAT WORK.***



*Increase Your Efficiency*

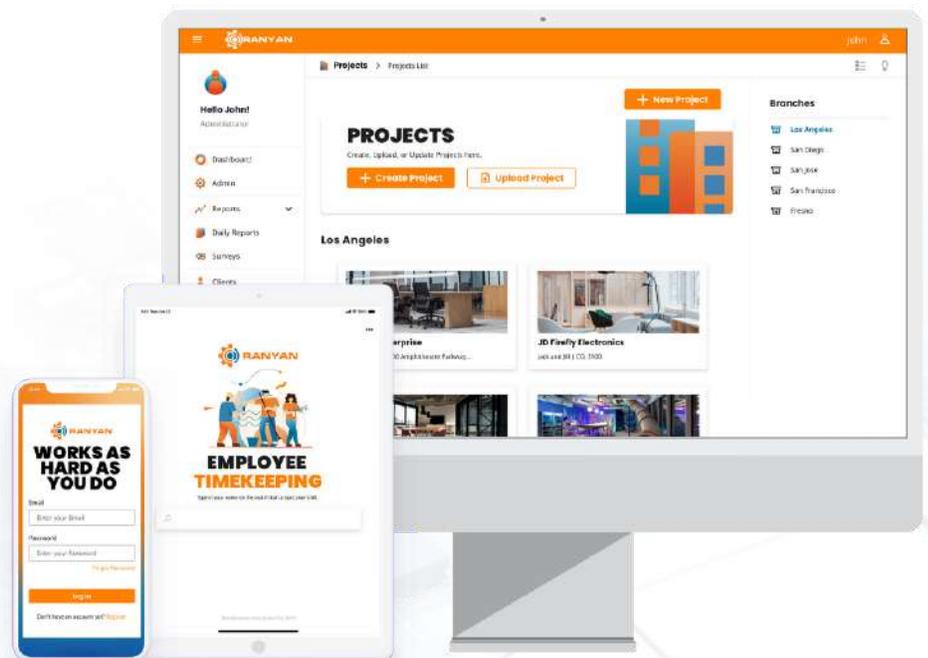
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*No More Paper*

*Get Critical Insights*

*Improve your services*



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[www.ranyan.com](http://www.ranyan.com)

# ISSA SHOW NORTH AMERICA

## WHAT'S HOT DIGITAL ISSUE Q&A:



**Company:** Sellars

**Contact:** Larry Cook

**Title:** VP of Commercial Sales

**Website:** [www.sellars.com](http://www.sellars.com)

**ISSA Booth #:** 1057

**Q1. Please explain how your company addresses current market needs and how you stand out from your competitors?**

Sellars is only 1 of 2 manufacturers in the world with proprietary technology, which makes the best-performing towels and wipers, and we are the only one capable of making high-performance towels made of recycled fiber. We utilize the voice of the customer research and spend time with our customers to understand their goals and how our current products can solve their business needs in the cleaning and wiping space. We also stay close to our customers to help inform new product development efforts.

**Q2. How has your company weathered supply chain issues, labor force concerns while advancing innovation and technology in our industry?**

Our manufacturing, supply chain, and distribution centers are U.S. based and strategically located in regions close to our customer base. This allows us to fulfill orders, support our customers in a timely fashion, and service their needs.

**Q3. What industry trends will your company help to fuel in the next 10 years?**

The need for sustainable and eco-friendly products across all industries and customers.

**Q4. What can visitors expect to see when they stop by your booth at ISSA Show North America?**

Sellars will unveil a brand-new booth featuring key wipers, towel and tissue, and sorbents products that meet customers' needs in the JanSan, Industrial, Automotive, Healthcare, and Foodservice channels. There will be an opportunity to learn about our proprietary technology, sustainability story and how our products can meet the needs of you and your end-user customers.



CHOOSE A WIPER THAT'S  
**TOUGH ON  
 MESSSES AND  
 BETTER FOR  
 OUR PLANET**



## GREENX® SERIES WIPERS

A wiper for every industry, every job, every mess. TOOLBOX® GreenX® Series wipers are made using DRC technology and contain 40% post-consumer and 10% post-industrial recycled fibers. GreenX Series wipers from Sellars® are highly absorbent, offer incredible scrub strength, and stay strong when dry or wet. GreenX Series wipers are made in the USA, food safe and never contain natural latex or chlorine.



**40%** POST-CONSUMER  
 RECYCLED FIBERS



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**SELLARS®**

# ISSA SHOW NORTH AMERICA

## WHAT'S HOT DIGITAL ISSUE Q&A:



**Company:** Spartan Chemical Company

**Contact:** Cali Sartor

**Title:** VP Marketing and Advertising

**Website:** [www.spartanchemical.com](http://www.spartanchemical.com)

**ISSA Booth #:** 3116

### **Q1. Please explain how your company addresses current market needs and how you stand out from your competitors?**

There are a number of ways we've been addressing market needs and differentiating ourselves in the industry. First, Spartan Chemical has stayed true to our founding philosophy: the distributor is our customer. This principle ultimately guides every decision we make as a company and is what truly sets us apart. We are dedicated to the distribution framework, and our entire company – from the culture we foster to the individual operations we implement – is built around serving our distributor partners and helping them service their own customers in the best way possible. Second, we have an enormous framework of innovation and technology practices we are constantly honing. We're always looking to bring new and improved products to market to help our customers remain competitive with theirs. This includes everything from software and training programs to improved packaging – because we believe if you're not innovating to become more efficient, then you're simply falling behind.

### **Q2. How has your company weathered supply chain issues, labor force concerns while advancing innovation and technology in our industry?**

Throughout the pandemic, everyone in the manufacturing space experienced a tightening of resources when it came to supply chain and labor force issues. To be honest, pricing inputs have still not come all the way down from pre-pandemic heights. As we faced those issues, we acted on our guiding principles, keeping our eyes trained on new innovation opportunities and continuing to push ourselves to come up with new and improved ways to provide our distributors with the service

they have come to know and expect from us. It's not always easy, but remaining true to who you are as a company is the most important thing in those situations. We have incorporated and built on the lessons we learned throughout those years and because of that, we are stronger today than we were before.

### **Q3. What industry trends will your company help to fuel in the next 10 years?**

We always focus on ways to innovate on the chemistry, of course, but the biggest opportunities may come in the form of packaging and technological innovation. There are a lot of changes coming to the industry as a result of regulation – requirements for more sustainable packaging, for example – and we don't just want to be compliant, we want to go above and beyond. We see these changes as catalysts to become even better, driving us to devise new ways to deliver the best products and services to our customers. While some companies may be annoyed by the frequent changes, we see this as an opportunity to continue pushing the boundaries of what is possible.

### **Q4. What can visitors expect to see when they stop by your booth at ISSA Show North America?**

Spartan Chemical has attended ISSA North America for decades, and we go there to provide a place where people can sit down, grab a snack, a water and interact with our people, ask questions and tell us about what they need and offer feedback on what we can do better. It's an opportunity for us to shake some hands, look customers in the eye and say thank you. At the end of the day, we owe our success to them.



See for yourself at ISSA booth **3116**

Learn more today at [www.spartanchemical.com](http://www.spartanchemical.com)

# ISSA SHOW NORTH AMERICA

## WHAT'S HOT DIGITAL ISSUE Q&A:



**Company:** Staples Business Advantage

**Contact:** Jeffrey Beland

**Title:** Sr Manager, Customer Marketing

**Website:** [www.staplesadvantage.com](http://www.staplesadvantage.com)

**ISSA Booth #:** 2335

**Q1. Please explain how your company addresses current market needs and how you stand out from your competitors?**

Staples Business Advantage addresses current market needs in the areas of supply chain, product availability, rising costs and labor shortages. Our strategic vendor relationships ensure that that our assortment of over 5,000 professional-grade cleaning and janitorial products are in stock and ready to ship. Our nationwide distribution network enables us to provide next-day delivery to 98% of the US. With our size and scale, we can offer contract pricing to our clients who save an average of 10%. Staples' team of facility experts are GBAC certified and experienced in every aspect of commercial cleaning and are skilled at finding efficiencies in their clients' operations.

**Q2. How has your company weathered supply chain issues, labor force concerns while advancing innovation and technology in our industry?**

We are continuously improving our supply chain by applying technology and innovation. With our nationwide distribution network, and our own fleet of vehicles, we are able to offer next-day delivery to over 98% of the US. We have further strengthened our supply chain and speed to market by automating many aspects of our fulfillment process through the use of robotics and automation.

**Q3. What industry trends will your company help to fuel in the next 10 years?**

Today and into the future, we are committed to helping customers achieve their green and sustainability goals. Through our Eco-ID program, Staples helps customers find products from our assortment that meet specific environmental features. Through our Supplier Diversity Program, we give our customers the opportunity to support diverse businesses. We source products and services from companies that are certified by a national, state or regional council to be at least 51% controlled or operated by a diverse group. Staples continues to lead the way in digital innovation by providing our customers with a suite of online smart tools that make shopping, shipping, and reordering easy and efficient.

**Q4. What can visitors expect to see when they stop by your booth at ISSA Show North America?**

Visitors to the Staples Business Advantage booth can expect to meet with our team of experts where they can learn how forming a strategic partnership with their distributor can bring added value in the areas of training, standardization, cost reduction and supply chain reliability. Our team will also be discussing the industries and GPO's that Staples serves and the value we bring to the different aspects of commercial cleaning and building service contractors.

# Wanting a clean, safe workplace is human.



BUSINESS IS  
**HUMAN**

With on-staff GBAC-certified experts and over 5,000 professional-grade cleaning and janitorial products from the brands you trust, we have what you need to keep your facility running.

**Visit us at booth 2335**

Sign up & save 20%



[staplesbusinessadvantage.com](https://staplesbusinessadvantage.com)

# ISSA SHOW NORTH AMERICA

## WHAT'S HOT DIGITAL ISSUE Q&A:



**Think ahead.**

**Company:** Tork, an Essity Brand

**Contact:** Rachel Olsavicky

**Title:** Marketing Manager

**Website:** [www.torkusa.com](http://www.torkusa.com)

**ISSA Booth #:** 3300

**Q1. Please explain how your company addresses current market needs and how you stand out from your competitors?**

Tork, an Essity brand, aspires to be the undisputed global leader in hygiene and health. Tork provides sustainable hygiene solutions that help keep businesses running smoothly, providing a seamless experience for staff, guests, patients, and employees. We continue to invest in digital innovation, from Tork Vision Cleaning, using the power of real-time data to transform facility management, to free virtual training tools for hand hygiene and cleaning. Tork has segment specialists that thoroughly understand the trends and challenges of the workplace, hygiene experts to help identify hygiene needs in your facility and bundled hygiene solutions for better business performance.

**Q2. How has your company weathered supply chain issues, labor force concerns while advancing innovation and technology in our industry?**

Essity focuses on manufacturing and selling products that meet customers' daily needs and continues to invest in improving efficiency in our production facilities and digitalization of processes, while reducing environmental impact. We have weathered supply chain issues by being extremely agile to find alternative solutions to continue to deliver quality products. Essity offers attractive, inclusive, and sustainable workplaces with committed employees. Today we know our employee turnover is below industry standard. Essity has also made acquisitions in fast-growing segments, including the company Legacy Converting Inc. to broaden Essity's wiping and cleaning offering in the North American market.

**Q3. What industry trends will your company help to fuel in the next 10 years?**

Sustainability and digitalization are ongoing industry trends that Tork will continue to pave the way on. Tork is committed to developing innovative, sustainable hygiene solutions that are better for business, people, and the planet such as one of the first to offer carbon neutral dispensers. We have four sustainability focus areas: materials & packaging, use & waste, carbon, and hygiene for all. Hygiene for all is our people commitment to increase access and better hygiene for as many people as possible. Essity, maker of Tork, has numerous sustainability awards for its outstanding achievements, such as world's 100 most sustainable companies by Corporate Knights and Ecovadis Platinum Top 1%.

**Q4. What can visitors expect to see when they stop by your booth at ISSA Show North America?**

Stop by Tork booth 3300 for a coffee and cinnamon bun, exciting giveaways, and live product demonstrations on new innovations such as the Tork Counter Mount Foam Soap Dispenser and Tork Coreless Spindle Kit Sensor, transforming recessed toilet paper dispensers into smart dispensers. Learn about our 2023 Innovation Awards nomination: Tork carbon neutral dispensers. Follow the green bubbles around our booth to learn more about our sustainability commitments. Back for the second year, we'll host a series of Tork Talks in our booth. Take a seat, grab a set of headphones, and listen to the 15-minute live presentations on industry insights from our experts. Learn more at [www.torkusa.com/issa](http://www.torkusa.com/issa).

# Maximize hygiene, minimize carbon impact



Visit us  
at booth  
3300



## Tork® carbon neutral dispensers

As of October 2023, a selection of 11 existing Tork dispensers in US, and 15 in Canada, will be carbon neutral certified. Carbon emissions have already been reduced by using purchased **renewable electricity** in the production, and the remaining carbon emissions are offset with **verified credits from climate projects**. Join us at ISSA booth 3300 to learn more about our Innovation Award submission Tork carbon neutral dispensers!

Learn more at [torkusa.com/issa](https://torkusa.com/issa)



ClimatePartner  
certified product  
[climate-id.com/9VIUDN](https://climate-id.com/9VIUDN)



CO<sub>2</sub>  
measure  
reduce  
contribute



Think ahead.

# ISSA SHOW NORTH AMERICA

## WHAT'S HOT DIGITAL ISSUE Q&A:



**Company:** Trojan Battery Company  
**Contact:** Mary Sicard  
**Title:** Senior Marketing Communications Manager, Motive  
**Website:** [www.trojanbattery.com](http://www.trojanbattery.com)  
**ISSA Booth #:** 3152

### **Q1. Please explain how your company addresses current market needs and how you stand out from your competitors?**

We monitor market conditions to identify user challenges and deliver batteries that address those issues. A 100-year-old, U.S.-based company, we pioneered deep-cycle battery technology and supply major golf car and electric vehicle OEMs and a prominent floor-machine manufacturer. We offer:

- An international customer support line.
- International Master Distributors and Authorized Trojan Dealers.
- Manufacturing sites in the U.S., Mexico and China.
- Two advanced Research and Development Centers.

In 2018, Trojan Battery Company was acquired by C&D Technologies, creating one of the world's largest energy storage providers. Visit Booth 3152 or [Trojan Battery Company](http://Trojan Battery Company) to learn more.

### **Q2. How has your company weathered supply chain issues, labor force concerns while advancing innovation and technology in our industry?**

We doubled down on customer service, prioritized forecasting and diversified our supply chain to improve its resilience. In addition, we maintain six months of safety stock and operate manufacturing facilities in the U.S., Mexico and China, which helps us better serve North American customers. We address labor force issues by cross-training employees and providing Lean Training to identify and eliminate waste and problem-solving training to enact creative solutions. We staff remote workers to expand our talent pool and assemble solid, knowledgeable teams when possible. And we keep salaries in line with raising expectations to prevent excessive turnover.

### **Q3. What industry trends will your company help to fuel in the next 10 years?**

Trojan Battery Company will monitor the vertical markets we serve and meet their specific needs with a pipeline of premium, innovative products that eliminate maintenance and downtime and increase cycle life and productivity. These products will help floor care professionals control labor costs, extend battery life and deter expensive user errors. We are also strengthening our dealer and distributor networks and training these channel partners with the skills they need to deliver unsurpassed support, a Trojan hallmark. Further, we are integrating and leveraging the assets and expertise of Trojan Battery Company with C&D Technologies to expand our infrastructure and outlook and cut waste.

### **Q4. What can visitors expect to see when they stop by your booth at ISSA Show North America?**

We will showcase our deep-cycle flooded lead-acid, lithium-ion and new TrojanAES Battery at booth 3152. An evolution of VRLA technology, it delivers up to 3x the cycle life of standard AGM (validated at 1,200 cycles at 100% DoD), operates in temperatures from -40oF to 160oF (-40oC to 71oC) and withstands long-term PSoC. Our GC2 Lithium-Ion Batteries last up to 10 years and meet stringent SAE durability and vibration standards. They feature a stable lithium iron phosphate formula and a smart BMS with redundancies against short circuits and overheating. Trojan's Flooded Lead-Acid Batteries offer superior performance, energy and longevity and deliver high productivity at the lowest life-cycle cost.

BATTERIES THAT  
**POWER**  
PRODUCTIVITY.



**TROJAN**<sup>®</sup>  
BATTERY COMPANY

Meet the Trojan AES Battery,  
with up to 3X the Cycle Life  
of Standard AGM.

BOOTH 3152  
**ISSA SHOW**<sup>®</sup>  
NORTH AMERICA 2023  
NOVEMBER 13 - 16 | LAS VEGAS, NV  
MANDALAY BAY CONVENTION CENTER

*Preview Flooded, AES, and Lithium technologies.*

This premium VRLA battery lets you avoid maintenance, long charging cycles and the damage caused by PSoC and opportunity charging.

It features a proprietary carbon additive and advanced technologies to preserve the negative active and positive materials, and it:



**LASTS  
LONGER**

*Delivers up to 3X the cycle life of standard AGM and validated at 1,200 cycles at 100% DoD.*



**PERFORMS IN  
HARSH CONDITIONS**

*Operates in extreme temperatures from -40°F to 160°F (-40°C to 71°C).*



**DELIVERS  
HARMLESS PSoC**

*Repeatedly withstands long-term Partial State of Charge (PSoC) and opportunity charging.*

Click to [learn more](#). Find your [Trojan Master Distributor](#) or local [Authorized Trojan Dealer](#).

# ISSA SHOW NORTH AMERICA

## WHAT'S HOT DIGITAL ISSUE Q&A:



**Company:** U.S. Battery Mfg. Co.

**Contact:** Michael Wallace

**Title:** V.P. of Marketing

**Website:** [www.usbattery.com](http://www.usbattery.com)

**ISSA Booth #:** 3212

### **Q1. Please explain how your company addresses current market needs and how you stand out from your competitors?**

Being in business nearly 100 years, the company has seen and adapted to the needs of the cleaning industry by understanding the market and listening to customers to provide the power they need to keep their cleaning machines running longer. This compels U.S. Battery to create batteries that its customers have come to depend on. Continuous improvement is how the company stands out from its competitors and has become the battery of choice for more and more customers in every industry.

### **Q2. How has your company weathered supply chain issues, labor force concerns while advancing innovation and technology in our industry?**

U.S. Battery's long-time relationships with its partners helps the company continue to manufacture its product line when the supply chain slows. To develop and maintain a good labor force, U.S. Battery provides competitive pay, excellent benefits, and raises its employees to higher levels with the proper training. The result is that many U.S. Battery employees have been with the company for two or three generations. This includes engineers and technicians who continue advancing U.S. Battery's technology to provide the most reliable batteries in today's market.

### **Q3. What industry trends will your company help to fuel in the next 10 years?**

U.S. Battery does not produce a product to simply keep up with the latest trends. For example, the company was not the first with a Lithium-ion product. Instead, it studied the technology, learned what the industry wanted, and designed the ESSENTIAL Li battery, the best and most advanced Lithium-ion deep-cycle battery on the market. U.S. Battery hopes that battery power will continue to drive the country's need for an environmentally safe and sustainable power source.

### **Q4. What can visitors expect to see when they stop by your booth at ISSA Show North America?**

ISSA attendees can see the latest in U.S. Battery's ESSENTIAL Li deep-cycle battery line and other Flooded Lead Acid and Advanced Glass Matt chemistries available for any application. Aside from learning what is available for the latest floor cleaning machine, attendees can also get an understanding of U.S. Battery's commitment to providing reliable power and its commitment to the environment. Attendees can discover why changing from plug-in and fossil fuel cleaning equipment to battery power can help their companies improve and become more environmentally conscious without sacrificing power, run-time, and capability. Come see U.S. Battery at booth # 3212.

# Essential

es-sen-tial - (/ə'sen(t)SHəl/)

1. *adj.*: absolutely necessary; extremely important

see also Safe, IP67 Water-Proof Construction, Long-Lasting, Maintenance-Free, Scalable

2. *n.*: something that is absolutely necessary

see also 48 Volt, State-of-the-Art BMS, Lithium Iron Phosphate (LFP)



**ESSENTIAL**Li  
POWERED BY U.S. BATTERY MFG. CO.

DEEP CYCLE LITHIUM-ION BATTERIES



<https://bit.ly/3T9okQj>

VISIT US AT ISSA NORTH AMERICA

**BOOTH #3212**

