



Clean Sweep Updates

FALL 2011

A NEWS PUBLICATION OF BUILDING SERVICES GROUP, INC.

Welcome Wrightstown and Denmark School Districts! (And We Again Thank YOU!)

BSG welcomes Wrightstown and Denmark into the family of school districts currently cleaned--either completely or partially--by Building Services Group. BSG is proud to have gained the trust of these districts, and must acknowledge that we couldn't have added these family members without you, our current customers.

BSG is keenly aware of the trust our school districts place in us. We work very hard to build that trust from the very first meeting we have with school districts like Wrightstown and Denmark. It is BSG's practice not to hard sell, but to communicate and be there when opportunities present themselves.

BSG's reputation and experience with school district janitorial cleaning is hard to beat. But ultimately, it's the testimonials of individuals in districts we currently clean that tip the decision in favor of BSG.

So...THANK YOU, for enabling us to serve you and for your kind words when we ask you to honestly evaluate us.



BSG
*currently cleans
15 Northeastern
Wisconsin School
Districts!*



3M Uses BSG Hard Floor Expertise in Promo!

Operations Manager, Jim Clark, is BSG's undisputed hard floor care expert. Cleaning products giant 3M thinks so highly of Jim's expertise that he's quoted directly in their current hard floor care promotions!

Listed both on their website www.3mfloorprotection.com and on page 2 of the 8 page sales literature "**Scotchgard™: Protection That Pays**", Jim's testimonial reads as follows:

"With 3M's Scotchgard™ Stone Floor Protector, we were able to avoid the need to refinish the floors over winter and spring breaks at one of our school customers. This saved us and our customer money while still maintaining the image they wanted."

- James Clark, Operations Manager - Building Services Group, Inc., Little Chute, WI

Jim's 20-year's of hard floor care work for BSG makes him uniquely qualified to lend his testimony to this 3M product. When Jim's hard floor care experience teams up with the Scotchgard™ family of products the result is satisfied BSG customers!



James Clark



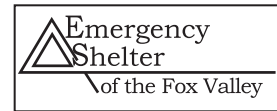
Holiday Giving, BSG Style!

Building Services Group employees aren't just known for their ability to make offices, bathrooms, floors, and classrooms sparkle. The eyes of those who receive our Christmas donations sparkle (or better stated "twinkle") as well!

Last year, during a terribly difficult economic environment, BSG employees dug deep and donated \$1,150.50 to various charities located in the communities in which they work. The donations are collected via automatic deductions

employees choose to make, and the history of their giving is one we're proud of.

Last year, recipients included the Fox Valley Warming Shelter, the Fox Valley Emergency Shelter, the St. Joseph Food Program and Community Closet and the NEW Community Shelter. BSG employees understand that it's more blessed to give than to receive, especially during the holidays. We'll keep you posted on this year's giving total!



New Community Shelter, Inc.



"Green" Does Not Mean "Sustainable"

In BSG's on-going quest for marketplace clarity regarding "green" or "sustainable" products and practices, we find that Stephen Ashkin, president of The Ashkin Group and executive director of the Green Cleaning Network offers this helpful explanation:

"When a manufacturer markets a product as being sustainable it is important to determine if they are simply using this term interchangeably with green, or can they document that their product, the manufacturing process, as well as the company that made the product, along with their entire supply chain, have addressed the financial, environmental and social equity issues required



Stephen Ashkin

by the likes of the Global Reporting Initiative.

If all claims can't be documented, then building service contractors should just stick with the term "green" when touting the products used in their cleaning programs until these broader claims can be justified".

At BSG, we'll continue to use environmentally friendly, effective and-when available-sustainable products in our cleaning practices.

