



Avoid common pitfalls in green initiatives for facility management! Steer clear of “greenwashing” by scrutinizing eco-friendly product labels. Opt against single-use packaging to curb waste. Plan meticulously to mitigate unexpected costs associated with sustainable alternatives.

Navigate these three mistakes for a genuinely effective and environmentally responsible transformation in facility management.



Mistake #1: Choosing products that are marketed or labeled as ‘green’ but aren’t actually eco-friendly

The surge in demand for environmentally friendly products and services has led to an unfortunate byproduct known as “greenwashing” or “green sheen.” This deceptive marketing practice involves exaggerating a business’s current or past practices to create a false appearance of environmental friendliness, encompassing misleading labels and extensive media campaigns. Review product labels carefully, looking closely at ingredients and their SDS sheets to determine their true impact on the environment. You should also look into the product’s certifications by reputable and well-established third parties — such as Green Seal — to verify their statements.

Mistake #2: Ordering products that come in single-use packaging

If a product comes in a single-use bottle or container, like a gallon of chemicals that you pour or mix into an application device or a ready-to-use filled spray bottle, it’s not as eco-friendly as it could be. An alternative is cleaning and disinfecting chemicals that you can generate on-site and distribute into reusable spray bottles, mop buckets, and other tools. On-site generation also reduces your facility’s environmental impact in other ways, such as eliminating vehicle emissions from transporting chemical orders to your facility on a regular basis.



Mistake #3: Inadequate financial planning and budgeting

Taking the step to improve your facility’s approach to sustainability and reduce your environmental impact may not actually cost more than going with the traditional chemical solutions. For example, it may actually be more cost-effective *and* more eco-friendly to switch to on-site generated electrolyzed water solutions. This regenerative technology will also simplify your budgeting and inventory management processes.