

## Intercon Chemical's Motto Is "Blue Is The New Green" With Its Environmentally Friendly Blue Planet™ Line

**W**ell known in the janitorial/sanitary field for its full line of cleaning and maintenance products, **Intercon Chemical** is also heavily focused on providing environmentally friendly products under its Blue Planet™ line.

Blue Planet™ is a new line of green cleaning items that are both environmentally friendly and effective, according to **Intercon President Jim Epstein**, who founded the business 25 years ago.

He explained that Intercon does not participate in the practice of "green washing," a term becoming more familiar and used to describe the act of misleading consumers regarding the environmental practices of a company, product or service.

Intercon has entered into a partnership with the EPA to promote the health of its customers and the environment, and all of Intercon's Blue Planet™ products carry the Earth Assure™ seal, meaning that these products have been formulated and manufactured to promote the health of its customers and the environment. These products are also non-toxic and biodegradable. Earth Assure™ is Intercon's brand for letting customers and consumers know that its products are formulated with the environment in mind.

"We have a number of green products in our Blue Planet™ line. We say, 'Blue Is The New Green' because our company's focus is on the planet and helping improve today's air and water quality," Epstein said. "As a company, it is important that we reduce our carbon footprint."

This effort includes purchasing carbon credits and recycling water within Intercon's facility among other environmental practices.

"Intercon strives for zero impact in the company's waste stream," Epstein said. "For example, we recycle virtually all of our cardboard, shrink wrap, pallets and plastic containers."

Intercon's Blue Planet™ product line range includes floor finishes and strippers, industrial cleaners, glass cleaners, carpet cleaners, dish and laundry products, hand cleaners, deodorizers as well as tub and tile soft scrub items. These prod-



ucts as well as significant new product initiatives are all formulated to meet the requirements outlined in the DfE's review process and offer improved health and environmental characteristics.

Intercon is a multi-faceted company that serves not only the cleaning and sanitation business, but also produces retail and medical products at its Food and Drug Administration (FDA)-approved facility. Epstein explained that his company is responsible for leading-edge technology that can now be found on many retail shelves.

"Intercon is, in fact, a provider of technology and the contract manufacturer for one of the world's leading green products retail companies," Epstein said. "Intercon is fundamentally committed to the green movement. For example, our company was instrumental in the development of its 3X laundry detergent that marked the dawn of 'compaction' in the fabric care industry."



Intercon President Jim Epstein



He added that this HE (high efficiency) compatible laundry detergent has been developed as the age of new HE clothes washers is coming to fruition — further helping reduce water consumption.

"It takes a different type of detergent to be effective in low water conditions. We (at Intercon) are the people behind the creation of the chemistry that allows the 3X concentrated detergent to be the gold standard of the industry. This

is green in that it helps reduce water consumption and packaging," Epstein said. "Intercon is committed to green, not only in the creation of products but culturally as well. We have

also found that green is good in making some products particularly mild, such as for children and in geriatrics.

"Intercon provides many green products for the healthcare field, including those used in the geriatric nursing home market. These green products — lotions, shampoos, conditioners, body washes, etc., — are helpful for this particular population base."

Overall, Epstein said Intercon's green focus can be found in its sustainability philosophy.

"This is really where we come from — green is

one thing, but sustainability is where our company's direction is headed."

Part of this philosophy centers around innovation and how Intercon can create change for the better of not only consumers but the environment. Innovation not only has to do with producing new products, but putting new practices in place as well.

"We, at Intercon, calculate our carbon footprint and neutralize it by buying carbon credits and doing certain things at our facility, and in our manufacturing, that reduce carbon emissions," Epstein explained.

### A Focus On Quality At Intercon

**O**n April 3, 2008, Jim Epstein delivered the keynote address to a group of quality directors from a variety of industries who attended an American Society for Quality (ASQ) conference in St. Louis, MO.

ASQ bills itself as the world's leading authority on quality. With more than 100,000 individual and organizational members, this professional association advances learning, quality improvement and knowledge exchange to improve business results, and to create better workplaces and communities worldwide.

Epstein's address, titled "From Old School to Q School," told the story of Intercon Chemical's 25-year evolution as a quality-driven organization, and emphasized the importance of customer partnerships in this transformation.

Much of the focus from his remarks was on the innovative

spirit that has driven Intercon's success. Among the innovations Epstein touched on was the company's partnership with key strategic customers over the past two to three years to develop environmentally friendly product lines. This includes Intercon's own line of green cleaning products, Blue Planet™, which are formulated to meet the requirements of the EPA's DfE initiative.

Epstein stated in his address that quality is of the utmost importance at Intercon.

"Each and every product experience must delight. As a result, we have a maniacal focus on quality. Intercon's team has worked hard to understand (our customers') unique set of quality criteria, and has developed specialized solutions to help us deliver great product experiences."

He added that at Intercon, it's vital to meet all of the demands that a fast-growing customer will place on its vendors.

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