

Letter From the President

It's hard to believe Clean Green Solutions started from an idea over 12 years ago.

"Green" was heating up in the late 2000's and after several months of research on different green business markets, Clean Green Solutions (CGS) was born on January 5, 2008.

The CGS logo was designed, a website was created, a business phone line was installed in the basement, business cards were printed and I was off to the races.

Summer arrived and after countless hours of research on green cleaning and green cleaning products (I even read, "Green Cleaning for Dummies") I reached out to The Rochester Midland Corporation (RMC) as they had created a plant-based line of cleaning products back in the mid 80's and truly pioneered the industry.

It wasn't easy but we were able to come together on RMC bringing Clean Green Solutions on as a distributor. CGS sold its first RMC green product in July of 2008.

A friend of mine had a small warehouse in Walpole, MA. I used his loading dock and had the products unloaded by his forklift driver, Jose. Jose would pick up the single pallet of random RMC green products and place it in the corner of the warehouse. I would fill my 2004 Dodge Durango with as many boxes as I could, drive them to South Boston and unload them into my basement.

After selling them, the products would need to be moved up from the basement and I'd load them back into the Durango and deliver the products and install the mixing dispenser and provide "how to use" training. Then at night, I would print the invoices and send them to the customers.

When speaking with customers or potential customers, I would use the word "we" instead of "I" and "the warehouse" instead of "my basement" and "the office" instead of "my home". I used this tactic for the first several years of getting the business going to make CGS seem bigger than it was.



clean green solutions
Solutions For Cleaning Green

Here “we” are in 2020! I’m writing this letter from our corporate office in Boston while “our” delivery driver/dispenser installer Sucre is out on the road making deliveries in the Clean Green Solutions delivery truck. Our office assistant Belle has created our first newsletter and our office manager Kathy is sending out our invoices.

We’ve expanded from only offering commercial green cleaning products to also offering commercial green laundry products, commercial green dishwash/restaurant products and commercial cleaning equipment. Our revenues since our inception have surpassed the \$3,000,000 mark and 2019 boasts our highest yearly revenue of over half a million in sales.

Here’s to 2020! Wishing health and prosperity to everyone!

Sincerely,

William Scherer

William Scherer
President
Clean Green Solutions