



## simplyneutral gives Long and Son a better, non-toxic way to clean

Steve and Lisa Freitag had been looking for a way to transition their commercial cleaning business over to natural cleaning products for several years. But, they couldn't find a product that met their tough criteria.

Being in the cleaning business for 21 years, Lisa knew how much a cleaner's performance could impact the time spent on a job and the quality of the work. She also knew how the price could impact their budget. So, she tested each product personally, in the place that was most important to them—their home.

"I used several green products in our home with good results, but when I tried them in a commercial setting, they weren't tough enough," said Lisa. "I needed something that really worked, yet was affordable."

Lisa turned to simplyneutral, initially, because she heard the non-abrasive cleanser worked well on stainless steel, a surface that she was finding more and more of in their commercial sites.

"The toughest thing about stainless steel was finding a cleaner would cut through the dirt, but wouldn't smear or leave a residue," said Lisa. "simplyneutral did just what it said it was going to do. It cleaned without leaving a film behind. I was impressed!"

She also tried the all-purpose cleaner in several areas of her home with good results. Confident that the product passed her initial test, Lisa transitioned it into one of their commercial sites. She started with a company that had recently remodeled their entire facility to include all high-end counter tops and sinks. She informed the client beforehand and asked for her feedback.

### Solution Overview

#### Profile

Long and Son Carpet Cleaning and Janitorial, Elk River, has been in business since 1987. The business includes 15 commercial janitorial accounts and a carpet cleaning service.

#### Business Challenge

The company needed an affordable line of cleaning products that cut through tough dirt as effectively as conventional products, yet created a safer environment for their employees and clients.

#### Solution

Long and Son chose simplyneutral's line of natural, non-toxic cleaning products.

#### Benefits

simplyneutral cleans all types of surfaces without emitting toxic chemicals or volatile organic compounds (VOCs)—which cause indoor air pollution. The products provide the necessary cleaning muscle, along with a more eco-friendly way of doing business.



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Lisa Freitag  
Long and Son Carpet  
Cleaning and Janitorial

"It was a very picky client, but the product was amazing! Everyone was thrilled. And, the fact that it was green just makes them look even better," said Lisa.

After testing simplyneutral there for two full months, Lisa and Steve decided to integrate the product into

five more sites. One of those sites was a resource recovery plant, which was their toughest facility to clean, in terms of sheer dirt. To make the situation more difficult, the employee who cleaned that facility suffered from extreme allergies. So, Lisa was eager to get feedback from both the client and her employee.

“The client loved the product! It even took coffee stains off their white countertops, which totally amazed me,” admits Lisa. “And the employee didn’t have any problems with her allergies.”

In heavily soiled areas, she recommends using a dual combination of the non-abrasive scrub and the all-purpose spray. But for quick touch ups—or when her employees have less time to tackle tough jobs—she mixes the all-purpose spray a little stronger using more concentrate.

“I like that fact that I can mix it myself,” she adds. “Besides saving a lot of money, it allows me to custom-mix the right strength for each site. I also love that I can get all of my products from one company, instead of running around to multiple sources.”

Since then, Lisa and Steve have decided to convert all of their clients to simplyneutral.

“We told our clients that we’re not just going green for them, but also for our employees. They’re the ones who have to use these products every day. It’s not worth putting them in unhealthy situations and paying workman’s compensation,” she said.



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### About simplyneutral

simplyneutral offers non-toxic cleaning products that contain natural cleaning agents derived from corn sugar and palm kernel oil. They have a neutral pH equivalent to that of clean water. And, they biodegrade rapidly, making them safer for the environment.

Unlike other cleaners, the products don’t contain any petroleum-based compounds, ammonia, chlorine bleach, glycol ethers, phenolic compounds, phosphates, synthetic fragrances or dyes, or volatile organic compounds (VOCs).

To find out more,  
call Maggie at 320.309.5496