



NEWS ALERT

Bionetix® Probiotic Cleaners Stand Out at ISSA 2022!



Amid growing interest in “green” cleaning technology, Bionetix® International stood out as only one of a few companies offering probiotic cleaners at the ISSA North America show, October 10th-13th in Chicago. This major convention for cleaning professionals drew a variety of cleaning product distributors, custodians, and hotel and restaurant cleaning/maintenance service providers to the booth to learn more about Bionetix® biotechnology.

Cliff Cracauer (Sales & Marketing EVP), Tonya Decterov (Technical Sales Rep), and Mathias Benitez (Lab Manager) were on hand to introduce two of our newest products at the booth, along with Bionetix® standbys such as BIOBLOC22™, ECO-DRAIN™, and HYGIEA™ concentrates. Attendees were especially interested in Bionetix® grease trap treatments, manufacturer’s concentrates, and new ECO-CLEAN-ALL TABS™.

Reflecting on the event, Tonya noted that “More and more companies want to choose green technology and [are] start[ing] to understand what role beneficial probiotics can play in cleaning[.] [They] see [them] as a good alternative to regular cleaners/disinfectants.” Tonya said significant discussions also centered on saving energy and using less plastic in product packaging. While these ISSA 2022 interactions will be a great starting point for future conversations, they are also expected to inform Bionetix® R&D decisions in the near future. Stay tuned for upcoming products that address some of these concerns!

Contact Bionetix® to learn more about our probiotic cleaners:

<https://www.bionetix-international.com/contact-us/>

Keywords: *probiotic cleaners, ISSA 2022, ISSA North America, cleaning professionals, green cleaning, use less plastic, Bionetix, biotechnology, grease trap treatments, alternative to cleaners*



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