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WE ASKED OUR ADVERTISERS

Among Area Businesses...

Going Green Goes Mainstream!

BY LISA BALLOU



With big corporations such as GE and Google leading the charge, “the green movement” is here to stay. In fact, a growing number of large and small businesses in all sectors are embracing environmentally safe practices and saving hundreds of millions of dollars in the process. Additionally, more and more individuals are committed to buying ethical and green products from ethical and green companies in effort to make a difference.

We asked several of our local merchants and businesses to tell us what they are doing to be part of the green movement. Here’s what we found:



Maid Brigade, a company committed to providing environmentally-friendly home cleaning services throughout Westchester, Putnam, Rockland and Fairfield counties, is the only Green Clean Certified® house cleaning company in the region.

According to the U.S. Environmental Protection Agency, the air inside a typical home is, on average, two to five times more polluted than the air outside—largely due to household cleaners.

Maid Brigade’s exclusive Green Clean Certified® system is a compre-

hensive cleaning program that includes green cleaning solutions, equipment and processes. Maid Brigade’s team members use cleaning solutions that are certified by Green Seal, a non-profit organization that sets the standards for preventing the usage of toxic chemicals, noxious fumes and wasted resources. Vacuums are certified through the non-profit Carpet and Rug Institute’s (CRI) Green Label testing program. They remove 99.9% of particulates and asthma and allergy triggers, including mold, pet hair, pet dander, pollen and dust.

“Global warming, greenhouse gasses, allergies, headaches, respiratory problems and autism are all very real. As global citizens, we must all be aware of how we are treating ourselves and the environment around us,” said Robin Murphy, president of Maid Brigade.

“We believe that when our clients’ homes are being cleaned, they should not suffer because of toxic products being used. Maid Brigade is dedicated to providing services and utilizing products that eliminate added toxic pollution,” Murphy added.

Maid Brigade’s staff also uses microfiber mops and cleaning cloths—which last longer than traditional string mops and cotton cloths—and work effectively with less cleaning product to minimize environmental impact.

It’s no longer just a trend. Going green has effectively transitioned from niche to mainstream. See sidebar for tips on how you too can join the movement.

LISA BALLOU is a freelance writer. She resides in Chappaqua with her husband and three children.