



MEDIA RELEASE

Green Cleaning

IMMEDIATE RELEASE

10 December 2009

There's a new kid on the block and it's creating a "buzz" word that sceptics are taking notice of. It's not the usual "Media Hype-Jump on the Bandwagon" type, but just the good old "it's been right in front of you all along" logical one. What we are talking about is EM.

"EM", is a natural, probiotic technology, and is based on beneficial and effective micro organisms (EM). The microbes in EM are non-harmful, non-pathogenic, not-genetically-engineered or modified (non-GMO), and not-chemically-synthesized. The most recognised groups of micro organisms in EM that the public may be aware of are lactic acid bacteria (commonly found in yogurt and cheeses) and yeast (bread and beer).

Ecologically, activated EM can also be used to create an environment where grease, mould and rust do not thrive due to its anti-oxidative properties. These EM's hate oxygen and feed on carbon dioxide, ammonia, methane and hydrogen sulphide. In other words, we have here a microbe that thrives on poisons and pollutants. These microbes excrete oxygen, amino acids, antioxidants and other substances that enhance life. One of the main greenhouse gases, methane, is produced when organic waste in landfill sites decays in the absence of oxygen. Methane is 21 - 24 times more harmful than CO₂ as it stores much more heat (that warms our earth, contributing to global warming) and remains in our atmosphere for hundreds of years. In the near future, EM's could be used to treat landfills and help repair some of the damage caused by "leakage" from old landfill sites, and thus cut down on pollutants into the atmosphere and water tables. The Institute of Waste Management of Southern Africa (IWMSA) actively supports any green cleaning initiatives, "people need to become a lot more conscious about the cleaning products that they use at home, many of the commercial products on the market have major ecological implications, and unknowingly a lot more harm than good is being done," said Stan Jewaskiewitz, Vice President of the IWMSA.

If you remember the old wives tales about using natural products from around the house to remove stains and smells, then consider this, baking soda (sodium bicarbonate), lemon juice, salt and vinegar – all of these are biodegradable and have been around for decades as "quick fixes"

for housewives. With all the chemicals in cleaning products sold today, there is a chance that the housewife's chance of cancer is 55% higher than for a career woman, and using chemicals such as bleach and Ammonium together can form a toxic (deadly!!) chloramines gas that irritates eyes, lungs and even burn skin.

Alison Davison who heads up the "Waste Minimisation and Recycling Interest Group", of the IWMSA, and who is also the Head of Waste Minimisation of the City of Cape Town indicated, "an example of a non-hazardous cleaning company that offers an all inclusive non-hazardous cleaning solution to customers, is Cape Town based Green Cleaning Solutions". Melita Potgieter of Green Cleaning Solutions says "This type of Organic technology can be used safely around the home and office environment. EM can be used for household cleaning, in kitchens, bathrooms, laundry equipment and to assist in the control of pet and waste odours". Potgieter goes on to say "the products we use are totally natural & organic, and are certified, and when the cleaning is done, the bucket of water can be thrown out on the lawn, plants or down a drain, with no ill effect on any kind of life".

For more information on non-hazardous cleaning or to enquire about the environmentally friendly cleaning options we offer, contact: Melita Potgieter of Green Cleaning Solutions on: melita@texweb.co.za.

The IWMSA is a professional, multi disciplinary organisation with voluntary membership established to promote the science and practice of waste management and is a non-profit organisation. For more information contact the IWMSA visit: www.iwmsa.co.za

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