

REAL ESTATE WEEKLY

Vol. 53, No. 27 • 60 pages in 2 sections

WEDNESDAY, FEBRUARY 14, 2007

PROPERTY MANAGEMENT

New York building owners embrace green cleaning practice

The "green clean" phenomenon is gaining the support of a broad range of local office building owners, from Rudin Management Company to financial services giant, Lehman Brothers.

Just weeks after announcing that it had transformed itself into the first totally green building cleaning company, Guardian Service Industries, a leader in the building janitorial and maintenance industry for nearly a century, reports the following new property assignments, all of which will begin during the first quarter:

- 560 Lexington Avenue (Rudin Management Company)
- 33 Maiden Lane, 551 Madison Avenue, 245 Fifth Avenue (Jones Lang

La Salle)

- 70 Hudson Street in Jersey City and Cranford, N.J. Data Center (Lehman Brothers)

Guardian is already "green cleaning" a host of commercial properties including L&L Holding Company's 195 Broadway, all of Jack Resnick & Sons Manhattan office buildings, including 110 East 59th Street, 830 Third Avenue, 485 Madison Avenue, 1755 Broadway, 75 Park Place and 199 Water Street, the McGraw Hill corporate center in Hightstown, NJ, the State Capital complex in Hartford, CT, and Penn Station Newark.

"Client response to our green initiative has been simply unbeliev-

able," stated Guardian senior vice president Michael Eisenberg, who noted that the benefits of environmentally responsible building cleaning services include improved indoor air quality, lower water and air pollution levels, decreased absenteeism and increased employee efficiency and productivity.

He also said that his company, which cleans and services over 70 million square feet of commercial space in the Greater New York metropolitan area, undertook extensive testing of a variety of products from various suppliers to find the best performing green products available.

During that process, it determined

that the quality and effectiveness of "green-cleaning" far exceeds the conventional cleaning methods now in use throughout the industry.

Guardian, which not only provides cleaning, security and operations and maintenance services to major landlords and corporations, but to banks, theatres, department stores, shopping centers as well as medical and educational facilities, was founded in 1918 as a window cleaning operation.

Today, it has over 6,000 clients in the Tri-state area and is expanding its services to major markets like Boston and Washington DC as well as throughout New England and along the eastern seaboard. ■