

Can Snow Companies Be Green?

Have you ever thought of the local environmental impact when irresponsible, unprofessional snow/ice management companies misuse available products while servicing commercial properties?

Recent green initiatives and increased attention to the environment have made it of paramount importance to become more diligent in education and in the use of deicing agents while keeping sites safe for those we provide snow and ice management services for.

Snow contracting companies can be "green." An outrageous statement? Not necessarily. There are several green initiatives that can make a snow and ice management company environmentally friendly, even while servicing properties that have vehicular and pedestrian traffic. No longer are snow and ice management companies just snowplowers. We are risk managers, providing safe environments through the effective and judicious use of appropriate deicing materials, equipment and technology. In today's green conscious world, we must be good stewards of the environment while managing snow and ice in and around commercial properties.

Snow industry trade organizations have been instrumental in educating those who fight snow and ice as to how to be environmentally friendly and still provide safe environments. The Snow & Ice Management Association (SIMA), the Accredited Snow Contractors Association (ASCA) and the Snowfighters Institute (SFI) all have educational sessions designed to make snow/ice management contractors aware of hazards associated with overuse of such chemicals. Education is key in promoting proper use of these deicing agents.

Commitment to education will prove over time to be vital in success-

fully servicing customers. If all snow contractors commit to using green initiatives, the joint contribution to the environment will make a tremendous difference.

In the past few years, manufacturers of deicing products have developed alternative products that are more environmentally friendly when it comes to fighting snow and ice. Cargill's Clearlane product is an alternative solu-

tion for contractors and property managers alike. Use of this product can reduce repeat applications and limit the corrosion of equipment. Eliminating the number of applications of product decreases the environmental impact.

Development of such environmentally friendly products benefits the public and property managers. When applied by properly educated snow contractors using up-to-date equipment, everybody wins. Properties can be kept safe for those who have to visit them and you can have the peace of mind that you have done your part to reduce pollution and contamination by lessening the environmental impact. **P**

BOMA Greater Cleveland is proud to provide this space to our Associate Members so they can inform, educate and share their knowledge with property management professionals. This article was written by Doug Ellis, sales manager of Abraxus Snow & Ice Management. Ellis can be reached at 866-666-SALT (7258) or Doug@abraxussnow.com. Abraxus Snow & Ice Management can be found on the web at <http://abraxussnow.com>.

B | O | M | A
Greater Cleveland