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The InstaFlow Goes to School

Often, as new technology come upon the scenes, it is the younger generation who are providing the catalyst that is driving the particular change. This group realizes that technology allows them to be more effective at their jobs.

But sometimes something else happens, this change also has the power to reshape a market, an industry and without sounding too hyperbolic, the world. Both younger and older adults are actively seeking new alternatives to old methods. I love the Beatles, and have the Beatles White album on my iPhone - but not only the White album; I have over 2,000 other songs. Could you have imagined walking around with over 2,000 songs in your pocket 10 years ago? For most of us, the answer is a resounding no! Well my friends, like it or not, technology is about to revolutionize our industry. This generation is not one that will simply buy in to the status quo, which for the most part is a toxic approach to cleaning.



These newer generations of professional cleaners in our industry are communicating to their employers - universities, colleges, K-12 schools and other similar verticals - that they are seeking a different future. They are the drivers that are pushing for safer, convenient, results-oriented technology and NOT the traditional approach to completing tasks, like cleaning and sanitizing. This is not merely a leap of faith. This generation grew up with the aforementioned iPods and other technologies at their fingertips, and they understand that technology can reshape almost any industry. To quote the classic movie, Field of Dreams, "If you build it, they will come."

This is why we see the GenEon™ InstaFlow™ being accepted by a growing number of educational and other institutions. Leading schools like Georgia Tech, Kennesaw State University, Harvey Mudd University and a number of large school districts, both in the U.S. and Canada, have adopted GenEon as the solution to their traditional cleaning approach. The great part about this shift is not only are these educational facilities seeing improved productivity, they are also seeing improved bottom lines and decreased worker health incidents. But most importantly, the Engineered Solutions produced by GenEon's InstaFlow works AS WELL AS OR BETTER THAN the products they are replacing.

This is not an attempt to compete directly with chemicals. This is about having another option; a technology that provides superior cleaning and sanitizing results and that performs like the traditional products we are accustomed, but without the harmful side-effects.



GenEon's technology can easily be compared to that of the iPhone - simple, logical, easy, and it does exactly what you need in a compact, intuitive device, providing highly-effective cleaning and sanitizing solutions, without the harmful side effects.

Technology is mainly developed to make our lives easier and safer. GenEon Technologies is passionately dedicated to this philosophy each and every day. Change happens quickly my friends. I will now leave you with one question to ponder. When was the last time you saw a Blockbuster or Hollywood video store?

John P. Shanahan

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