



AMERICAN ASSOCIATION OF
CLEANING EQUIPMENT MANUFACTURERS



A TREND TEASER FROM AACEM
We see a further “commoditization” of mechanized cleaning equipment. Manufacturers will need to increasingly offer entire solutions with a strong service component to compete.

As a member of **AACEM**, you’ll see what’s trending in the cleaning equipment industry while helping us build legitimacy and authority through mass industry representation.

THE AACEM IS COMMITTED TO PROVIDING TANGIBLE VALUE TO ITS MEMBERSHIP

- Quarterly reports and evaluation of competitor performance statistics
- Voting rights on industry standards
- Influence over industry technical issues
- Opportunities to build personal relationships with other C-Level industry executives

THE AACEM IS FURTHER COMMITTED TO BROADER INDUSTRY CONSTITUENTS

- Offering superior mechanized cleaning solutions to downstream customers in the form of technically advanced equipment that adheres to North American industry standards
- Educating on how the “Value of Clean” can impact a company’s bottom line
- Acting as an authority on industry standards
- Providing unified governance
- Fostering greater industry legitimacy

ADVOCACY

Industry Marketing for Mechanized/
Automated Cleaning
Association Marketing
Partnerships
Product Scope
Lobbying & Influencing

GOVERNANCE

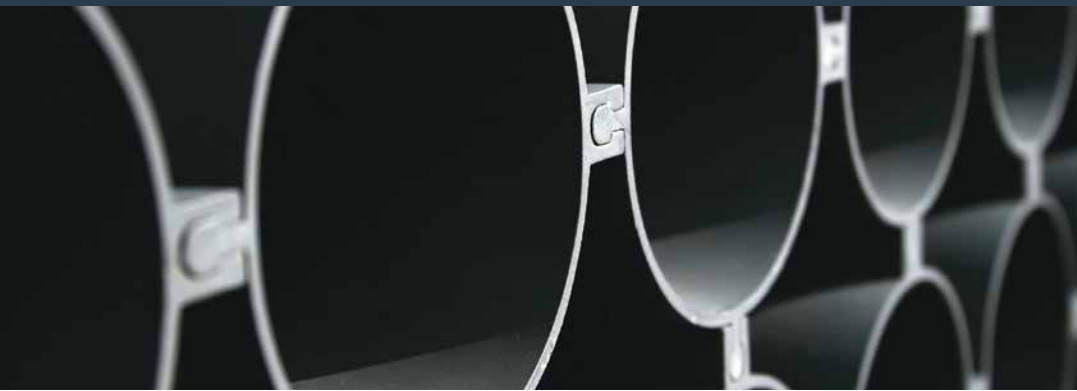
Regulatory Body of the Cleaning
Equipment Manufacturer's Industry
Watchdog
Standard Enforcement

STATISTICS & MARKET INTELLIGENCE

Data Sharing & Conclusions
Product Categorization
Product Scope
Trends

STANDARDS & GUIDANCE

Technical Standards
Liaison Management with
Regulatory Bodies (OSHA)
Procedural
Terminology
Safety
Environmental



WORKING TOGETHER WE CREATE A BETTER BUSINESS ENVIRONMENT FOR MANUFACTURERS. IN SUPPORT OF OUR MISSION WE BRING SIGNIFICANT VALUE TO OUR MEMBERS THROUGH THE BENEFITS WE PROVIDE

- Help guide important policies and standards such as IEC standards, CRI, UL, Green
- Inclusion on industry trends and quarterly performance statistics
- Build relationships with industry executives
- Act as a coordinated influence on industry technical issues through the technical committee
- Voting rights on industry standards
- Defining and executing strategy designed to enable our members, while simultaneously uplifting the image/importance of our industry
- Provide unique “engagement” opportunities to support key strategic pillars



Our journey as an association begins with an understanding of how collective efforts can shape our future.

JOIN OUR GROWING LIST OF MEMBERS



Contact Bill Balek: bill@issa.com

