



Green Restaurant Association Endorses First Natural Cleaning Chemical

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Straight to the Source

After 16 years working to create an environmentally sustainable restaurant industry, the Green Restaurant Association said Wednesday it has endorsed the first cleaning chemical meeting its rigorous standards.

Manufactured by Montreal-based Earth Alive, the new RapidAll janitorial and sanitation cleaning solution does not harm humans, animals or the environment.

"This is a breakthrough in the restaurant industry," Green Restaurant Association (GRA) Director Michael Oshman said. "Now kitchens can be a safer and healthier place to prepare the food we all eat, while getting the job done of removing dirt and grease. It's one thing to have a green cleaning chemical. It's another thing to have it work in such a tough application as restaurants, without placing staff in harms way. In this day and age, there is no reason or need to clean a restaurant with toxic cleaning chemicals."

The primary function of the GRA, based in Boston, is to assist restaurant operators in making tangible eco-friendly changes to their units. The goal of the contract between GRA and its clients is to implement four, distinct, environmental changes in restaurant operations in one year. Doing so earns them GRA's trademarked Certified Green Restaurants logo.

Earth Alive's RapidAll is made from a patented aqueous-based tree bark and also contains a natural nutrient substrate, which acts as a microbial carrier and contains a strong natural surfactant capable of replacing extreme high and low pH products.

The product does what traditionally acidic chemicals do such as heavy duty degreasing. Through repetitive applications, an increasing number of microbes are released into surface cracks, allowing for constant digestion of organic materials that cause discoloration and odors.

"Let me say that with the introduction of (Earth Alive's) RapidAll, we are thrilled to finally have eliminated many toxic chemical," said Jim Solomon, owner of the Fireplace Restaurant in Brookline, Mass. "That alone is quite an achievement, since RapidAll is only a 'single' cleaner. And, after years of trying many 'eco-friendly' possibilities, of poor quality, it is wonderful to have one that actually works!"

RapidAll uses cool tap water to clean instead of hot, which can save energy on heating water. The product is also exempt from all certifications such as OSHA, WHMIS, HAZMAT, and is also NSF Class A1 certified (in Canada CFIA). It is substance and is PH neutral.

To view the RapidAll cleaner and other products endorsed by GRA, go to: