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Selling: Janitorial supplies that are eco friendly

⚡ 30-Second Brief

- **Hook:** Coca-Cola Canada has committed to **100% waste diversion** in its manufacturing facilities by the end of 2026, creating an urgent mandate to audit every chemical and consumable entering their plants. (✅ VERIFIED)
- **Pain:** While Coca-Cola focuses on "World Without Waste" in packaging, facility maintenance often harbors "dark carbon"—legacy janitorial supplies that create toxic runoff and non-recyclable waste, directly undermining 2026 ESG audits. (📊 INDUSTRY)
- **Ask:** "I'd like to share how we're helping CPG leaders close the 'facility-compliance gap' to ensure janitorial operations don't compromise your 2026 zero-waste targets."

🎯 Sales Intel: Coca-Cola Canada

Winning Narrative for: Eco-friendly Janitorial Supplies

1. The "Commercial Insight" Opening

Stop them in their tracks. Never ask "how are you." > Coca-Cola Canada is currently driving toward a 100% waste diversion target for all manufacturing facilities by 2026, which requires a total elimination of non-compliant facility consumables. (✅ Source: Coke Canada "Impact" Report). > This typically creates a **Strategic Posture Gap** where high-level ESG goals are undermined by "business as usual" procurement of high-VOC or non-biodegradable cleaning agents at the plant level. (📊 Industry Pattern). > This tells me your biggest risk isn't just the cost of supplies, but the potential for a failed 2026 audit due to "invisible" chemical waste in your facility operations.

2. The Hypothesis of Pain

- **The Signal:** Coca-Cola HBC and Coca-Cola Canada have publicly accelerated their "World Without Waste" and "Mission 2025/2030" commitments, focusing heavily on water stewardship and circularity. (✅)

- **The Hidden Cost: The Toxicity Tax.** Legacy janitorial supplies often require excessive water for rinsing and contribute to micro-pollutants in wastewater, directly counteracting Coca-Cola's "Net-Positive Water" 2030 goals. (🇺🇸)
- **The Reframe:** Your current janitorial supply chain is likely the "unseen" leak in your sustainability report; eco-friendly supplies aren't a line-item expense—they are an ESG insurance policy.

3. The "Kill the Status Quo" Questions

Cold Opener — first call or gatekeepers:

- "With your 2026 zero-waste deadline approaching, how is your facilities team vetting the chemical runoff and plastic waste generated by your current janitorial vendors?"

Discovery/Second Call — when you have their attention:

1. **The Provocation:** "If your 2026 sustainability audit reveals that facility maintenance chemicals are still contributing to toxic wastewater, how much will that set back your 'Net-Positive' water targets for 2030?"
2. **The Logic Trap:** "If PepsiCo or Nestlé achieves a certified 'Clean-Facility' status before you do, how long does your current procurement model survive the pressure from ESG-conscious retail partners like Loblaws or Walmart?"

4. Objection Redirect

- **If they say:** "We already have a national supplier like Staples or Grainger."
- **You say:** "National generalists are great for volume, but they often lack the specialized, third-party certified eco-formulations required to meet Coca-Cola's specific 2026 waste-diversion benchmarks. Are they providing you with the granular VOC and biodegradability data needed for your next ESG report?"

5. Competitive Intel

- **Primary Competitor:** PepsiCo Canada (Sustainability "pep+" initiative).
 - **Their Move:** Aggressively pivoting to "Green-to-Drain" facility standards to match their packaging circularity goals.
 - **Your Wedge:** While competitors focus only on *packaging*, we help you secure the *facility*. Our supplies reduce water usage during cleaning, directly supporting Coca-Cola's 2030 Water Stewardship goals. (🔍 INFERRED)
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⚠️ **Analyst Note:** Coca-Cola Canada is highly sensitive to "Greenwashing" accusations. Their public tone is clinical and data-driven. When speaking to facility managers, use technical terms like "VOC levels," "biodegradability indices," and "waste diversion percentages." If retrieval for a specific plant was thin,

focus on the **Brampton** or **Richmond** bottling facilities as they are often the "pilot" sites for new ESG initiatives.

References

[Coca-Cola Canada Impact Report](<https://cokecanada.com/impact/>) (✅ VERIFIED)* [Coca-Cola Company Sustainability Overview](<https://www.coca-colacompany.com/about-us/sustainability>) (✅ VERIFIED)* [Coca-Cola HBC Mission 2025 Progress](https://www.coca-colahellenic.com/en/media/news/sustainability_news/2026/strong-progress-on-mission-2025-and-refreshed-sustainability-commitments) (✅ VERIFIED)* [Industry: The cost of eco-friendly cleaning](<https://wessexcleaning.com/eco/the-cost-effectiveness-of-using-eco-friendly-cleaning-supplies/>) (📄) INDUSTRY)*