Thom Wojtkun understands the role that building service contractors play in creating healthy environments, and at GOJO Industries, he is focused on providing solutions to help BSCs do this successfully.

“I wish there was a greater appreciation for the overwhelming value that the cleaning industry brings to society as a whole. Too often, the necessity of a clean, well-run facility — and the dedicated individuals that make it all possible — are taken for granted.”

**What are some trends that you see developing in the industry?**

The importance of employee health and well-being is becoming even more vital, and if health is deemed crucial, it must follow that a hygienic facility — with building measures in place to reduce absenteeism and increase productivity — is also crucial. Also, disruptive technology is everywhere, and it will come to the cleaning industry, which will, in turn, drive efficiencies. What specific form this technology will take is still being determined, but GOJO plans to be at the forefront.

**How do you drive innovation at GOJO?**

Innovation is part of the culture at GOJO. While science and technology have evolved, GOJO continues to apply the exploratory spirit and concern for well-being that were the foundation of the company at its founding in 1946. We listen and learn to find new ways to make life better for people around the world.
What are some of GOJO’s efforts to be sustainable and “green”? How does the company promote sustainability?

GOJO’s commitment to the three interconnected domains of sustainability include:

1. Social: Enhancing people’s quality of life and reducing risks to health and well-being
2. Environmental: Increasing the positive impact and reducing the negative impact on our ecosystem
3. Economic: Building economic strength and prosperity for GOJO and our stakeholders

In 2010, GOJO launched PURELL® Green Certified Instant Hand Sanitizer, which became the world’s first green certified hand sanitizer. This product joined a complete portfolio of green certified hand hygiene solutions that encourage healthy habits for people, support green cleaning efforts and reduce negative impacts on the environment. GOJO recently celebrated reaching 2015 sustainability goals to reduce water use, solid waste generation and greenhouse gas emissions (GHG) a year early. The company's hard work to work in more sustainable ways resulted in the reduction of water usage by 49 million gallons between 2010 and 2013, reduction of solid waste generated by 36 percent and reduction of GHG by 46 percent.

From a distributor perspective, what do you believe makes for a good working relationship with customers?

Any good working relationship with a customer is founded by understanding what is important to that customer, and then working tirelessly to meet those needs.

If there was one change that could be made to our industry that would have the largest positive impact, what would it be?

I wish there was a greater appreciation for the overwhelming value that the cleaning industry brings to society as a whole. Too often, the necessity of a clean, well-run facility — and the dedicated individuals that make it all possible — are taken for granted.

How would you describe your management style?

I like to tap into the collective wisdom of the group, so I’d consider my management style to be democratic. Our founder, Jerry Lippman, always expressed that “everything I know, I learned from someone else.” I believe a democratic management style to be an embodiment of that wonderful statement.

What tips do you have for employee retention?

People like to work for and stay at a company where they can feel a sense of purpose to what is being achieved on a greater human level. At GOJO, we are not simply about making soap and hand sanitizer — we are about saving lives and making life better through well-being solutions. That type of purpose instills a feeling that whatever a colleague’s role may be, it is important to more people than just those within the company’s four walls.

What do you think makes for a good corporate culture?

Fundamentally, I believe a company needs to clearly articulate its vision and values, then put in place individuals who embrace those beliefs and are impassioned about making them a reality.

What is the best piece of advice you’ve received in your career?

Play to your strengths. Everyone is blessed with certain talents, and if you can capitalize on those, success is much more likely.