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## **MilliCare Refreshes Brand, Launches New Website**

*Site designed to better serve customers, inform facility managers*

**LaGRANGE, Ga., [October 27, 2010]** – [MilliCare](#), a provider of environmentally sound textile and carpet cleaning services, recently completed a brand refresh and launched a new website to better serve customers and inform facility managers. MilliCare will reveal the new look and feel from the 2010 IFMA World Workplace Conference and Expo, held in Atlanta on October 27-29.

“The MilliCare brand has an updated look and feel that mirrors the mission of the company – to provide sustainable, total care to our customers,” states Debbie Michalak, Director of Marketing. “Many commercial cleaning and maintenance providers in the industry claim to be green, but MilliCare is totally committed to providing facilities with sustainable cleaning solutions – now and into the future.”

In addition to a fresh design, the new website includes an environmental impact calculator, franchise/provider locator, LEED-EBOM information, overview of MilliCare services, answers to frequently asked questions, and franchise opportunity details. For facility managers and other building management professionals, the site offers information on extending the life of carpet and textiles, improving indoor air quality, reducing water consumption and your carbon footprint, and customizing service plans for building spaces.

MilliCare products and services are certified and approved by Green Seal and the Carpet and Rug Institute (CRI) Seal of Approval. MilliCare is also a certified school through the Institute of Inspection, Cleaning and Restorative Certification (IICRC), and is a member the U.S. Green Building Council (USGBC). For more information about MilliCare, please visit [www.millicare.com](http://www.millicare.com).

### **About MilliCare**

MilliCare provides environmentally sound textile and carpet cleaning services internationally for Fortune 500 companies, government agencies, airports, hotels, and other commercial buildings. MilliCare provides facility managers with the products, services and knowledge they need to implement long-term maintenance plans that increase operational efficiencies and prolong the life-cycles of textiles and carpet. The MilliCare network – made up of over 80 franchise partners – is supported by an integrated team that includes manufacturing, industry-leading research and development, and certified cleaning professionals. For more information, please visit [www.millicare.com](http://www.millicare.com).

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