

**FDA Validated Critical Cleaning Detergents for Hospitals,
Medical Device and Pharmaceutical Companies**



**Elliot Lebowitz
Chief Operating Officer**

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Interview conducted by:
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“We are 75 years young. We have a vibrant staff. We are constantly looking for new cleaning challenges and bringing our new products.”- Elliot Lebowitz

CEOCFO: *Mr. Lebowitz, what is the idea behind Alconox?*

Mr. Lebowitz: We sell critical cleaning detergents to hospitals, the medical device, pharmaceutical and cosmeceutical industries. We understand that we supply companies that require exacting levels of quality control and technical service. Each product is tested by lot number and *Certificates of Analysis* are available for those end-users who have quality control or regulatory-compliance needs.

CEOCFO: *Would you give us an idea of the range of products and what they are used for?*

Mr. Lebowitz: Alconox has been in business since 1941. The ALCONOX® brand was introduced in 1941 for use in hospitals and laboratories as a hard surface cleaner that cleaned without leaving interfering residues. We manufacture a full line of critical cleaning detergents for a wide range of hard surface cleaning applications.

CEOCFO: *What is it about an Alconox product that makes it special?*

Mr. Lebowitz: Alconox, Inc. products are concentrated to be economical in use and contain only active ingredients. We are very competitive and when you look at the difference between the concentrations, sometimes we are half the price of other products that are out there.

CEOCFO: *Are most products in this arena sold as concentrated products as opposed to ready to use?*

Mr. Lebowitz: Some are ready to use but we do not sell anything that is ready to use. We have two types of products; liquid and powder. All our products are aqueous, meaning that you use water.

CEOCFO: *Would you tell me about quality and how you maintain and tweak your products as new materials become available?*

Mr. Lebowitz: Quality is the name of the game as far as we are concerned. We are in the midst of getting ISO 13485 certified, which will let the industries that we sell to know that we do have a quality manual on hand. Right now we have lot number traceability, so if there is a problem, we can have instant recalls, which we have never done. Every one of our products, because of the lot number, so you go back to the production sheets and know exactly when it was produced, who produced it, so when the pharmaceutical or the cosmeceutical or the medical device wants a certificate of analysis, we can trace it back even a year, two or five years down the road.

CEOCFO: *Why are you looking for the certifications now?*

Mr. Lebowitz: Basically it is because our customers are asking for it. Everything we do is to satisfy the end-user. We want them to choose our product over our competitors and getting ISO certified will make us stand out. It can ensure that if we follow the quality management system we devise, we will know that we will satisfy our customers and distributors alike.

CEOCFO: *Do most of your new customers know what they want and are they asking for products by name or do you help identify the proper product for a specific use?*

Mr. Lebowitz: Our technical support group will develop cleaning methods in our application laboratory and is available for on-site conferences with qualified buyers. Sometimes they send us a soil sample and the lab will determine which product is the best for cleaning that particular soil. We can also provide custom blended and private label detergents.

CEOCFO: *Will you tell us about your global reach?*

Mr. Lebowitz: We sell 40 countries worldwide.

CEOCFO: *Are you selling directly or do you work through distributors here and abroad?*

Mr. Lebowitz: We sell approximately 98% of our products through distribution. We have about 250 active distributors worldwide.

CEOCFO: *Are there special requirements in terms of shipping some of these products?*

Mr. Lebowitz: Some of them are hazmat. We have three products that are hazmat. There are certain requirements. We train our warehouse employees how to ship hazmat products. All are Hazmat certified.

CEOCFO: *What is new in the critical cleaning industry?*

Mr. Lebowitz: As I mentioned to you, Alconox® is pretty much the same formula that we have produced in 1941. Cleaning is cleaning and the formulations need to be able to clean. Most of our products work right off the shelf. We have to stay abreast of new soils and cleaning applications. There are certain soils, especially in the cosmetic industry, such as titanium dioxide and waterproof mascara, which are very difficult soils to clean. We have developed detergents to clean those.

CEOCFO: *What about in manufacturing equipment?*

Mr. Lebowitz: It is pretty basic. You blend the liquids and they go into a vat of anywhere up to 5000 gallons at a time. They are funneled into filling machines. We have a liquid filling line we fill quarts, gallons, and five gallon pails up to 55 gallon drums. The powders are blended in vats. Our basic package is a half-gallon milk gallon, which we are probably more known for than anything else. It is very recognizable. We have been using that package for probably 30 years or more. The packaging has not changed, the blending has become more refined. The more customers ask us to make more quality products we have to change filtering, the blending, and do more cleanouts. That part of the manufacturing process has changed.

CEOCFO: *How do you reach out to new or potential new customers?*

Mr. Lebowitz: We have a website. We are on social media. We do white papers. We do a lot of shows, industrial shows, pharmaceutical shows, medical device shows, packaging shows, where we can meet the people face to face.

CEOCFO: *Why is meeting them face to face important?*

Mr. Lebowitz: It gives us the opportunity to talk to potential customers about their cleaning processes and problems. We had one person who walked by at the last show I attended and asked if she was aware of Alconox and she said of course, what is a lab without Alconox? We are probably in every lab in the country. I asked if she had any cleaning problems. She said no. She walked on and then came back and said she did have a cleaning problem. We solved the problem and now she is buying a product that she did not buy before. Meeting face to face, being able to talk to them and ask them if they do have a cleaning problem is why it is important for us to be at shows.

CEOCFO: *What is the competitive landscape?*

Mr. Lebowitz: I think the competition has dropped over the last ten years because of the economy and government regulations. Small companies cannot keep up the regulations that are imposed on small businesses.

CEOCFO: *What is next for Alconox?*

Mr. Lebowitz: We are looking into more markets that we are not involved in right now, more in the industrial side than the pharmaceutical, medical device side.

CEOCFO: *Do you have the products but just have not been going into the industry?*

Mr. Lebowitz: We are in the midst of developing them right now.

CEOCFO: *Why now?*

Mr. Lebowitz: A company needs to grow and change in order to stay relevant. If you do not grow, you are going to stagnate and die. I do not want to see that.

CEOCFO: *Why pay attention to Alconox?*

Mr. Lebowitz: We are 75 years young. We have a vibrant staff. We are constantly looking for new cleaning challenges and bringing our new products.

