



Clean the World®

CLEAN THE WORLD PARTNERS WITH SOJO TO RECYCLE THEIR BATHROOM AMENITIES

Clean the World and sojo are fulfilling a common mission to lead the vacation rental industry by recycling bathroom amenities and reducing the amount of waste ending up in landfills.

Orlando, FL. (May 08, 2023) – [Clean the World](#), global leader in water, sanitation, hygiene, and sustainability is thrilled to welcome [sojo](#), the first company to create an automated amenity platform for the vacation rental industry, as a key partner in their [Hospitality Recycling Program](#).

"Not only do we want to provide relief to our clients through amenity automation, but to also encourage eco-friendly ways to do so," said Founder and CEO of sojo, Max Farley. "We are committed to participating in eco-conscious habits and are very excited to be launching our partnership with Clean the World to make that a reality."

Offering amenities on autopilot, sojo was founded to remove the headache of ordering, storing, and coordinating supplies by automating turnover operations. sojo provides property managers with the ability to connect reservation calendars to its system to automate the delivery of everything from bathroom, laundry, and kitchen amenities to pantry stock, maintenance items, and even guest gifts.

Property managers can choose from a catalog of quality, eco-friendly products designed with guests in mind, with the option to customize and private-label product packaging for a one-of-a-kind guest experience. Supply kits can be shipped to a main office or delivered in sync with turnover days to each individual property.

"We are thrilled about our partnership with sojo, as their innovative approach to supplying its partners with a turnkey recycling solution is not only the first of its kind in the vacation rental industry, but it is also bound to change the way business is conducted in the future.", said Founder and CEO of Clean the World, Shawn Seipler.

Sojo's program partners are now able to send used soap bars and plastic bottle amenities to one of Clean the World's multiple facilities in the US, where they are carefully recycled. Soap bars are sanitized, tested, and turned into new bars of soap, while the collected plastic is separated by type,

and turned into plastic flakes that are used to create new products, and the remaining liquid in the plastic bottles is sanitized, and used in detergents, floor cleaners, and fabric softeners.

To date, more than 75 million bars of soap have been distributed and 24 million pounds of waste have been diverted from landfills.



Clean the World is a social enterprise dedicated to the mission of saving millions of lives around the world while simultaneously diverting amenity waste generated by the hospitality industry. For more information, please visit cleantheworld.org.



sojo is the vacation rental industry's first automated amenity platform, offering curated supply kits to improve the guest experience and turnover operations. Never worry about coordinating supplies on turnover days again. Simply connect your reservation calendar to automate the delivery of everything from bathroom, laundry, kitchen, pantry stock, maintenance items, and even guest gifts. For more information, visit getsojo.com.

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Media Contact:

For more information, please email: marketing@cleantheworld.org

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