

Promotion

# MINNESOTA

## WOMEN IN BUSINESS



As Seen In... *Forbes*, January 12, 2009

## SDQ Ltd.

*Twin Cities' Leading Janitorial Firm Offers Service, Dependability and Quality*



In February 2008, when SDQ Ltd. was ranked No. 3 on the *Minneapolis/St. Paul Business Journal's* Top 25 list of janitorial service firms, CEO and Chairman Marie Bak was pleased — but not surprised.

After all, she knew the company consistently raised the bar in defining service, dependability and quality. She knew its employees were the best in the business, and she was confident its prices were competitive and fair.

Six months later, Bak was equally gratified — but, again, not surprised — when SDQ was named to *Inc.com's* list of the 5000 fastest-growing private companies in the U.S. Asked to comment at the time, she credited the company's success to its dedication to its customers, attention to detail and meticulous emphasis on green cleaning.

### 2008 Honors and Accolades for SDQ Ltd.

- Top 25 Janitorial Service Firms (#3) – *Minneapolis-St. Paul Business Journal*
- Top 25 Minority-Owned Businesses (#9) – *Minneapolis-St. Paul Business Journal*
- Minnesota's Top Women-Owned Businesses 2008 (#17) – *Minneapolis-St. Paul Business Journal*
- *Inc.com* 5000 fastest-growing private companies in the country and one of the top three janitorial companies in the Midwest



M. Marie Bak, Chairman & CEO

### 'Our People Make the Difference'

They don't come in a bottle or a can. They can't be applied with a mop or a sponge. And you can't buy them in a supermarket or hardware store. But, in Marie Bak's experience, good employees who bring skill and dignity to the job are the most powerful cleaning solution available.

"Our people make the difference, and our clients know it," she says. "They're trustworthy, intelligent and take pride in their work. And they allow us to provide better service at a reduced cost."

Bak notes that all of her employees are "highly qualified people" who have undergone extensive training and in-depth background checks. "Our employees are the number one reason we've been so successful," Bak says.

SDQ has been partnering with companies in the Twin Cities and throughout Minnesota for nearly 25 years, bringing a woman's unique perspective to the process. Bak's perspective, which shines particularly bright in a traditionally male dominated industry, has worked to foster relationships and look out for clients' best interests.

### 'We Deliver What We Promise'

Bak lived in Soviet-controlled Poland, where women lacked the freedom to own their own businesses, for two years in the 1970s. This experience inspired her to become an entrepreneur in a field where personal pride and a personal touch could make a difference. She started SDQ in 1984 with one commercial janitorial account.

Today, SDQ is a medium-size company with more than 500 employees and associates. It provides full janitorial services for buildings of all types and sizes, cleaning more than 30 million square feet nightly. The firm also offers disaster cleanup, furniture maintenance, carpet and window cleaning, and more. And, because "office messes don't always happen between the hours of eight and five," its call center is fully staffed and ready to provide personal attention 24/7.

But for all its growth and success, SDQ has never lost sight of its original values, Bak says. "We are always on time and on task, and we deliver what we promise. We say what we do, and we do what we say."



SERVICE | DEPENDABILITY | QUALITY

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