

TRAINING & EDUCATION

The INTEGRA®
Dispatch

Volume Twenty Two / Number Two
Second Quarter 2011

Hi Everyone!

We hope you enjoyed the last issue of the **DISPATCH** as much as we enjoyed bringing it to you. Celebrating our 100th year is, of course, extra special. We'll let you know how it progresses.

This quarter, we're shifting gears and focusing on education, training and sales support 'tools'. If you were to ask owners and administrators what major challenges concern them the most, high employee turnover would certainly rank high on the list. To give you just one example: In the skilled nursing home field, the annual turnover average – nationally – approaches a whopping 47%*. This puts enormous pressure on management and budgets.



We feel strongly — even passionately — that providing training and educational opportunities and the tools to leverage them is part of our mission. This is one reason why we've invested so heavily in our **INTEGRA® University** initiative.

We just completed a most successful **Top Selling** marketing class here in Litchfield. The feedback was very encouraging. We wish more would take advantage of this unique service. [For a complete list of our classes go to our web-site: theintegraprogram.com]. We are in the process of **Beta-Testing** a web-based training course for chemical specialists. Early indications are quite positive.

We've just launched the first phase of our web-based **Proposal Builder**. It allows a sales rep or chemical specialist to produce a professional looking presentation proposal in less than 15 minutes. He or she can then save that proposal – online – for future reference. Those are just a few examples of what we offer now.

Here's what we have in the works:

1. Several additional levels of online training courses aimed at sharpening and expanding the skill sets of our growing network of chemical specialists.
2. A 24/7/365 web-based training and certification regimen for institutional employees who use our chemical programs.
3. A full-fledged marketing and education webinar program.
4. An **INTEGRA®** app, tablet technology compatible, for chemical specialists and sales reps.

These and other programs are all designed to do one thing: Help you obtain and maintain competitive advantage. We hope you find this issue informative. We also urge you to take full advantage of what we have to offer.

To great selling,

*Source: SilverChair Learning / Systems/Charlottesville, VA

Leif



IN THIS ISSUE

Page 2
High Performance Green

Page 3
The Next 100 Years

Page 4
Pinnacle Services™

Page 5
Technical Services / Top-Selling Dose

Page 6
The Next 100 Years Continuation

A QUARTERLY NEWSLETTER
BRINGING YOU PROGRAM HIGHLIGHTS,
NEW PRODUCTS, SERVICES AND IDEAS.



GREEN CLEANING AND FOODSERVICE

Green cleaning is cleaning for health without harming the environment. In foodservice, meeting stringent public health and sanitation requirements is a top priority. Exacting a green cleaning program means using environmentally preferable products and procedures to achieve that goal. Health and safety are never compromised.

Remember that transitioning to green cleaning for foodservice is not an all or nothing process. A few small changes at a time can produce significant results. Here are a few examples:

- Step 1** Get started ... educate employees on what is green.

- Step 2** Use green products approved by the DfE. Use concentrates, always look for ways to reduce chemical usage.

- Step 3** Use energy efficient equipment, micro fiber mops, reusable trays.

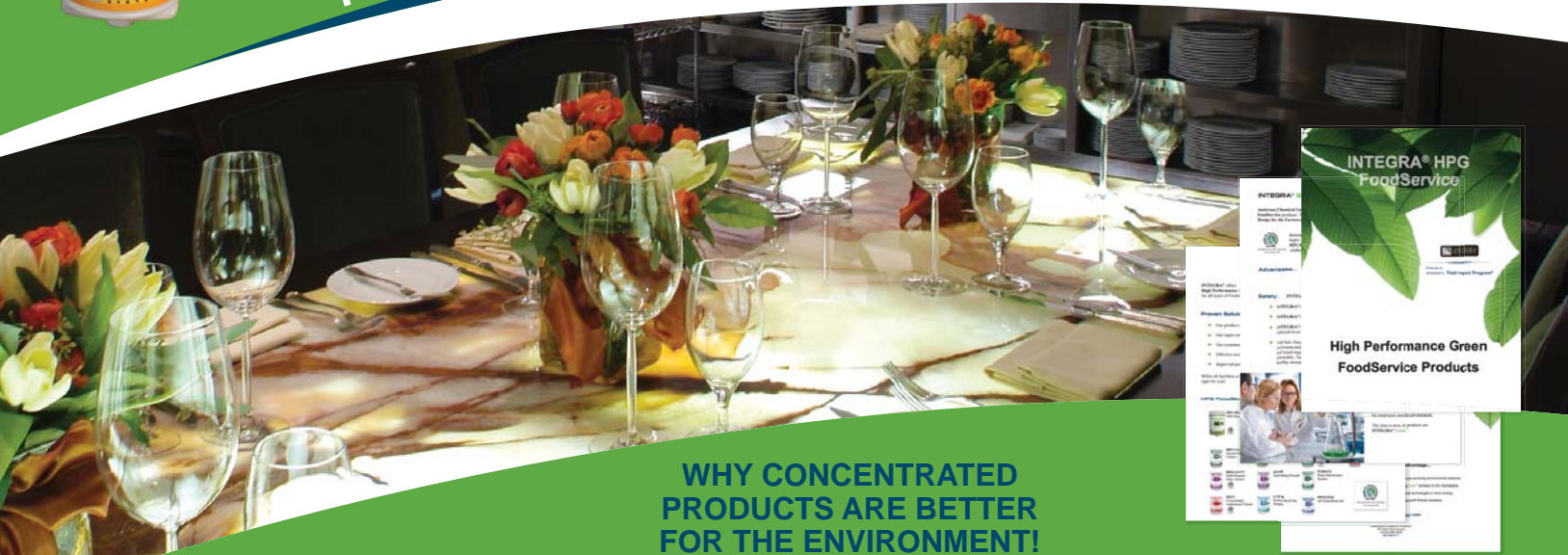
- Step 4** Implement green cleaning procedures. Adopt recycling and waste management practices. Training staff in sanitation practices increases cleaning.

With so many effective and cost comparable products available from INTEGRA®, it's easier than ever to develop your green cleaning program. Ask your IPR to help you get started today!



COMING SOON! HIGH PERFORMANCE GREEN FOODSERVICE PRODUCTS

by Wolf Schiller



WHY CONCENTRATED PRODUCTS ARE BETTER FOR THE ENVIRONMENT!

Concentrated cleaners are now more popular than ever. After all, price isn't the only consideration when choosing a product for your facility. Concentrated detergents give you more bang for your buck. We all want more value for our money.

HPG products and literature coming soon!

When you buy product, it is manufactured, packaged and shipped. The cost of shipping and packaging is more than financial. Product packaging and shipping leave a carbon footprint.

Concentrated products reduce this footprint by reducing packaging and fuel consumption. Consumers can make a positive impact on the environment just by switching to INTEGRA®.



THE NEXT 100 YEARS... by John White

Having got the first 100 years of business under their belts, the folks at Anderson Chemical Company now face the next 100. Although it is next to impossible to predict where this company will be at the end of the second 100, we can certainly make some educated guesses. In the near term, four trends will be certain:

1. Baby boomers have officially entered their sixties and will be depending more and more on the American health care system. This will change health care as we know it, this change will favor Anderson Chemical Company. Health care requires a high level of cleaning, this means opportunities. "The Boom" will last thirty years, possibly longer, depending on advances in curing the diseases of aging.



2. Some federal agency will soon develop a meaningful (and enforceable) definition of "green" chemistry. When this happens, all the hucksters now selling anything and everything under the banner of green will be put out of business. A true green wave will sweep the chemical industry. Within ten years, green chemistry will dominate the marketplace. (Good to know Anderson is positioning itself for this right now.)



3. The shrinking supply of fossil fuels will make the cost of manufacturing our products more costly. More importantly, the cost of delivery will skyrocket. (Alternative fuels are at least 20 years out and likely further in some cases.) These two inevitable events will force the issue on concentrating products and exploring more creative product packaging.



4. The things we clean will require less cleaning. Hard surfaces will be sealed in such a way that nothing will stick to or penetrate them – a simple wiping with a clean dry cloth will be all that is necessary. Advances in fabrics and textiles will allow for cleaning by simply shaking soils out of items like sheets and towels. A futuristic laundry machine might simply vibrate soils out of fabric using mechanical action only – no water, no chemicals.

All of these trends are in play right now, some good and some bad. Survival depends on how well we prepare and react when the inevitable happens. Passing of the baby boomers and weaning off fossil fuels will take a few decades. The move to **green** and **easy-to-clean** items will happen sooner. As to the future beyond the next 30 years, here are a few guesses based on my readings:

1. As we understand the process today, aging and the diseases of aging will disappear. This means that many of the fourth generation of Anderson Chemical Company family members, as well as some of its current employees, will live to see the 200th anniversary.

2. The Internet as we know it now, will be considered primitive, and by 2050, an "internet" will be in place with one billion times the capacity and capability of today's Internet. One of the things this system will allow is the delivery of our products electronically through a process called "Point of Use Manufacturing." This is not just science fiction; it is being worked on as you read this. This will obviously change the way we set up accounts, how we deliver products and how we charge the customer.



3. Due to wild and unpredictable fluctuations in the value of currencies (including the US dollar), a sophisticated form of barter will emerge, whereby real things and real services are used as the new currency. This will be aided by the new internet and will be both formal and informal in nature. Individuals and enterprises will get credits for the value they produce and these points will be considered "real" money. Paper money will be useless in the face of barter points. Governments will be powerless to prevent this.



4. Finally, true artificial intelligence is just around the corner, maybe 20 years at the most. This means that people will be replaced by robots, especially those people with simple repetitive jobs. From Anderson Chemical's point of view, this means that many people who use our products (cleaners used by cleaners) will be robots and not subject to human foibles. This situation will change the way we deliver service and end user training.



...continued on page 6

HPG - High Performance Green

Kitchen product line expands to include **HPG Auto Dish**, **HPG Rinse**, **HPG Delimer** and **HPG Oven & Grill**

We were recently notified that our four new kitchen products have passed the **Design for the Environment Safer Product Labeling** Program chemical screens. These products



Recognized for Safer Chemistry
www.epa.gov/dfe

have all passed the newest, most rigorous chemical criteria to date. Of special note is the requirement that products are formulated in the pH range of 2.5 to 11.5.

That requirement alone requires these products to be formulated differently from standard high alkaline auto dish and oven and grill products, and highly acidic delimers. We are excited about the new chemistry and pleased with the level of performance. None of the HPG products require DOT labeling.

This is a great time to be formulating green products! With increased demand by consumers and formulators, a wider variety of materials have become more readily available and at prices per pound that are realistic. We expect this trend to extend into the future. In the near future, look for an Anderson green silverware pre-soak and hand pot and pan detergent. They are on the bench and scheduled for submission for the first round of toxicological screening next month.



HPG PRODUCT FORMULATIONS



HPG AUTO DISH is formulated with green polymers, detergent builders, and a non-caustic base. Works in hard water and rinses easily with no caustic film.



HPG RINSE is non-foaming and formulated with green sheeting and drying agents. **HPG RINSE** leaves dishes and glassware streak and spot free. **HPG RINSE** is a non-foaming formula.



HPG OVEN & GRILL is based on green detergents and builders and will not leave a caustic film. **HPG OVEN & GRILL** cleans comparably to high alkaline formulas with significantly less discoloration. No rinsing is necessary under normal conditions.



HPG DELIMER dissolves soap scum and hard water film. Removes limestone deposits and is biodegradable.

Currently **INTEGRA**® offers our distributor network partners two training classes at **INTEGRA**® University in Litchfield, MN. **Silver Certification** is geared to the chemical technician. The class focuses on the technical aspects of the warewashing, laundry and housekeeping programs, as well as dealing with real conflict resolution situations.

The other class is **TOP SELLING** with **INTEGRA**®, which focuses on “how to sell **INTEGRA**®.” The course content ranges from learning how to demonstrate **INTEGRA**®’s System, to how to conduct a survey and prepare a sales proposal. Besides the selling techniques for the **INTEGRA**® warewashing and laundry programs, a section is devoted to selling our **DOSE™** by **Surflex**® housekeeping system.

Positioning **DOSE™** as a simple, cost effective alternative to costly ready-to-use products is the main selling point. **DOSE™** offers the simplicity and easy-to-use features of ready-to-use, but without the high cost factor associated with RTUs.

One of the **DOSE™** products, **Sani Quik**, is a no-rinse quat sanitizer for food and non-contact food surfaces. SYSCO sells their ready-to-use version for about \$2.25/32 oz. spray bottle. End user cost for **Sani Quik** is \$0.18/32 oz. spray bottle. Other products such as glass cleaner, air freshener, restroom cleaner, etc. are also more cost effective than their comparable ready-to-use products.

“TOP-SELLING” DOSE!



For more information, contact your **INTEGRA**® Program Representative or visit the **INTEGRA**® website at www.theintegraprogram.com.

by Howard Puczko / Housekeeping Product Line Manager
howard@accmn.com

YOUR MOST UNHAPPY CUSTOMERS ARE YOUR GREATEST SOURCE OF LEARNING.
BILL GATES



ANDERSON CHEMICAL COMPANY
325 South Davis Avenue
Litchfield, MN 55355



Recognized for Safer Chemistry
www.epa.gov/dfe



INTEGRA® Green™
Environmentally Preferable Chemistry

THE NEXT 100 YEARS continued from page 3:

The **Anderson Chemical Company** of 2111 will be very different than the same company of today. The need for education and training will accelerate and because of the folding in of rapid technological change, successful training will require a more tech-savvy student.

Since its inception, **INTEGRA® University** has gone through many changes and will continue to evolve as the situation demands.

Anderson Chemical Company is committed to training and will be in the lead for the next 100 years.

Celebrating 100 Years!



theintegraprogram.com

An important mission of the INTEGRA® staff is keeping our customers informed of the best ways to profitably grow their INTEGRA® chemical program.