

THE INTEGRA®

Dispatch



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

Volume Twenty One
Number Four
Fourth Quarter 2010

C-STORES

GROCERIES

HEALTHCARE

HEALTHCLUBS

HOTELS

RESTAURANTS

SCHOOLS

SPAS

DOSE™ by SURFLEX® “TESTIMONIALS”

Hi Everyone,

As we near 2011 we are gearing up to celebrate our **100th Anniversary** as a company. We'll observe the century mark with enthusiasm and optimism.

We have just added another member of the fourth generation. You do this with the intent of carrying on the legacy left to you by parents and grandparents. You also do this because you believe there is a bright future for the company.

We believe that future is promising for any number of reasons — new technologies, added support services, expanding distribution, etc. Primarily, though, it is due to the quality of our people and those we work with in our national distribution network.

We, of course, can't predict what the new year will bring in terms of economic opportunities or challenges. All I know is that I like our chances to both survive and thrive.

This issue of the **DISPATCH** is dedicated to success stories of our new housekeeping system — **DOSE™ by SurFlex®**. We're pleased with how it has been received and wanted to share what others are saying about it.

Everyone in sales looks for an 'edge' — something new, hopefully innovative to market. We believe that **DOSE™** qualifies on both counts...in spades.

We highly recommend that you take a very close look at what this technology has to offer — either as a stand alone sale or a terrific door-opener for your other product lines.

We appreciate the opportunity to work with you. We look forward to growing with you during our 100th year and for many years beyond.

To excellent selling!

Regards,

Leif

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



ANDERSON CHEMICAL COMPANY
325 South Davis Avenue
Litchfield, MN 55355



"DOSE™ is so simple to use and the savings are awesome, better than \$3 a bottle for RTU. Wish we had this years ago!"

*Dawn
Elm Tree Diner, Houlton, ME*

"The DOSE™ system is awesome! The products work really well and the cost... WOW! I am getting great cleaning products for literally cents per bottle".

*Rebecca Bubak
Buffalo Wallow Bar and Grill
Sisseton, South Dakota*

- Floors
- Counters
- Chairs
- Tables
- Stainless Steel
- Equipment
- Walls
- Grills
- Appliances
- Restrooms

Distributors continually look for new ways to make themselves distinct in the marketplace. For **HAWKEYE FOODS**, a broadliner based out of Iowa, they've been able to do so through a diverse mix of product offerings and service. **HAWKEYE** has recently brought in the **DOSE™** Housekeeping line. They now feel they can go anywhere and sell because of the uniqueness of the **DOSE™** products and systems. Everybody needs to clean. **DOSE™** brings convenience to customers. **DOSE™** and **HAWKEYE's** service compliment each other when going into accounts. This is a powerful combination in today's market. The phrase "walk the talk" is one that's common place as customers expect distributors to contribute in ways that go beyond selling product. The combination of unique simplicity and service will definitely give you the distinction you need to survive in today's tough marketplace. **HAWKEYE** is in the process of converting many of their customers to **DOSE™**. A strategy that will serve them well.



- Floors
- Showers
- Kitchen Equipment
- Glass
- Chairs
- Walls
- Furniture
- Restrooms



- Kitchen Equipment
- Floors
- Glass
- Counters
- Chairs
- Walls
- Restrooms
- Equipment
- Beds

I just started using the DOSE™ by Surfex® System in my kitchen a few weeks ago. As of now, it has replaced most of my cleaning products. I find that it is easy to use, and very effective. My employees are no longer pouring products into spray bottles and guessing at the amounts. With DOSE™, I always get the correct amount of concentrate in the spray bottle before mixing it with water - this gives me added security, especially with Sani Quik, my spray and wipe sanitizer. Employees find the DOSE™ System easy to use and they like the products. One product I personally like is Natural; I've found it to be very effective on the heavy grease that splatters on the wall behind the deep fat fryer. Six shots of Natural in a spray bottle really does the trick.

*Karen White - Dietary Manager
Castle Pines Nursing and Rehabilitation Center / Lufkin, Texas*

"It's like shooting fish in a barrel... it's a no brainer! Since the introduction of the DOSE™ program at Dennis Paper & Foodservice, we have been able to acquire new customers and expand our product line within established customers. The system sells itself and is economical to use versus the RTU or aerosols. Color-coding eliminates product misuse and confusion. The dosing cup is accurate and has received positive customer feedback. We are very excited about the sales opportunities within our marketplace."

*Andy Simpko, Program Manager
Dennis Paper & Foodservice, Bangor, ME*



- Chairs
- Walls
- Tables
- Desks
- Glass
- Kitchen Equipment
- Restrooms
- Floors

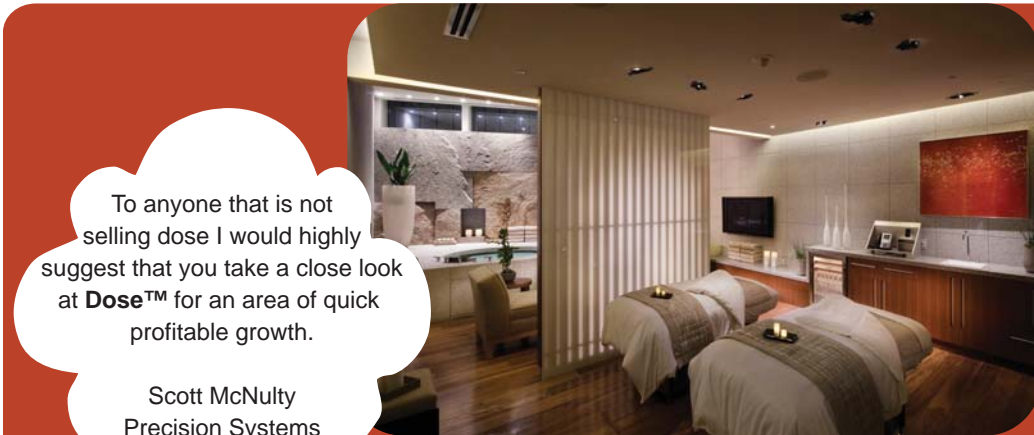


Cash-Wa Distributing of Aberdeen, SD took full advantage out of the gate with the newly released DOSE™ Housekeeping System by Anderson Chemical. Along with many other installations one of their new customers is a group of convenience stores called Shop 'N Carts.

With a recent visit to one of their locations, we took some time to visit with Nicki, the manager. We asked her how the new system rated compared to her past methods. She commented that DOSE™ is simple to use and very easy to train staff. The products work great and she is very appreciative that it will fit into a compact space.

Shop N Cart/Sioux Falls, SD (6 locations)

- Floors
- Glass
- Register
- Walls
- Counters
- Restrooms
- Shelving
- Pumps
- Display Cases



To anyone that is not selling dose I would highly suggest that you take a close look at **Dose™** for an area of quick profitable growth.

Scott McNulty
Precision Systems

- Floors
- Glass
- Exercise Equipment
- Restrooms
- Counters
- Showers

July sales have beaten June sales as GINSBERG's chemical programs highest gross sales ever. This was due mostly to new sales of Dose™ products. With the reintroduction of Dose™ and the addition of Sani Quik early this summer, sales of Dose™ have skyrocketed. In early July I had to ship an additional pallet of Dose™ equipment to our service team for installations.

Program Manager, Robert Bonnes and the sales team at GINSBERG's have been selling the Dose™ system faster than our service team of Tim and Bob can install them. Dose™ was just what we needed to get this program to the next level.

Precision Systems
Scott McNulty



Best Thing About Dose™... easy to install!



1 **DOSE™** is a quick install because you don't need water, just some unencumbered wall space (#1).

With **DOSE™** dispensing, water availability is not a consideration. You don't really need lots of tools either, just a level and a Phillips screwdriver (#2).



3 It's also useful to have a stud finder handy depending on the type of wall you're working with. In this case, I'm working with wallboard, so my first step is to find some studs (#3).

After I locate the wall studs, I'll mark a level line across the wall surface intersecting with the studs (#4). This will allow me to set screws into the studs and have more strength and stability when I mount my dispensers.



5 I also want the dispensers to be in-line and level. My next step is to screw the **DOSE™** dispenser bracket to the wall keeping it level and making the best use of the stud locations (#5).

Now that the bracket is in place, it's just a matter of putting the **DOSE™** system together and labeling the product locations (#6).



7 Now that the system is up, we can start using the products. **DOSE™** is simple to use. The operator simply presses upward with an empty spray bottle (#7).

After the "dosed" bottle is filled with water (#8), the operator attaches the spray head and is ready to use the products.



2



4



6



8



1. Turn white cap **counterclockwise** and unscrew cap.

New improved packaging for **DOSE™** products began on September 1st. With safety being our number one goal during this upgrade, Anderson Chemical's production facility has begun using a counter bored neck on the 64 oz mini capsule. This new bottle design will now accept a counter bored SurSeal™ valve (tapered to fit).

Lift `N` Peel™

This change has allowed production to begin using a Lift `N` Peel Induction Seal on all **DOSE™** 64 oz mini capsules. Our distributor partners should be seeing this important change on their next orders.

Jim Alsleben
jalsleben@accommn.com



2. Lift up on "Lift `N` Peel™" portion of seal.



3. Invert and insert capsule into **DOSE™** dispenser.



4. Turn capsule **clockwise** to tighten until product name is center on **DOSE™** dispenser.



ANDERSON CHEMICAL COMPANY
325 South Davis Avenue
LITCHFIELD MN 55355



INTEGRA® Green™
Environmentally Preferable Chemistry



Recognized for Safer Chemistry
www.epa.gov/dfe



Overall Performance

- Excellent Performance
- Good Performance
- Average Performance
- Poor Performance

DOSE™
by SURFLEX®

How is **DOSE™** performing in your facility?



Dispense premeasured product...



and add water!



Send your comments to
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