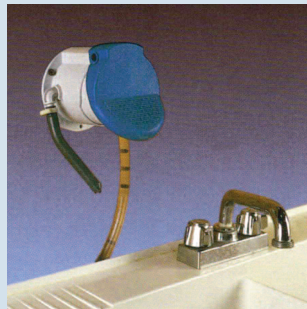


DISPATCH

EQUIPMENT QUIPS

For dispensing concentrated chemical into any open container such as spray bottle or kitchen sink, Dema's 302 series hand pump is an excellent choice.



The large surface on the push lever makes it comfortable to use and it's available in 1 or 2 oz. versions for versatility. The 302 mounts on a vertical or horizontal surface.

When diluting the product with water, the Dema 633 series "Blend Center" is a very simple and effective installation. The unit is very compact and lightweight and mounts with only two screws. The "Push button activator" comes in many colors and moves very easily. The "633" is available in 1 and 4 GPM units and they can be mounted together in any combination. The Units are built with DEMA's ASSE 1055B approved Action Gap backflow prevention.



Jess Granlund

DOT Shipping Information...

The following products now have DOT shipping information assigned to them:

- BARRIER II
Corrosive Liquid, N.O.S.
(Quaternary Ammonium Chloride), 8
- SOFT Q
Flammable Liquid, N.O.S.
(Isopropanol) 3
UN1993, PG111

Also the DOT shipping information for the product PROTECT has been changed to Compounds, Cleaning Liquid (Sodium Hydroxide/Sodium Hypochlorite), NA1760, PGI due to a recent formula change.

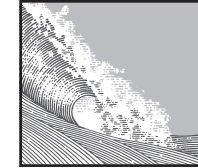
This information must be on the Bill of Lading when shipping these products."

Please make certain that your customers are aware of this change and obtain new MSDS's from the website- www.theintegraprogram.com.

FYI...

The following MSDS forms have been updated: Barrier II, Laundry Emulsifier, Liquid Laundry Breaker, No-Rinse Quat 7, Powdered Deep Fry Clean, Prelude, Soft Q, Protect and Aluminum Safe Detergent.

Updated forms are available on the web site.



THE INTEGRA PROGRAM®

DISPATCH

JULY/AUGUST 2006

Volume Seventeen Number Four

Look'n Ahead

Hi Everyone!

We've got two things 'front and center' for this issue: (1) easy money and (2) a special anniversary.

On the surface they might not seem related, but there's more here than meets the eye.

Under the heading of "Easy Money" the focus is looking beyond machine products to the so-called non-service arena - in both the kitchen and the laundry.

More often than not we walk right by these when many times all we have to do is merely ask for the order.

Somebody is going to sell your customer pot and pan, presoak, quat sanitizer, floor cleaner, drain maintenance products to name several. The question is, as always, will it be you or a competitor. Why leave this sale 'on the table'?

Speaking of easy money, we're celebrating INTEGRA's 10th Anniversary on August 15th.

One of the reasons the INTEGRA System® was created a decade ago was to make getting reorders for non-service products as close to a 'no-brainer' as you'll find.

We're a little puzzled why more people don't take full advantage of it. At a time of sliding margins and commissions, INTEGRA System® products give you the chance to buck that ugly trend. We encourage you to give it a try!

One final thought... We hope you're taking the time to introduce your customers to our newest INTEGRA family member — the BIO CLEAN system. This neutral pH, enzyme-based floor cleaner is proving to be a true champion. Check it out at our web-site: www.theintegraprogram.com.

We hope the second half of 2006 is a real winner for you. To great selling!

Leif E. Anderson

Place
Stamp
Here

SALES PERSON or ORDER TAKER?

Are you a sales person an an order taker? Do you know the difference?

An order taker is someone who shows up at the same accounts every week. When they arrive they usually make small talk with the customer, write an order and then leave. They say, "See you next week."

The order taker very seldom brings in a new product to be sold or almost never does product demos. They almost always sell on price. When they lose an account, they always tell you the competitor cut the price.

I have a suggestion for all of the order takers - start doing what sales people do - SELL! If you don't, a sales person out there will.

Top sales people are always looking for ways to solve problems and for opportunities. They take the time to learn about products and systems. To go from order taker to sales person take out a few products, study and learn them. Once you're confident with the products take them out and demo them. You'll be amazed with the results.

If you take five minutes per call to talk about five new products, you'll make an extra \$5,000 this year. We'll call this the "555 Plan". I challenge all of you to sit down and make a list of the five products you'll demo.

Let's see:

- BIO CLEAN**
- NATURAL**
- DELIMER**
- SUPER OVEN/GRILL**
- RIVER RAPIDS FRESH**

Think about how these five might solve some customers' problems. Make a list of five customers you will call on. Once you are at the account tell them about these fine products and demo them!

Remember the "555 Plan" and make an effort to become a sales person. If you don't and you remain an order taker you'll make yourself vulnerable to a good sales person.

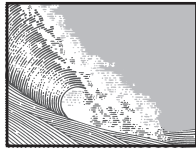
Wolfgang Schiller



of Anderson Chemical Company

P.O. Box 1041
Litchfield, Minnesota 55355





AN-CARE® TECHNICAL SERVICES... KITCHEN & LAUNDRY PRODUCT LINES

There are a number of unsung heroes in our kitchen and laundry product lines and today's issue provides you the opportunity to have them spread out for your review. They can be considered ancillary products or add-on's, if you will, to your standard kitchen and laundry programs. Regardless of how you choose to categorize them, they shine as products to complete your customers' programs...they separate the good programs from the excellent programs. They are simply the "stuff" that allows you to provide a complete program for the laundry or kitchen manager who relies on your expertise to keep their facilities operating at top performance.

We here at An-Care® Technical Services use these products every day to solve problems and enhance performance in the kitchen and laundry. The products are great tools...they are fantastic performers, simple to use and can solve - or prevent - a multitude of problems.

The laundry products we're talking about include:

- **Alpha** - is a powerful breaker enhanced with water conditioners. It is paired with Omega in the DUO System® but can be used very effectively with other products in hard water conditions.
- **Iron Stain Remover** - is an oxalic acid based powder available in 2x10# shaker containers - great to keep for intermittent iron problems (new construction, new pipes, iron supplements and medications). A great tool to identify iron as a problem when linen quality wavers. Almost instant iron stain removal from linen.
- **Laundry Enzyme Presoak** - a great presoak for all types of linens. Contains enzymes, water conditioners, optical brighteners, alkaline builders and color safe bleach. Great for colored athletic uniforms and a multitude of stubborn soil conditions (grass, wine, sebum). Available in 2x10# shaker containers - this is a "must" to keep under the laundry sink - or build into regular Friday night football game uniform wash programs.
- **Medicinal Stain Remover** - just what it says...a good response for hospitals, nursing homes and care facilities for the mix of stains they encounter.
- **Omega** - detergent is a pair with Alpha for a great two product - DUO System® program.
- **Reclaim** - is probably the best weapon against stains available! As a powder it can be added to a regular wash program to provide a boost in water conditioning, alkalinity and chlorine bleach performance. This is what we generally use when we get dingy or stained linen in the lab for reclamation. Great product, another "must have" on the reserve shelf!
- **Spotter Kit** - Contains three great stain removal products: **Release** for general spotting and odor removal (enzyme based); **Grime Away** for grease and oil removal ((delimonene (orange oil) based)); **Rust Off** - non-acid iron remover. These products can also be purchased in cases of individual product as well.

KITCHEN PROGRAMS CAN BE ENHANCED WITH THE FOLLOWING PRODUCTS:

- **Invade** - Get a head start on the dishwasher with a concentrated silverware presoak. Detergents in Invade loosen soil quickly and help provide for better looking flatware.
- **Pot and Pan Detergents** - a wide variety available. Check out **Luster** with Orchard Breeze fragrance, **Green Apple Pot & Pan** with the very popular (yes!) green apple, and **Citri Suds** with Citrus Splash fragrance. All of these are recently reformulated fragrances based on national fragrance preference testing. We also have old favorites, lemon and cherry as well.
- **Powdered Destaining Agent** - a great presoak and stain remover for china and tableware. Safe on plastic and not as aggressive on glazes as chlorine. Gives old tableware a fresh new look.
- **Power Sink Detergent** - low/no foam detergent for power sink units. It's a great product for those soaking pot and pan jacuzzis!
- **Silverware Presoak** - not only is Silverware Presoak a great presoak, it has detarnishing capabilities for your high-end silver products. Follow use directions!
- **Super Oven/Grill** - a great combination of ingredients to handle baked and burned on food soils. Saponifies grease on grills, stove tops, hoods and counters. Easily rinsed or wiped off.

The success of any program depends on attention to detail. At An-Care® Technical Services we are excited about the products listed above because they help us, and you, as technical or sales representatives to provide a means to achieve excellent results in all situations for your accounts. In the eyes of your customers, attention to detail and outstanding performance are a measure of your chemical program. We know that the products above can go a long way in providing customer satisfaction, outstanding performance and success of your program.

Never hesitate to give An-Care® Tech Service a call if you have questions on applications or performance of these special products! We'll be glad to share our enthusiasm!

SOME THINGS JUST GO TOGETHER NATURALLY

Like a burger and fries, apple pie and ice cream, or pizza and beer. It's just natural! How about this? Automobiles with air conditioning... Or this, a suit and a tie, or a purse and matching shoes. I could go on and on.

Now let me ask you the following questions: If you owned an automobile dealership would you load your lot with cars absent air conditioning? I doubt it! If you owned a hamburger stand, would you tell a customer, "sorry, we don't offer fries..." Hardly! And as the owner of a ladies accessory store, would you sell handbags without a complementary line of shoes to go along with them? No way!

In each of these cases, you'd be crazy to miss those extra dollars associated with the main product you're selling (not to mention the customers you'd lose!). Let's do a little math here: Assume that automobile air conditioning costs an extra \$600 on each unit. Now let's say your dealership sells 500 cars a year. Let's see, that's \$300,000 a year in lost revenues. And of course, you probably wouldn't sell those 500 cars, because nobody wants an auto without air anyway!

Now what if you're in the burger business? Same thing. Say you sell 500 burgers a day, and at 75¢ each, fries go out the window with burgers about 90 percent of the time. That's \$337.50 in revenues you'd lose every day, or \$123,189 a year in high margin sales!

Now the final example; say you're in the lady's accessories business, and you sell 35 purses every day. You find that 60 percent of your patrons will also buy a new pair of shoes to go along with their new purse. At an average cost of \$160 per pair, that's \$3,360 a day in shoe sales tied to purses.¹ Would you *not* be in the shoe business? Of course not!

BUT, and this is a big one! Every day I see reps selling Conquer and Spotless for the dishwasher, but no Invade to soak the silver – lost revenue! I see the dishwasher set up but not the pot and pan sink, or the floor cleaner, or the oven cleaner, and so on. LOST REVENUE, LOST REVENUE!!

Every day I see laundry machines set up, but no Stain Removal System, no RTU stain removing products, no Enzyme Presoak, etc... LOST REVENUES again and again.

Like so many businesses, we in the chemical applications field have "naturals" that are easy to sell (and in fact, the customer expects them), and make you and your company lots of extra dollars.

INTEGRA has been designed as an "envelope" line. That is, it's complete, and has all the complementary products that form natural combinations to help your customers, make you more money, and keep your competitors out.

So do yourself a favor, go through your customer records and discover all the missed opportunities from natural combinations, then go out and get them. Chances are your sales could go up 30 or 40 percent.

John White – WHITE CONSULTING

¹ This is a perfect example of complimentary merchandising, because the example works both ways. Many women buying shoes will also buy a purse to go along with them. These two items re-enforce the sales of each other from both directions. This principle is present in the chemical applications business too, as when a single product can be the gateway into even more of a customer's business.

GREEN BAY PLASTICS

This month's vendor profile features Green Bay Plastics. This family run business is



similar to Anderson because of its' strong ties to family and to a hard work ethic. Green Bay Plastics has been a strong partner to us for over 15 years. They supply us with the Integra containers, as well as other special blow molded plastic bottles. When the Integra Program® was just a concept, Green Bay Plastics assisted us with the initial container design. Mike Hogan, President, has been a consistent part of our supplier group. When we suggested the ring grips on the Integra bottles, Mike worked to see that the changes were completed with minimal cost and zero down time. Additionally, when we needed a tighter tolerance for the opening on our container to accommodate our SurSeal™ inserts, Green Bay Plastics came through. They created a tool, modified their molding process and met the exacting standard we needed.

Green Bay Plastics, Inc. was first incorporated in 1957 in Green Bay Wisconsin and soon became a part of Mosinee Paper Corporation. J. Kevin Hogan joined the Company in 1963 and continued as vice president and general manager until January 1, 1989, when he and his wife, JoAnn, directed the buy-out of the Company from Mosinee Paper Corporation. He served in the position of president until 1999. Other family members have been active in the company throughout the years, including Michael Hogan currently serving as president and general manager. John Hogan serves as vice president, secretary and assistant general manager. Patrick Hogan is vice president and treasurer while Kathleen Hogan-Lesatz is controller.

Green Bay Plastics, Inc. strives to be self-sufficient by designing and building its own tooling and machinery to provide plastic, blow-molded products for wholesale distribution. The product list includes bottles and jars for everything from food to lubricants, components for toys and items used in industrial applications. Green Bay Plastics, Inc. provides other services, including product labeling, screen printing, painting and special packaging.

With Green Bay Plastics as a key supplier it is yet another reason our Integra Program® is successful.

Phil Zuehl