

THE *INTEGRA* PROGRAM®

DISPATCH

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Look'n Ahead

We're in the third trimester of 2006 and the pace for our program has quickened considerably over the past 60-90 days. We here at INTEGRA-Central hope the same is true for you.

This issue marks the beginning of the second decade for the INTEGRA System®. As you may recall we celebrated (quietly) INTEGRA's 10th Anniversary on August 15th.

We're breaking new ground with our flagship technology and will continue to do so in the months and years ahead. However, we couldn't do it without some help from our friends — in this case our equipment vendor partners.

This issue highlights the contributions both Hydro/Nova and Dema Engineering are making to our 'cause'.

They've been very active in working with our growing national distributor network; have labored successfully to introduce innovative technology; and have worked equally hard to do all this while keeping their costs to us in line. For these and other reasons we are pleased to let the light shine their way in this DISPATCH.

By the way, if you haven't checked our web-site recently — www.theintegraprogram.com — we invite you to do so. You will see a fresh look and view both Dema's and Hydro/Nova's ad on our home page.

We appreciate your continuing interest in our program and are committed to insuring it's well rewarded. This DISPATCH is intended to be part of that ongoing effort.

To profitable selling!

Leif E. Anderson

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VENDOR PARTNERSHIP

In this uncertain economic climate, many companies are reassessing their business and marketing strategies. At Anderson Chemical our

response is to follow a strategy of building long term vendor partnerships that can be sustained throughout the inevitable cycles of the market place.

Companies are realizing that they are buying more than a product that meets specifications. They are entering into a relationship that can add value over an extended period of time.

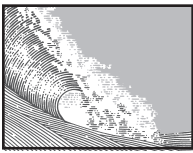
How we choose vendor partnerships is the roadmap to success or failure. Here are four traits we look for in building lasting relationships:

- 1. Management Commitment** - This secures a buy in from all levels of employees, especially the people who interact directly with our customers.
- 2. Technology Innovation:** Look for vendors who are "leading the way". New technology helps us stay ahead of the competition, continuous improvement has long been a mainstay of the Integra Program®.
- 3. Aligned Business Strategy:** Try to understand each others' business philosophies and strategies. Understand each others' strengths and weaknesses.
- 4. Sales Support:** The most profitable vendor relationships will provide technical assistance and sales training, sales incentives and pricing discounts.

Vendors that can meet this criteria will "bring the value" to any program.

The Integra Program® has forged two highly successful partnerships with NOVA and DEMA Engineering. These two companies have exceeded our expectations and those of our Distributor Partners. Equipment is so vital to what we all do that we must align ourselves with the best. We look forward to growing with these two partners and building a national alliance together. A network we can all be proud of.

Wolfgang Schiller



AN-CARE® TECHNICAL SERVICES...

PRODUCT - DISPENSING - CONTROL

PROVIDING THE OPTIMUM IN CUSTOMER SATISFACTION

Concentrated liquids are a smart choice for the detergent specialist and a great value for the end-user. High performance products dispensed through accurate metering will always provide optimum performance at the lowest cost.

Integra chemistry and Anderson's CVL (conventional chemistry) meets or generally exceeds any concentration available in the market today. Top notch dispensing equipment from DEMA and NOVA assures accurate, repeatable dosing of very small amounts of these concentrated products.

Our distributor's detergent specialists have the tools, with concentrated product and accurate dispensing, to set up tightly managed, economical programs. Well managed, concentrated chemistry and reliable dosing can provide superior programs for the customer and good profits for you. BUT, the key to achieving success lies in the final step - CONTROL.

Well managed and CONTROL means making sure feeds are calculated and set correctly and then checked for actual dispensing. This requires initial and periodic titration or manual collection of product being dispensed to assure that you and your program costs are in control.

Let's face it...highly concentrated products, fed at low doses require both accuracy and precision. Precision (hitting the target repeatedly in the same spot) comes from quality concentrates and quality dispensing systems. Accuracy (hitting the intended spot) comes from making sure everything is done correctly and is providing desired results. Take our popular auto-dish detergent, Conquer: feed rates are 3-6 mils per gallon of wash solution. That's between just-less-than to just-over a teaspoon per gallon. Pretty small quantities, but if you are using 6 mils instead of 3 mils your chemical costs can double. Your chemistry and pumping can be very precise, but if you don't have the system in CONTROL, feed can easily be double or more. Customer cost will sky-rocket and your program value lost...by less than a teaspoon of product per feed. (And then there's the converse - too little feed - resulting in lower sales, lower performance - neither an event that is good for your customer or your bottom line.)

The bottom line is that with concentrated chemistry and good dispensing equipment you can set up an outstanding program. Don't forget the CONTROL function for accuracy. Confirm what you've set up with titration or collection. You've got the product, you've got the equipment. Stay in CONTROL.

MARLENE WILLIAMS

Marlene Williams

LAUNDRY SAN

LAUNDRY SANITIZER

Laundry San is a laundry sanitizer, fabric mildew inhibitor, residual bacteriostat and self-sanitizing agent for use in commercial, institutional and industrial laundry operations. This product sanitizes fabrics, reducing bacteria counts by 99.9%. At 12 ounces per 100 pounds of dry laundry, LAUNDRY SAN provides sanitization against *Staphylococcus aureus*, *Klebsiella pneumoniae*, *Pseudomonas aeruginosa*, and Methicillin resistant *Staphylococcus aureus* (MRSA). LAUNDRY SAN is effective in rinse water up to 200 ppm hardness.

LAUNDRY SAN is for use on washable fabrics such as diapers, napkins, athletic apparel, hospital and institutional linen. It is safe for use on colored textiles.

YOUR INSTALLATION IS YOUR SIGNATURE

A person's signature is unique to them and to them only. A signature is much like a fingerprint in this regard. This is why legal documents are always secured by a person's signature and often by their fingerprint too!

Our legal system can always trace the authenticity of documents through signature matching. This is the very foundation of legal agreements. Without this "uniqueness" quality, signatures – and contracts - would mean nothing.

Many other things we do have a "signature" too. Take music, we can always tell a musical performer from a copycat, even when the copycat is very good (for example, there are many Elvis impersonators out there – some good, some bad - but there's only one "King"). Or how about great works of art? Counterfeiters have copied works of the Great Masters and attempted to steal the original but experts can always spot these copies as frauds.

Great craftsmen over the ages have left their signatures too. Consider the Great Pyramid of Giza and the many skilled workers who built this ancient wonder – each one leaving his own unique mark. Egyptologists have identified individual craftsmen involved in this construction project and analyzed their contributions by looking for their "signature."

Many historic homes erected in the 1800's were the work of highly skilled artisans who worked without pre-fabricated parts – they made everything from scratch! Historians can track and date these structures by looking for the unique "signature" of the artisan.

And finally, consider the famous violinmaker Antonio Stradivari who died in 1737 at the age of 93. His violins were and are the finest ever made. Even 270 years after his death, trained ears can always tell the difference between his originals and even the closest copies. The slightest difference is always there as his "signature."

Well, you're probably not involved in a great project, or doing anything that will make you famous, but rest assured, your work has a "signature" too. Installing equipment is a little different every time we do it and how we approach the challenge creates a "signature."

What is your signature? Is it neat and workman-like? Is it "picture" quality? Are you putting up wall charts? Or is your signature sloppy; nothing level, wires and tubing hanging everywhere - wall charts thrown in the trash?

Are you the "go to guy" for getting the job done right or are you the guy others hate to follow because they have to clean up after you?

And here's the ultimate question: We all leave sometime... Will your fellow workers remember you fondly and wish you were back or will they be glad you're gone and hope they never see you again?

John White – WHITE CONSULTING

FOCUS ON IPR

PRECISION CHEMICAL

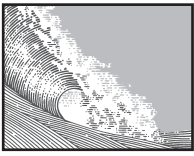
In July of 1995 Precision Chemical was formed and became one of Anderson Chemical Company's first full line INTEGRA Distributors. Servicing all of Upstate New York

and Vermont, Precision is a family owned business, specialising in Laundry and Warewashing. Scott McNulty, President and his brother Tom McNulty, guided by the watchful eye of their father Jerry McNulty, have built a reputation of being a reliable and trustworthy company to be associated with.

Back in 1995 Precision's first order was less than one pallet, as Scott put it "I wasn't even sure how I was going to pay for that". They have grown to full truck load deliveries with steady growth every year since. In August of 2003 Precision Chemical became our first Master Distributor for the New York area and now has 12 sub-distributors purchasing through Precision Chemical. In September of the same year, Scott McNulty became our Integra Program® Representative for the area. Being a true team player, it seemed a logical move and has proved to be the right decision.

It has been a real pleasure to work with the McNulty's, watching them grow and become successful with good old fashioned hard work.

Jim Alseben



DISPATCH

One of the common themes of the Vendor Spotlight article is that we have highlighted strong partnerships. This article is no exception.

VENDOR SPOTLIGHT

Hydro Systems and Nova Controls have been partners of ours for a number of years. Hydro Systems Company was established in 1963 for the purpose of manufacturing pressure washers. In 1983 Hydro Systems started to focus on dilution control. They have been supplying our industry with reliable dispensing devices ever since.

Nova Controls was established in 1988 with the intent of becoming a reliable manufacturer of controlled dispensing devices for the chemical dispensing market. Hydro Systems acquired Nova Controls in 1998 and collectively they became the world's largest inde-

pendent manufacturer of chemical dispensing equipment for the commercial, institutional, janitorial and food service industries.

Nova Controls' corporate headquarters and manufacturing facility is located in Watsonville, California. Hydro Systems headquarters and manufacturing is in Cincinnati, OH. They have offices in Latin America, Europe, Australia, Asia, United Kingdom, China, Brazil and Australia.

You can find links to their web sites on our www.theintegraprogram.com web page. We feel Hydro Systems and Nova Controls have provided us with reliable, innovative dispensing devices. We look forward to a strong continuing partnership.

Phil Zuehl



of Anderson Chemical Company

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Place
Stamp
Here

