

# THE *INTEGRA* PROGRAM<sup>®</sup>

# DISPATCH

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## Look'n Ahead



Hi Everyone!

“Hospitality” may mean different things to different people, but in our world it represents a huge sales opportunity.

In this edition of the DISPATCH we're going to revisit this market segment from a number of different perspectives.

We will introduce our new Foaming Hand Soap line which we think will be a real winner in the hospitality arena.

We will discuss our 4-product INTEGRA Housekeeping System<sup>®</sup> that has been very well received.

Wolf will address the question: “What can I sell if a customer is on a contract?”

We'll also give you a sneak preview of our new housekeeping service cards created for the lodging industry.

We'll also provide you with some real world success stories that we feel you'll find interesting, even motivating.

If you think that the hospitality market is not for you, you may want to consider these facts:

Accommodation (lodging) and food services make up about 8.3 percent of all U.S. employment and 6.7 percent of all establishments. There are over 467,000 restaurants and 62,000+ lodging establishments in this nation ringing up \$450 billion in sales each year\*.

You'll probably not run out of prospects any time soon.

We hope you benefit handsomely from this issue of the DISPATCH.

Regards,

*Leif*

\*Source. U.S. Census Bureau.

## HOUSEKEEPING – STAFFING

The Housekeeping Department at a hotel must be the most important. It has the greatest proportion of staffing hours to cover, the most staff and it is a cost center.

Unlike the restaurant and bar, which are revenue generators, the Housekeeping Department is also the one the customers notice most if anything is wrong. You've got to have the right number of staff or it shows. The staff needs to be scheduled according to the number of guests staying at the hotel. Fortunately most people book ahead and the workload is known in advance.

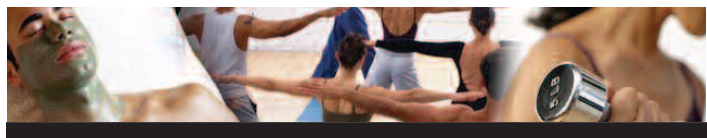
It is quite easy to estimate the total number of staff needed. For example, according to industry standards, cleaning an occupied room takes 30 minutes per day. Therefore, a maid for every 13 occupied rooms, a hotel with 100 rooms (all occupied), eight maids are needed. Then we can sum this up for a year of 365 days which comes to 2900 maid days per year. Staffing a Housekeeping Department can be costly. During my last visit to Los Angeles I discovered that housekeepers are being paid at a rate of \$12.00 per hour (an amount mandated by the city).

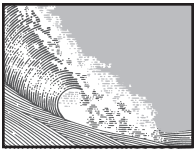
As you know, hotels are paying us pennies per occupied room for cleaning chemicals. As with any business, labor costs are the highest costs associated with running that business.

Next time you are out selling remember to sell the labor saving benefits of your Integra Systems<sup>®</sup> and products!

*Wolfgang Schiller*

\*Hotel industry statistic – the average cost of a room per night is \$69.00.





## AN-CARE® TECHNICAL SERVICES...

Housekeeping products shine in this edition of the Distributor Dispatch! The following four products provide a great combination for hospitality accounts:

**STELLAR** is an institutional general purpose cleaner, excellent for general housekeeping. It is a concentrated product and pH neutral for safe cleaning of all surfaces. **STELLAR** has a light, pleasant River Rapids fragrance. This fragrance is the same in **CLEAR CHOICE** and **RIVER RAPIDS FRESH**, providing a coordinated light fragrance for all products used in room housekeeping. Your customers will find that **STELLAR** is economical to use, leaving all surfaces clean and film free.

**CLEAR CHOICE** is an acid free restroom cleaner. It is surfactant based and has a non-abrasive, stain fighting formula. It is a well-built detergent cleaner combining surfactant blends, solvent, and other builders to provide excellent results without the hazards of an acid cleaner. **CLEAR CHOICE** can handle all the tough jobs, and leave a pleasant River Rapids fragrance to compliment **STELLAR**, your general purpose cleaner.

**RIVER RAPIDS FRESH** smells great and works even better at neutralizing malodors! **RIVER RAPIDS FRESH** is a true odor neutralizer. It chemically and irreversibly captures malodors, deactivating the odor-causing molecule. It does not mask the odor, and is selective in the reaction to couple with malodors. **RIVER RAPIDS FRESH** does not react with fragrance, and is formulated with fragrance, as noted by its name, with a light, pleasant scent. This is an Integra Green Product.

**BRILLIANT** is our non-streaking concentrated glass cleaner. Recently reformulated for non-streaking and green properties, we believed we had a real winner with this product. But nothing says it better than an endorsement from a customer who uses the product: Craig Kronbeck has relayed a comment made to Cash-Wa's Dave Axman, from a lady who had been a previous Ecolab patron. Of **BRILLIANT** she said, "It's nice to finally have a glass cleaner that I don't have to go back and clean the mirror after I've cleaned the mirror!" **BRILLIANT** is a non-streaking, definitely a customer pleasing, Integra Green product.

*Marlene Williams*

## NETWORK SUCCESS

Multi-unit accounts are everyone's dream in our business. But in some ways multi-unit accounts can have their challenges as well. Cash-Wa Distributing of Kearney Nebraska was faced with that challenge this spring when they were awarded the contract for a chain of 7 hotels. Hartland Hotels Inc. is located in Kearney, Nebraska and owned by Paul Younes and managed by Lori Roach. Hartland Hotels is made up of four Holiday Inns, two Hampton Inns, and a Wingate Hotel. One of the biggest challenges we face with this situation is the number of people we have involved and the different management styles we face in each location. Staff in each facility is different and turnover can sometimes be tremendous.

Standardizing a sanitation program for all locations is the only efficient way to keep multi-unit accounts. With the Integra Housekeeping System and Integra Laundry Program, Cash-Wa was able to create a standard program all locations were excited about.

For the Housekeeping Program Cash-Wa selected **BRILLIANT, CLEAR CHOICE, RIVER RAPIDS FRESH** and **STELLAR**. These products were chosen after a thorough survey of each account. The Integra Laundry Program included the products **PRELUDE, PLUS 15, INSURE, NEUTRA** and **FLUFF**. These product offerings were chosen because of their ability to give outstanding results in a hospitality situation.

Cash-Wa has received excellent feed back from the accounts on product performance and overall results. These Integra product offerings are able to give Hartland Hotels the continuity they are looking for and Cash-Wa the ability to streamline a product offering. Congratulations to Cash-Wa on a job well done.

*Craig Kronbeck* Upper Midwest Region

## ON THE WEB...

The Kitchen and Laundry Test Cards are available on the **INTEGRA** website. Go to [www.theintegraprogram.com](http://www.theintegraprogram.com). Click on An-Care® Services, then the Technical tab, scroll down to the bottom of the page, login and click on the Test Kit Card tab.

When sending laundry or kitchen ware to the lab for analysis, you can access the Technical Service Request Form on the website as well. Follow the directions for the test kit cards. At the end click on the Technical Services Request Form tab.

## CHEAP CHEMICALS = HIGH CLEANING COSTS

**The ultimate combination for low cost cleaning is *Premium Product + Proper Application by Trained Employees.***

Nowhere is this observation more valid than with housekeeping products. It's true, the most self-defeating thing a housekeeping manager can do is put inferior products in the hands of his or her employees.

There are two reasons for this, and here they are:

- Possible destruction of company assets with chemical misapplication.
- Low labor productivity caused by product failure.

I'll deal with these separately. First we'll discuss the property damage issue.

Property damage comes from two sources. First, employees can and will use the wrong products for the wrong application, and this can be disastrous – even more so when cheap products are in use. Low-end products often use overly aggressive, cheap chemicals like caustic soda and chlorine bleach to do the product's work.

Hotel room carpets, television screens, and chrome bathroom fixtures are routinely damaged by these overly aggressive (and sometimes dangerous) products. To compound the problem - because these products just don't work very well - employees over-mix them (or use them straight), grossly upping the potential "damage index."

Now for the next problem, because cheap products really don't get the job done, employees have to work extra hard when cleaning, and this translates into many more hours on the pay roster at the end of the week.

An additional and costly by-product of non-performing cleaners is employee turnover and a poor work attitude. Nobody wants to work with crummy products, or have their name on a sub-standard performance list as a result. This situation inspires a bad attitude and eventually, a high turnover.

### **NEWLY RELEASED!**

**Foaming Hand Soap** (PYL1131/4x1 gal cs)  
and **Antimicrobial Foaming Hand Soap**  
(PYL1132/4x1 gal cs)

Both produce a rich lather, which gently cleanses and is mild on sensitive skin. These products use up to 40% less product than traditional hand soaps.

Employee attitude is critical when you're considering both productivity and property destruction. Housekeeping employee attitude can quickly go down the drain along with those lousy cleaners.

Back to the point, property destruction together with lost employee productivity ultimately cost the operator many times the money he thinks he's saved buying cheap products. This is a perfect example of the false economy associated with shoddy merchandise.

The old saying: "you get what you pay for" is true in just about every transaction, and certainly it's true with cleaning chemicals.

Cheap, sub-standard cleaners simply have no place in housekeeping departments.

Fortunately, with INTEGRA's Housekeeping product line, you have all the options you need to meet your customer's cleaning goals. INTEGRA has it all, from a neutral cleaner to a high quality multi-surface cleaner, a deodorant, and a non-acid porcelain and tile cleaner. Each INTEGRA product is a high-performing formula in the traditional INTEGRA package.

Quality products for employee productivity, and safe products to protect your customer's investment. That's the INTEGRA Housekeeping product line!

*John White*

## PENNIES VS DOLLARS

Hotels pay pennies for detergents used to clean rooms. I still see a cost per occupied room figure of 18¢ to guarantee guest comfort? WOW – that's cheap!

How can Distributors compete and still be profitable? That's a question we hear often.

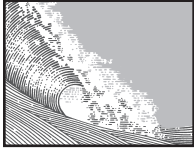
Next to raising your (CPOR) cost per occupied room rate, the only answer I can give is, sell more "off contract products". That's right - take the time to sell:

Presoaks    Spotter Kits    RECLAIM

All items not included on cost guarantees.

These add-ons can make the difference between profit and loss!

*Wolfgang Schiller*



# DISPATCH

## EQUIPMENT QUIPS

For the hospitality market, we offer housekeeping systems in 1,2,3 and 4 product variations. Our vendors offer dispensing systems to accommodate any variations of these systems. From one product bucket fill to 8-product bottle fill, there is a proportioner that will handle the diverse needs of our customers. I've highlighted equipment from Beta, Dema and Hydro. The basic units are stocked, all others are available from Equipment Services.

**DEMA** - The *Dilution at Hand Dispensing System* is available in single and dual station models in combinations of 1 to 8 products with the "Dial a Blend" Proportioner and bottle, button or remote fill activation. You can dispense 1 to 4 products for bucket fill with the Remote Fill Activation at the dispensing point or with a button on the dispenser. On the same unit you can dispense 1 to 4 products with the Bottle Fill and Dial a Blend Selector. Bucket fill applications use the 4 GPM Proportioner while Bottle Fill use the 1 GPM unit.

**HYDRO** - Very similar to the dispenser above, Hydro's "*Taskmizer Series*" dispensers can accommodate a large variety of products in multiple combinations on one dispenser. The Dual Select Unit will dispense up to 4-1 GPM products for Bottle Fill, and 2-4 GPM products for Bucket Fill. Single Station Units are also available for 1 product High Flow and 4 Products Low Flow with the patented Selector Valve.

**BETA** - For your Hospitality needs, Beta Technology offers the patented "*BetaJet*"-*Proportioning System*. The units are easily "ganged" together with no threaded fittings. This makes it easy to design a system that meets your customer's requirements with any combination of High Flow and Low Flow units for Bucket and Bottle Fill applications. The patented "Metering Peg" makes it easy to change dilution ratios or clean without removing the chemical tubing. The peg uses "Metering Slots" rather than tips, which don't clog as easily. The large face makes activation easy with wet hands, elbows, etc.

*Jess Granlund*



of Anderson Chemical Company

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Place  
Stamp  
Here

