

DISTRIBUTOR SPOTLIGHT

SouthEast Link is a locally owned Atlanta area distributor that was founded in 1983. With the addition of its fifth acquisition in the early fall of 2004, SouthEast Link now has three locations, Fulton Industrial area, downtown near the Atlanta Dome and Doraville.

With a strong management commitment to develop a laundry and warewash program, Phil Consolino, President, has had set backs in the past, but with a renewed commitment and the hiring of an outstanding technician, Bruce Sutherland, the sales increases are phenomenal.

Projections made for June through December 2004 were 12 new installs. Fourteen new installs and monthly billing increases that equaled what we projected for the full twelve-month period by the end of November!! Congratulations on some very impressive numbers, Phil and Bruce.

Commitment, the right people and the right products always succeed. Bruce has been such an important part of this equation. His dedication to detail and commitment to customer satisfaction is unsurpassed. Never have I been on an installation that some part, product or tool was not overlooked except with Bruce. Bruce's detailed surveys include pictures of absolutely everything. He is then able to study the pictures and put together his install package, saving extra trips, downtime and inconvenience to his customers.

With the continued commitment of Phil and Bruce, INTEGRA® will soon become a part of the Atlanta vocabulary and there will be many future victory celebrations at SouthEast Link!

We are very proud to be associated with such a fine distributor. Once again, thanks SouthEast Link for being apart of the INTEGRA® Network.

Gary Gasaway, I®PR

INTEGRA® Hi-Temp Machine Warewashing

The detergent you use, the soil load, the water conditions, pressures and temperatures in your dishmachine, the volume and mix of silverware you wash, the care and conditions of your machine — and the procedures employees follow all affect warewashing results and cost.

The Integra® Hi-temp Program (Conquer and Vivid) is designed to cope with all of these variables. This system gives you flexibility at an extremely affordable price. Integra® Hi-temp is so flexible that it can be used in Lo-temp dishmachines.

CONQUER - The super concentrated detergent contains high alkalinity, water conditioners and chlorine for stain removal. This product will perform in 95% of warewashing applications.

VIVID - Our hyper-concentrated rinse agent is the best rinse additive in the warewashing marketplace. It's extremely cost usage competitive. Because Conquer and Vivid are super concentrated in one gallon capsules it means less changing out of containers (5 gal drums). This is not only more convenient for your customers, but adds less plastic to the refuse stream.

As with all INTEGRA Systems® the simplicity of the Hi-Temp system means it is easier and less expensive to install. In cost guarantee situations this product combination cannot be beat. Throughout the Integra® network distributors are generating more warewash profit dollars than ever before.

If you don't already use the Hi-Temp System ask your I®PR to show you just how simple and cost effective your warewash program can become.

Wolf Schiller

Natural Goes "GREEN"

We've made the decision to change Naturals' label color from orange to green. This reflects it's status as an Integra® Green product in conjunction with the U.S. EPA's Design for the Environment group. It will also avoid confusion when paired with the orange colored label for our quat sanitizer, Barrier II, when used in the Natural 2 product system.

HUMAN INTEREST...

Being the number one sales rep at Cleancare Longview and running a contract cleaning business on the side is not enough for Lewis Ivey of Cleancare - Longview, Texas. Both Lewis and his wife Shirley lead an effort that, over time, has become a year round campaign. He is a volunteer fund raiser for the American Cancer Society.

The Society charters teams to help in fund raising efforts across America. Teams can be no more than 15 people and they have a set of rules they must follow. Lewis' team consists primarily of himself, his wife and his family.

The Ivey team sponsors various fund raising events year-round working with local schools, sheriff and police departments, several businesses in Lufkin (where I live) and the surrounding area. Lewis and his team can be proud of their consistent fund raising success:

2003 - #1 in the state of Texas, and #2 in the United States

2004 - #1 in the state of Texas, and #4 in the United States

Lewis and his family do this work as volunteers. It is a labor of love. It's a growing challenge that gets bigger each year, but Lewis is determined to keep the momentum going. Our "INTEGRA®" hats go off to him, his wife and the rest of the "team."

John White • I®PR

