

CHASE COMMERCIAL SOURCE

Chase Commercial is one of the newest members of the Integra® network. Located in Rochester, New York, Chase is a division of Wegmans Food Markets Inc. and Chase-Pitkins Home & Garden Centers. Chase Commercial Source was formed to promote products to sell at the commercial level.



Several years ago, Chase wisely decided to expand into the Jan San market, taking their products lines to the street. With a great deal of success under their belt, Chase looked to integrate a laundry/warewash line in early 2004 – a line that they could offer to their expanding customer base.

Chase first turned to JohnsonDiversey and Ecolab, but there were several issues that prevented Chase from jumping on board. One, both companies told Chase that they already had enough distribution in the area. Second, neither company could offer an attractive profit margin to Chase.

Enter Integra®! In January 2004, I made an initial contact with Chase Commercial Source and presented the Integra® Program. Later that year, I received a call back to meet with the Director and Sales Manager. They seemed very interested in the program and we started product testing. After achieving very good results with the product test sites, Chase took on the Integra® line and we began working with the sales force to hit their current customer base.

The sales force at Chase is led by Richard Sortino. Rich is a true professional with a wealth of experience in selling food processing sanitation chemicals. We have worked with Rich over the Distributor Spotlight past 6 months to sell the Integra® line to multiple health care facilities.

2005 should prove to be a banner year for Chase and Integra® as we continue to strengthen our partnership.

Scott McNulty
McNulty & Associates

HUMAN INTEREST...

Working with City Supply Company over the past 15 years has been both challenging and exhilarating, due to the business opportunities/challenges within their marketplace. They are a third generation company, which has been in business for over fifty years. City Supply is located in Pleasantville, New Jersey and has developed a base of business on the principles of integrity, service and value.

Within those years, I have had the pleasure of working with Mike Barrett, a true renaissance man. Mike is a unique individual who continues to amaze me in several respects, which are:

1. His knowledge and understanding of the numerous demands of the institutional marketplace. He has the ability to visualize the critical selling points just by walking through a kitchen or laundry facility and being able to explain his thoughts in a concise manner to a prospective customer.
2. His technical abilities to install anything from a laundry injector to an ADS conveyor dishmachine, as well as, troubleshoot and resolve any problem, have gained him the total confidence of both the sales team and the customer. His care and concern for the customer is unbelievable.
3. He has taught himself how to speak Spanish, so he has better communication skills with those accounts and employees that cannot speak English. This has been a real asset in acquiring new business where there has been a communication problem.
4. He is a student of the Bible and totally dedicated to his family, faith and friends. Mike and his wife take time out of their busy schedules to work with disadvantaged families to provide assistance so they can improve their lives.
5. He loves music, Jazz and Motown. I've heard through the grapevine, that he fashions himself as quite a good dancer.

It is a pleasure working with City Supply Company and their sales team, plus having the opportunity to work with an individual who has created a real balance in his life.

Chuck Johnson

I[®]PR Region 7/8

The INTEGRA® Concept

Dear Readers,

In this issue of the DISPATCH, I want to encourage each of you to take a little time and reflect on the many aspects of INTEGRA®. Recently, while trying to develop a marketer's description for INTEGRA®, I found that this is not an easy task.

First, INTEGRA® has many facets. Products, mounting brackets for systems, wall charts, MSDS sheets, sales materials, and other items that come under the heading of “things”. These are the physical things that make up INTEGRA®. These are also the things you get when you bring INTEGRA® into your warehouse, and set up an Authorized INTEGRA® Distributorship.

You need these “things” to set up your customers, and sell them INTEGRA® products to make money. After all, that's the reason you chose INTEGRA® Systems in the first place. This seems simple and obvious. But, if simply having these things in your warehouse was sufficient for your success, anybody could do it.

We at INTEGRA® wouldn't have to work so hard to find qualified distributors. And all of our distributors would be successful and prosperous. But here's the reality: no matter how hard we try to search out the best of the best (the “cream of the crop”), some distributors fall short of what we consider their ultimate potential. They're not happy, and neither are we.

So what are the aspects of INTEGRA® that complete the circle of success? How do we start with products and end up with many happy, satisfied end users who'll purchase INTEGRA® products again and again? How, in other words, do we build a program?

First of all, we have to understand that INTEGRA® is a concept, not a thing, or a collection of things. All things - unless they are totally unique and in great demand - don't do anything but occupy space on your shelves. Concepts (not things) make you money. So now the question is: what makes up the INTEGRA® concept? Here are some ingredients:

- Uniqueness of product chemistry design. INTEGRA® products are high performers, designed to be the best available. This is why we say “INTEGRA®” Designed Chemistry.” At INTEGRA®, we don't “mix,” “formulate,” or “blend” products, we *design* them with the end user in mind. We don't just make something to “sell.” We design products to match what's already in your customer's mind.
- The uniqueness of INTEGRA® Systems - ONE GALLON capsules, the INTEGRA® Activator™. The ContinuFeed™ “no run out” cup, the SurSeal™ safety insert, the Load'N Lock™ mounting brackets... And finally, individual system set-ups complete with everything you need to complete your product installation.

PROSPECTING IS THE BACKBONE OF SALES...

What can you do to make prospecting easier and more accurate? How about using a Kitchen/Laundry Test Kit from Anderson Chemical. We are able to find out what kind of water we are working with. Is it hard or is it soft? This makes a big difference in setting chemical amounts in the cost to your customer.

KITCHEN SIDE OF THE TEST KIT:

When calling on that new kitchen account let's find out where your competition has set his detergent concentration. It could be ok, but if it is double the concentration, this will double the cost.

- Marketability - INTEGRA®s “35 reasons” your customer should use INTEGRA® instead of their current supplier.
- INTEGRA®s intense and ongoing commitment to R&D excellence: product design, problem solving, and application guidance. Need technical assistance? Call INTEGRA® and ask for AnCare® - you've got it!
- Field assistance with backup, training and “on the street” help. INTEGRA® representatives average over twenty years in the institutional chemical business. Helping your program succeed is their job, and they take it seriously.
- Equipment department back up. At INTEGRA®s headquarters in Litchfield, Minnesota, we stock a complete line of application equipment to help you get your job done, plus the advice to help you do it right.
- Keeping you informed: INTEGRA® management has a passion for keeping its distributors informed with latest knowledge and tips about the institutional chemical business. In this regard, I urge you to go to our website WWW.theintegrasystem.com, and while you're there, subscribe to my free newsletter: “Getting Your Share.” With both these resources, you'll get the latest information, tips, and articles that will guide you towards success.
- Commitment to growth. Soon, INTEGRA® will be available in all 50 states in the US. This will promote development of national accounts. INTEGRA®s rapid acceptance has been phenomenal. Because of this, an INTEGRA® Authorized Distributorship will become more and more valuable in the future.
- INTEGRA® management's commitment to be the best, and to constantly improve. You can rest assured that quality and design excellence is their ultimate goal. Innovation is a constant pursuit at the highest levels of INTEGRA® management, and this sets the tone for everyone on the INTEGRA® team.

All these things make up the concept of INTEGRA®, a valuable concept to add current and future value to your business.

The market is waiting for INTEGRA®, and customers are waiting for you to tell them the story. Let us help you with our training and development programs, our marketing efforts, superior products, dispensing systems, and our technical and sales information sources.

Take some time to reflect and think about what you have with an INTEGRA® Distributorship. Think about the unlimited potential, and all the prospects waiting and wanting to do business with you.

To your success,

John White

White Consulting Company

LAUNDRY SIDE OF THE TEST KIT:

This is a great tool for prospecting a new account. Is it hard or is it soft? Is my competition over bleaching? What is the final pH? If it is too high they may be adding too much alkalinity. Is there iron in the water? If there is iron in the water there may be iron in the fabric.

It is fun to prospect when using a Test Kit, it gives confidence to sell that new account.

Everyone selling the INTEGRA® Program should be prospecting with this great tool.

Doug Kronbeck

I[®]PR Region 1

