

Welcome to the only newsletter that helps you get more profitable laundry/kitchen chemical sales. [Getting Your Share](#) is a regular monthly publication sent to you free from the people at *INTEGRA*.



CREATE FUTURE VALUE **UNDERSTANDING SUPERMARKETS**

IF YOU AND YOUR COMPANY ALREADY HAVE A SUBSTANTIAL GROCERY-SUPERMARKET PROGRAM, YOU KNOW THE VALUE OF WORKING WITH THIS POTENTIALLY HUGE MARKET. IF YOU AND YOUR COMPANY AREN'T WORKING THIS MARKET, PLEASE READ THIS MONTH'S ARTICLE – IT COULD BE WORTH MILLIONS!

There is an unmistakable trend in the American grocery market sector towards increasingly bigger supermarkets with more and more outlets. In fact, the next time you enter one of these “mega” stores, make a conscious study of what you see.

It's fascinating.

Today's supermarkets are more like a shopping center than a homogeneous store. What you have is really individual “businesses” placed strategically throughout the super market – much like businesses in a shopping mall.

Actually, there's more truth to this than you might at first suspect. The general manager of the market looks at these outlets as separate businesses within his or her store. They each have their own distinct space, and their own profit and loss responsibilities. They generate revenues in their own right, and they either make money as a separate unit or they don't.

Some supermarkets even go so far as to lease “third-party” space inside their store for specialty offerings - like Chinese food for example. These leases are really space rentals with a provision to share in the revenues – just like a shopping mall lease.

Yes, this picture is quite different from the traditional grocery store or even the traditional super market. And when you think about it, there is no real limit to this “shopping mall” model for supermarkets. What's next? Maybe clothing stores, home appliances, or even automobile showrooms...¹

¹ This seems strange at first, but if you can find a McDonalds or a Krispy Kreme in a gas station, why not a clothing store or a car dealer in a super market. I'll admit it seems a little odd, but supermarkets have a strong drawing card that malls and car dealerships can't boast – food. People can do without just about anything you find in a typical shopping mall or car dealership, but they cannot do without food. This is the ultimate drawing card that will always produce traffic.

Why am I going into this? For the simple reason that the modern supermarket is big business, and evolving into even bigger business – AND this trend is not likely to stop.

Now, most if not all of you reading this are in the cleaning and maintenance support business – a business that must be dealt with. In other words, if *you* don't have this customer's business, *someone else* must. Cleaning and maintenance support cannot be avoided.

Some cleaning and maintenance support businesses specialize in market sectors; health care, schools (or education), and restaurants are examples. The super market, or more generally, the grocery store market is a market sector that will also support specialization, and it's a huge opportunity.

Let me just give you an idea of what opportunities the typical super market will provide you. I'll do this by discussing departments common to almost all supermarkets.

1. Store common areas – this means floor cleaners and finishes, general cleaners, and germicidal cleaners. It also means cleaning equipment including floor scrubbers and buffers.
2. Restrooms – Paper products, deodorants, hand cleaners, bathroom cleaners, and cleaning equipment.
3. Deli – Pot & Pan products, germicidal spray cleaner, oven cleaner, degreaser, floor and glass cleaners, hand cleaner, paper products, and cleaning equipment.
4. Bakery – Pan washing machine detergent, Pot & Pan products, degreaser, floor and glass cleaner, hand cleaner, paper products, and cleaning equipment.
5. Produce – Pot & Pan products, fruit & vegetable washing product, hand cleaner, floor cleaner, germicidal spray cleaner, hand cleaner, and paper products.
6. Meat Room - USDA approved degreaser, floor cleaner, hand cleaner, paper products, and pressure sprayers.
7. Restaurant/Snack Bar – Dishmachine products, Pot & Pan products, oven cleaner, degreaser, hand cleaner, glass & floor cleaner, and cleaning equipment.

I'm sure I left some things out, and of course, there are many more departments possible with even more cleaning challenges. I've only scratched the surface!

But it gets even better. One of the really nice things about supermarkets and grocery stores in general (this includes convenience stores), is that they're everywhere. In this sense, they're like schools and health care accounts. Every community has them, and they have a strong sense of loyalty to their community.

The dual facts that supermarkets and grocery stores are big opportunities, and are found in every community, make them an ideal candidate for you and your company to make into a specialty market sector.

Believe me, the potential for sales in this sector is *millions* of dollars – it's huge! Just one moderately sized supermarket could easily bring in as much as 30 to 50 thousand dollars in annual sales (depending on the type of supermarket and your lineup of products).

To learn more about selling to supermarkets, be sure to read my two supplements this month. I'll give you ideas and tips to go after this lucrative business.

HOW INTEGRA CAN HELP YOU REACH GROCERY MARKETS

INTEGRA offers a complete line of pre-packaged systems to address the needs of the grocery market. From A to Z, the people of INTEGRA have made it easy to sell the grocery markets.

Here's an example: For the Meat room, you get everything you need to set up your products, Barrier II (sanitizer), and Defy (USDA approved degreaser). Here's what's in the box:²

- a. INTEGRA double bracket w/ screws & anchors, plus two INTEGRA Activators™
- b. Wall signage giving instructions for product use, and procedures
- c. Labeled spray bottles for both products
- d. Product number stickers for Activator™ shield
- e. MSDS sheets for products Barrier II, and Defy

Another example: For the Pot & Pan sink. Here we use Barrier II (sanitizer), and either Luster or Citri Suds (both detergents).

- a. INTEGRA double bracket w/ screws & anchors, plus two INTEGRA Activators™
- b. Wall signage giving instructions for product use, and procedures
- c. Product number stickers for Activator™ shield
- d. Stickers to label sinks
- e. Water level sticker for sanitizing sink
- f. Package of "Quat" testing strips
- g. MSDS sheets for products Barrier II, Luster, and Citri Suds

Your INTEGRA representative can guide you through the many grocery store setup systems available to you. INTEGRA has made it simple for you to sell to grocery markets by breaking down the entire store cleaning task into pre-packaged systems.

Once you see INTEGRA's modular approach to selling the grocery market, you'll begin to understand the ease and simplicity of approaching this financially rewarding sector.

² Notice that this System kit (or any other INTEGRA System kit) does NOT include the product pump itself. You may choose to use any pump you prefer.

INTEGRA PRODUCT OF THE MONTH

FRUIT & VEGETABLE WASH

Clean, sanitize, and extend the use-life of your grocery customer's produce!

INTEGRA'S FRUIT & VEGETABLE WASH IS THE IDEAL PRODUCT FOR YOUR GROCERY CUSTOMER. USE THIS UNIQUE PRODUCT FOR CLEANING, SANITIZING, AND EXTENDING THE USEFUL LIFE OF WASHABLE PRODUCE.

AN ESSENTIAL TOOL FOR THE PRODUCE MANAGER, INTEGRA'S FRUIT & VEGETABLE WASH IS THE ANSWER IN TREATING PRODUCE FOR SAFETY AND LONGEVITY.

GO TO WWW.THEINTEGRAPROGRAM.COM FOR MORE INFORMATION, OR SEE THIS MONTH'S ISSUE OF THE DISPATCH.³

First gets the business, second gets the leftovers, third gets thrown out - which one are you?

I hope you enjoyed this issue of *Getting Your Share*. Be sure to sign up for the full version to get additional tips and insights – it's free and delivered only via e-mail. If you have any comments or suggestions for this newsletter please e-mail me at JW2437@excite.com. To sign up for the full version of *Getting Your Share* call Leif Anderson at 1-800-366-2477, and say "sign me up." You can also visit INTEGRA's website WWW.theintegraprogram.com to sign up, and find more exciting tips and information while you're there.

PS: If you enjoyed reading this newsletter, please share it with a friend.

³ If you're not getting the DISPATCH (inside news about INTEGRA), call or email Stacie Jones at 1-800-366-2477 / staciej@andersonchemco.com, and ask her to sign you up.