

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**

### **STAPHYLOCOCCUS AUREUS REVISITED**

DUE TO RECENT EVENTS, MRSA (METHICILLIN RESISTANT STAPHYLOCCUS AUREUS) HAS BECOME A HUGE STORY IN THE POPULAR MEDIA. ALTHOUGH THIS IS NOT A NEW MEGA-DISEASE, IT IS BEING PORTYAYED AS THE DEATH DEALING EQUIVALENT TO AIDS, AND IN ONE CASE, TO A POSSIBLE SCOURGE SIMILAR TO SMALLPOX!

MEDIA SCARE TACTICS ASIDE, MRSA IS A DANGEROUS REALITY, ESPECIALLY IN HEALTH CARE ENVIRONMENTS WHERE WEAK AND IMMUNE SYSTEM COMPROMIZED INDIVIDUALS CAN EASILY SUCCUMB.

MRSA HAS ALSO REARED ITS UGLY HEAD IN SCHOOLS, AND SCHOOL ATHLETIC DEPARTMENTS ACROSS AMERICA.

IN JANUARY OF THIS YEAR, I FEATURED MRSA, AND STAPH INFECIONS IN GENERAL AS AN ISSUE THAT COULD PRESENT AN OPPORTUNITY FOR MY READERS. GIVEN THE MEDIA FRENZY CURRENTLY GOING ON, THIS HAS NEVER BEEN MORE SO.

THIS BEING THE CASE, I HAVE RE-PRINTED THE JANUARY ARTICLE WITH SOME MINOR REVISIONS.



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Most high school athletic departments (and even those in jr. high) now have laundries right in the locker room, where towel exchange programs are enforced. Some departments even do student's personal gym clothes.

This is not so the school board can be thought of as nice guys, nor is it to clean up after pigs like the guy with a locker next to mine in my old high school gym class. It's done strictly for sanitation purposes (and to keep parent's lawyers off everyone's backs).

You see, there is a serious sanitation problem looming in today's school athletic programs, and that is one of contagious infections. In particular, *Staphylococcus aureus*, or simply "Staph."

I can honestly say that as a young high school student, I'd never heard of Staph infections. I suppose - in fact, I'm sure - it happened on occasion. I'd heard of boils, but really didn't know anyone who had one. I had no idea how to keep from getting one, and really didn't give it much thought. I just don't think it was a particularly difficult problem back then.

But what *has* made it a problem today is the ability (over the years) of microorganisms to adapt their immune responses to the effects of modern antibiotics. So effective have these little bugs been, that many times, simple Staph infections prove extremely troublesome due to bacterial resistance to antibiotic treatment.

There are many strains of Staph, it's a common bacterium, and most Staph infections *can* be treated with antibiotics – that's the good news. A few however can't be treated with the "old standby" antibiotic drugs; they're referred to as MRSA (Methicillin-resistant *Staphylococcus aureus*).<sup>1</sup>

Treatments for this ugly type of Staph infection can often be extreme, including surgical removal of flesh surrounding the infection site – this can sometimes be extensive. Think about that if you're the parent of a child enrolled in an athletic program at your local high school!

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Prompt laundering of towels and other commonly shared locker room articles is one way to break the chain of contagious infection. This is an important weapon against the spread of infection of any type – turn contaminated linens into clean, sanitized linens.

But therein lies the rub – SANITIZED - that's the key word. Considering the importance of producing clean, sanitized laundered goods for use in the high school athletic department, let me offer my observation that this is seldom done in the typical athletic department laundry.

Let me clarify: clean – yes, sanitized – no.

There are specific reasons I say this. Sanitation comes from either high temperatures, or chemical bleaching. Yes, clean is good, and if your laundry program delivers clean laundry, you're half way there, but you still have to sanitize.

I have been in hundreds of athletic department laundries. Some are run-down and junky, and others are modern and well done. But few – very few – have adequate hot water to sustain 160 degree water for 30 minutes of processing.<sup>2</sup>

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<sup>1</sup> It's not important that you remember this long string of words. Just simply "antibiotic resistant Staph" or MRSA (*murr-suh*) will do.

<sup>2</sup> Although there are some differences in thought on this, 160 degrees exposure for 30 minutes in a wash wheel is generally accepted to guarantee sanitized linens.

To complicate the issue, many linen manufacturers and almost all uniform makers, recommend against high temperatures and chlorine bleach (the other way to sanitize) when laundering their products.<sup>3</sup>

So here's your dilemma: Say you're the Athletic Director of a local high school, how do you *guarantee* 99% removal of infectious bacteria from the goods you launder, given the limitations of your equipment, and the need to comply with linen manufacturer's recommendations?

Well, there is a solution.

By using the INTEGRA product **Laundry San**, you can guarantee 99% removal of infectious bacteria, regardless of your ability to use high water temperatures or employ chlorine bleach.

Why, because **Laundry San** works in the last rinse of the wash cycle - in the final step. So regardless of the type of equipment you have, or the restrictions in processing you must face, **Laundry San** will provide you with sanitized laundered goods.

Get more information about Laundry San and its application from your INTEGRA representative, or call Leif Anderson at 1-800-266-2477.

## **INTEGRA PRODUCT OF THE MONTH**

# LAUNDRY SAN

### **WORKS FOR ALL CUSTOMER TYPES**

**GUARANTEE YOUR CUSTOMERS 99% REMOVAL OF INFECTIOUS BACTERIA FROM ALL LAUNDRY LOADS.<sup>4</sup>**

**LAUNDRY SAN IS INTEGRA'S NEWEST ADDITION TO ITS COMPREHENSIVE LINE OF PROFESSIONAL LAUNDRY PRODUCTS.**

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<sup>3</sup> Although it's beyond the scope of this article to give a proper description of the subject, proper controlled bleaching with chlorine bleach is an extremely effective way to sanitize linens.

<sup>4</sup> Some machines might not be adaptable to Laundry-San, because of rinse time constraints. See your INTEGRA rep for details.

# INTEGRA SIMPLE

*INTEGRA... in a word, SIMPLE.*

**Simplicity works for everyone, especially your customers. You'll find that your customer's employees adapt immediately to INTEGRA's simple and intuitively obvious look. No buckets to switch, or complicated equipment buzzing and blinking. Just simple, that's all.**

## INFORMATIVE WEBSITE

**Go to the CDC's website to find out more about MRSA and its attending problems. Become an expert and sell tons of Laundry San to schools, nursing homes, hospitals, and other facilities where sanitation is a concern.**

**LAUNDRY SAN - THE MRSA solution for small laundries where sanitization is critical.**

[http://www.cdc.gov/ncidod/dhqp/ar\\_mrsa.html](http://www.cdc.gov/ncidod/dhqp/ar_mrsa.html)

**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](http://WWW.theintegraprogram.com) to sign up, and find more exciting tips and information while you're there.

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