

June 13, 2008 Vol. 5, 6a

Special Message:

## SIX WAYS TO SELL INTEGRA HAND CLEANERS

As many of you know, INTEGRA now has a complete line of hand cleaning products, with two hand cleaners (regular and sanitizing), and a non-alcohol based hand sanitizer. Here are six tips on how to sell these great products:

1. Because INTEGRA dispensers can be re-filled, your customer saves money over the high prices of cartridge-packaged products.
2. Again, because INTEGRA dispensers are re-fillable, your customers save money by eliminating the waste caused by cartridge-type systems that encourage the habit of throwing out partially emptied containers.
3. With re-fillable dispensers, re-filling is simple, and there's no cartridge to change. This saves employee's time and your customer's money.
4. Both INTEGRA's sanitizing hand wash ASSURE, and its hand sanitizer INSTA-SAN are effective against MRSA.
5. Both ASSURE and CITRI-FOAM have pleasant scents, and customers will appreciate this (many current hand cleaners have odors that remind me of a bus station bathroom).
6. Finally, the big one - all INTEGRA products come packaged in 2x1 gallon containers. This is a convenient size for customers, and prevents the sticker shock factor associated with larger sizes.

So there are six ways you can sell INTEGRA hand cleaners over your competition who are likely selling expensive, wasteful products packaged in cartridges.

Good selling,

John White