



NEWSLETTER

JANUARY 2007

HAPPY NEW YEAR! From all at Kitchenmaster we would like to wish you a very Happy and Prosperous New Year and thank you for your business in 2006. We look forward to continuing our relationship and growing together in 2007.

THE SHAPE OF THINGS TO COME Kitchenmaster are happy to announce a re-launch of the "newsletter" which will now be published on a regular monthly basis. We intend to provide support for all of our customers through the newsletter and through the ongoing development of the website. The newsletter will be posted onto the website within the first ten days of each month. For those who have registered their e-mail addresses on the website, you will receive your copy automatically each month. Make sure the e-mail addresses of all the key people in your organisation are registered on our site – they will definitely benefit from the information they will receive each month.

WHAT'S IT GOING TO LOOK LIKE? There will be a regular series of sections. So if you want to know certain information only you can refer to your particular section of the newsletter each time. **But be careful! You may miss out on lots of valuable information elsewhere in the newsletter.** There will also be special one-off bulletins contained in the newsletter where we feel there is information worth sharing with you on a case-by-case basis.

FEEDBACK, FEEDBACK, FEEDBACK! Don't forget this newsletter is for your benefit – the customer. The only way we can make the document interesting for you is to cover the things that are important **FOR YOU**. Tell us what you think and allow us to change the layout and content to best suit you. E-mail us with your thoughts on Jacqui@kitchenmaster-ni.com or Brian@kitchenmaster-ni.com. These guys will make sure your views are reflected in the finished article!

I'LL HAVE MINE REGULAR! Here are the features that will appear regularly in the Kitchenmaster newsletter:

- General Interest articles around the world of cleaning and hygiene
- Update on Regulatory/Legislative issues
- Health and Safety Data Sheet updates
- Trouble shooting section
- Upcoming events in the cleaning calendar – either industry at large or Kitchenmaster specifically

- Every quarter there will be a special issue of the newsletter that will have as its theme a particular market (or product) sector. Watch out for these and give us your feedback on their impact!
- What the customer thinks! – We will publish any useful suggestions you feel would benefit the readers of the Kitchenmaster Newsletter.

I'LL HAVE THE SPECIAL! In addition to the regular features the new look Newsletter will, from time-to-time, have one-off articles telling customers about important developments. This could range from a new member of staff to a new product line. Watch this space and all will be revealed!

SO WHO'S THIS NEW GUY? In September 2006 a new Managing Director joined the Kitchenmaster team. Brian O'Kane comes to the company with a wealth of Chief Executive and consultancy experience across different business sectors.



Brian graduated from Queen's University in 1984 with a PhD. He subsequently joined Bombardier Shorts, initially specialising in research, and then moving on to various project management and sales management positions. Brian spent 11 years with Shorts, headquartered in Belfast and travelling extensively within the United States.

In 1995 Brian was appointed as Sales & Marketing Director at Boxmore Plastics and shortly thereafter became Managing Director of the Lisburn based company. He was then appointed as Managing Director of RFD in Belfast in 2000. Following a third party acquisition of the RFD business in mid-2000 Brian left to take up the position as Managing Director of Langford Lodge Engineering in Crumlin where he remained until 2004. As an independent business adviser between 2004 and 2006, Brian provided consultancy services to a range of companies within various market sectors. He is a chartered engineer and a fellow of the Royal Aeronautical Society. He is also a member of both the Chartered Institute of Marketing and the Institute of Business Advisers. On taking up his new post at Kitchenmaster Brian said *"I am very happy and excited to be joining the great team at Kitchenmaster. I intend to build upon the company's strong reputation for customer service and establish it as the premier organisation to do business with in Ireland, the UK and in our international markets"*

NEW PRODUCT LAUNCHES Kitchenmaster are launching two new products in January 2007 that we feel very excited about. They address several important areas of the market and we are sure you will be excited by their introduction. Read on.....

Bacti Vir This is an amazing new disinfectant detergent pump spray with full EPA approvals and PCS registration. It is the highest performing killer of bacteria, viruses and fungi, all-in-one, available on the market today. It

represents the culmination of a collaborative work programme between Kitchenmaster and several multi-national chemical companies. We wouldn't have invested all the time and money in research and development if we didn't think our customers would go crazy for this revolutionary product. We are confident that, once trialled by our customers, it will become an "automatic order item" for you every month.

Odour Sorb This is a revolutionary product for removing all those unpleasant smells that you come across every day. Using high performance, proprietary technology Kitchenmaster is able to provide a product that neutralises bad smells through a chemical binding process. Conventional products mask bad smells with a sweeter smelling odour. Not Odour Sorb, it actually eliminates the smell. It is effective in removing smells from the air and can also be applied to surfaces including fabrics.

If you want more detailed information on either Odour Sorb or Bacti Vir, this information is now available on the website. Initial product samples will also be with you shortly.

JARGON BUSTER! Just in case you weren't up to speed with all the latest TLA's (three letter abbreviations!), here is a couple of the TLA's used above explained in more detail:

EPA:- Environmental Protection Agency. The U.S. Environmental Protection Agency was established as an independent federal agency in 1970. It's mission is to protect human health and to safeguard the natural environment--air, water, and land--upon which life depends. The EPA endeavours to accomplish its mission systematically by proper integration of a variety of research, monitoring, standard-setting, and enforcement activities. As a complement to its other activities, EPA coordinates and supports research and anti-pollution activities of State and local governments, private and public groups, individuals, and educational institutions. Bacti Vir carries an EPA registration number which verifies that the various kills explained on the product label have been confirmed.

PCS:- Pesticide Control Service. The Pesticide Control Service (PCS) is a part of the Department of Agriculture and Food (DAF), located in Castleknock, Dublin. PCS is responsible for the classification, packaging and labelling of biocidal products. From January 2007 any biocidal products circulating in the Republic of Ireland must carry the appropriate PCS registration number.