



NEWSLETTER

FEBRUARY 2007

WELCOME TO THE FEBRUARY NEWSLETTER – A QUICK EDITORIAL

It was a pleasure for me to have joined the Kitchenmaster organisation recently. Over the past couple of months I have been getting to know the people and products and have been learning about our loyal customer base. From my perspective the more two-way communication between Kitchenmaster and its distributor base, the better. I believe that the newsletter is an excellent way of keeping everyone up-to-date with issues affecting them and I hope to get more and more feedback from customers regarding the newsletter format and content in the months to come. As for this newsletter; it will follow the general format as announced last month. I hope you find it an interesting read. Brian O’Kane, Managing Director

FAULT FINDING AND TROUBLESHOOTING FOR DISHWASHERS We have put together a simple fault finding/troubleshooting document to assist you in diagnosing problems that your customers may be experiencing with their dishwashing equipment. If you would like a copy of this document please e-mail us at Jennifer@kitchenmaster-ni.com and we will be happy to send you a copy. We would be interested in your feedback on how useful this troubleshooting guide is.

ANYBODY GOING TO CATEX 2007? The catering equipment association’s big event is on in the RDS Simonscourt, Dublin from Monday 26th February to Wednesday 28th February. Jacqui and Brian from Kitchenmaster (NI) will be there for one of the days. If anyone is interested in meeting up for a coffee and a chat please e-mail either Jacqui@kitchenmaster-ni.com or brian@kitchenmaster-ni.com and we can arrange a convenient time for you.

UPDATE OF OUR WATER HARDNESS TEST KITS We have been checking the marketplace for a more user friendly means of establishing levels of water hardness and are happy to report that we can now provide you with simple test strips that will give you a much quicker reading than our previous “dropper” kit. These are available free of charge as and when you may need them. Please contact Jacqui with your requirements.

UPDATE ON NEW PRODUCT LAUNCHES The recently launched Bacti Vir product has received a lot of interest from our distributors after initial trialling with samples. Production orders are now being processed on a first-come-first-served basis. The Odour Sorb product samples will be sent out shortly. These were delayed due to the priority we placed on getting the Bacti Vir samples out to you.

KITCHENMASTER vs THE COMPETITION We compete very successfully against the competition and to continue doing so it is in the best interest of our customers to know which of the Kitchenmaster products are equivalent to the big name brands. We have therefore done some work on benchmarking our products to the brand leaders and can provide you with a comparison table showing you the appropriate Kitchenmaster products. For those interested in getting a copy of this spreadsheet please contact Jacqui at your convenience.

EVENTS & EXHIBITIONS The Cleaning Show is on in the NEC, Birmingham between the 13th and 15th of March 2007. This exhibition for the UK Cleaning and Hygiene Industry is held every two years. The 2005 show attracted nearly 10,000 visitors!

ASSISTING KITCHENMASTER'S DISTRIBUTORS WITH SALES MATERIAL

Several of our customers have requested that we provide additional information to that provided on the Kitchenmaster website to assist with their sales campaigns. We are currently getting quotes and will be in a position to supply you with "product flyers" in the near future. We are still keen however that you use the website as an important reference point for yourselves and your customers. We have invested considerably in the website to provide you with information and support

AND FINALLY! Wondering how big your company might get in a few years time? Have a look at this photograph of a small group of entrepreneurs in the late 70's



Microsoft Corporation, 1978