



NEWSLETTER

APRIL 2007

WELCOME TO THE APRIL NEWSLETTER – A QUICK EDITORIAL

Hopefully everyone has been enjoying the fantastic weather of recent weeks. The good weather should keep all our end users out there busy which is good for everyone.

This month we have a number of the regular sections updated in the newsletter. We also have sections on the Kitchenmaster website, how to improve your sales and some interesting news around one of our key supply partners of machine equipment. As usual I look forward to getting feedback from any and all of the recipients of the newsletter – if there is particular information or features you want to see, please get back to me. Brian O’Kane, Managing Director

KITCHENMASTER WEBSITE We still see the website as a key focal point for any assistance that our customers may require. There is access to health & safety and technical data and you are able to see the full range of Kitchenmaster products. We are continuously looking at the website for improvements and would value any ideas that you may have. Please contact Jennifer for these in the first instance at Jennifer@kitchenmaster-ni.com. We plan to launch a website based competition in the near future where the lucky winners will be rewarded with free product. Watch out for this!

FEEDBACK ON THE CLEANING SHOW Brian attended the show in the NEC Birmingham this year and was happy to report back on a busy event. It was good to have met up with some of our customers at the event also. This certainly shows that our customers are getting along to the trade shows to see what the latest products and services are within our industry. We will be announcing some new product launches as a result of meetings Kitchenmaster had with exhibitors at the show. You will hear more of this over the summer months.

UPDATE ON REGULATORY/LEGISLATIVE ISSUES More news is reaching us regarding the Biocide Products Directive (BPD) which should be of interest to all of our customers who purchase products containing “kill”. We are also hearing rumours that the NTA reclassification reported in the March newsletter may now be delayed, in its implementation, until 2008. We will keep you advised as we hear more.

WONDERING HOW YOU CAN IMPROVE YOUR SALES? Sales are important to us all. If you have no “top line” you never be able to generate a bottom line. Kitchenmaster have a number of very good tips on the qualities your sales people should have, the selling process itself and the reasons for lost sales. If you’re interested in getting more sales, send through for a copy of this to Jennifer (e-mail address above).

UPDATE ON NEW PRODUCT LAUNCHES The Odour Sorb product samples have finally been despatched to all appropriate customers. As with Bacti Vir we eagerly await the outcome of your trials of this product. A reminder also to some of those who received Bacti Vir samples – how did your trials work out? What end user feedback have you got for us?

SEKO / KITCHENMASTER CO-OPERATION Seko UK will be increasing their business profile in Ireland by providing more support to Kitchenmaster and our customers. Seko will be enhancing product awareness by offering Kitchenmaster customers product training on a sales and technical level. There will be joint marketing and exhibitions to launch new products and new developments. Seko, together with Kitchenmaster, will help your sales people understand the applications of dosing equipment as well as increasing your share in the Irish market.

EVENTS & EXHIBITIONS The next big event within Europe is, of course, the ISSA/InterClean show in Amsterdam in May 2008. Kitchenmaster will be attending the show and we will be organising an event for our customers at the show also. We will keep you posted.

AND FINALLY! Swansea hospitals are set to lead the UK with an innovative way to cut the risk of healthcare associated infections by boosting hand hygiene. Trained teams will be out on the wards with special Glo-Germ boxes which highlight with startling clarity patches on people's hands which have not been properly washed clean. The dirty areas - which may look perfectly clean to the naked eye - glow luminously under the boxes' ultra-violet lights. It is hoped that the boxes will reinforce the importance of thorough hand-cleaning, and encourage staff and visitors to scrub thoroughly. Delyth Davies, the Trust's Lead Infection Control Nurse, said: "People are often quite shocked when they use one of these boxes and see the visual evidence of what parts of their hands haven't been cleaned.