



NEWSLETTER

MAY 2007

WELCOME TO THE MAY NEWSLETTER – A QUICK EDITORIAL

This month there is some news on marketing support material and competitor information. We also have some information on Clostridium Difficile and the effectiveness of our new product, Bacti Vir, against it. And, of course, the normal update on the regular topics.

As we move into the summer months many of our customers are seeing their order books grow which is good news for everyone. Remember to say to your customers about the other Kitchenmaster products that could be good for them. They're all there on the website. Introducing just one new product line per month will give you a big help on your total sales for the year. But then again I shouldn't be trying to teach granny how to suck eggs! Good luck everyone and I hope you enjoy reading this month's newsletter.

Brian O'Kane, Managing Director

MARKETING LEAFLETS FOR NEW PRODUCTS We have responded to the many requests we received for "glossy flyers" to help you sell the new Bacti Vir and Odour Sorb products. We will have a limited stock of these arriving at the end of this month. Please contact our main sales office at Jennifer@kitchenmaster-ni.com with your requirements for numbers and we will get these out to you immediately. If anyone interested in electronic versions please ask Jennifer and she can e-mail these out to you. On the subject of Bacti Vir; we have had some questions concerning its effectiveness against the c.diff bacteria. The following paragraph gives you an answer that you can share with your customers:

Clostridium Difficile or C.diff is an anaerobic bacteria – this means that it doesn't survive in normal air breathing conditions. In normal atmospheric conditions it exists in a spore state which includes a very thick cell coating. The bacteria is in effect in hibernation. The spores only revert to the "vegetative" state (and the bacterial colony grows) once the spores get into the intestinal track where oxygen is low. This causes disease. The spores by themselves do not cause disease.

Bacti Vir contains an ingredient approved by the EPA (environmental protection agency) in the US that is effective in killing off c.diff in its vegetative form but is not effective against its spores. EPA registration number 1839-83 is listed in the EPA's Registered Antimicrobial Products effective against Clostridium Difficile vegetative bacteria (ATCC 9689) dated 17th January 2007.

COMPETITOR BENCHMARKING An update has been completed of the competitor benchmarking matrix that was first made available in February this year. Just to re-cap; we compete very successfully against the competition. To continue doing so it is in the best interest of our distributors to know which of the Kitchenmaster products are equivalent to the big name brands.

The "May 07" version of the benchmark matrix will give you the latest information we have on the "big brand" products and what their equivalents are within the Kitchenmaster range of products. Surely this is vital to all of your sales people when they try to secure a new account or expand an existing one. Any requests for this important piece of marketing intelligence should be forwarded to Jennifer@kitchenmaster-ni.com .

UPDATE ON REGULATORY/LEGISLATIVE ISSUES The expectation now regarding the formal classification of any products containing above 5% of NTA (Nitrilotriacetic acid) as potentially carcinogenic, is that it won't be mandatory before 2009. The effect, however, of pending legislation and raw material supply difficulties is that production costs are starting to be impacted significantly. This industry-wide phenomenon is unfortunate but will inevitably lead to price adjustments that will ultimately have to be borne by the end users. We will keep everyone advised on this subject.

EVENTS & EXHIBITIONS As reported in last month's newsletter, the next big event within Europe is the ISSA/InterClean show in Amsterdam in May 2008. We have started some internal brainstorming on the kind of event to host for our distributors but thought that it would be good to get your views. Please forward any ideas (within reason!) to brian@kitchenmaster-ni.com. The best and most original idea may even get a prize.

AND FINALLY! Perhaps our trains aren't as bad as we'd thought... We may feel dismayed by dirty and graffiti-covered trains and railway stations in this country, but we understand from Pakistan's *Daily Times* that those using the busy Lahore station have rats to contend with. Indeed it quotes one user as saying: "I won't dare leave my children unattended at the station. I am afraid that they will be bitten by rats."

FINALLY, FINALLY It wouldn't be normal for us to carry a non-hygiene related news story but I am sure you will forgive us for briefly mentioning the story of the abduction of little Madeleine McCann. For those interested in finding out more, a website www.findmadeleine.com has been set up.