



NEWSLETTER

SEPTEMBER 2007

#### WELCOME TO THE SEPTEMBER NEWSLETTER – A QUICK EDITORIAL

There are the usual sections in this month's newsletter again. We will be adding a new feature to the newsletter; FAQ's (frequently asked questions). This will help everyone to benefit from answers that we provide to individual queries that are made of Kitchenmaster from time to time. As usual, I hope that the information we provide you in the monthly newsletter is of value. We remain open to any suggestions you, our distributors, may have for changes in format and/or content. Brian O'Kane, Managing Director

**COMPETITOR DATABASE** There has been a recent update of the competitor database. For those who wish to receive the up-to-date version just e-mail Jennifer in the office.

**UPDATE ON REGULATORY/LEGISLATIVE ISSUES** With the re-classification of NTA due in early 2009, as previously reported, Kitchenmaster have now started a programme of laboratory and field trials for a number of products containing the aforementioned product. These will last for several months. Early feedback from field trials is encouraging. We'll keep you all posted on progress.

#### EVENTS & EXHIBITIONS

- ISSA/Interclean show in Amsterdam in May 2008 – Kitchenmaster staff staying at the Grand Hotel Krasnapolsky on Dam Square.
- The Clean Expo exhibition is on 17th & 18th October in the RDS. Kitchenmaster personnel will be there on Tuesday the 17<sup>th</sup>

**QUARTERLY SPECIAL** When the Kitchenmaster newsletter was re-started at the beginning of the year we promised that there would be quarterly specials on topics of interest. We have already had a special on dishwash products which covered selling, training and troubleshooting. Next month we will be providing a special on our reload (concentrate) products. This will cover benefits to the end user, which end users are best suited for this product, dispenser requirements and end user recommended pricing.

#### FAQ's:

- Are there any products in the Kitchenmaster kitchen hygiene range which are food safe?
- Answer: Surface sanitizer 802 is the only product you can place food directly on to. All other products need to be rinsed with water.
- Can cleaning and hygiene products taint the food?
- Answer: As long as the product has no fragrance and is rinsed well with water, the food will not be tainted.

**AND FINALLY...** A survey, by premium appliance manufacturer Miele, setting out to discover how household habits have changed over the years, can reveal that housework is in decline despite the fact that most of us felt we should be spending more time on cleaning, and that our childhood homes were cleaner than the homes in which we are raising our own children! Nationally women still spend more hours cleaning than men and regionally the N.E of England came out as the most house proud region in the UK.