



NEWSLETTER

OCTOBER 2007

WELCOME TO THE OCTOBER NEWSLETTER – A QUICK EDITORIAL

A month is a long time since our last newsletter. For one; Ireland were still in the world cup back then! Some other things don't change however; the struggle with MRSA and c.diff continues right across the UK and Ireland. An opportunity obviously exists for a number of our products to help with this situation. For those struggling with what REACH means to the chemical industry; we have an explanatory paper available to you. We are also making available an excellent paper on our Reload System to those who feel it would be suitable for their end user customers. I have a feeling that Jennifer will be busy this month responding to all of your requests for the various information packs! They are well worth reading. Brian O'Kane, Managing Director

COMPETITOR DATABASE There has been another update of the competitor database which benchmarks Kitchenmaster's products against several other competitor companies in addition to Johnson Diversey and Ecolab. For those who wish to receive this latest version just e-mail Jennifer in the office.

UPDATE ON REGULATORY/LEGISLATIVE ISSUES The European Union's efforts to help human health and the environment while keeping our chemical industry competitive is summarised by the new REACH initiative. The REACH system addresses the **R**egistration, **E**valuations and **A**uthorisation of **C**hemicals. There is a brief but very informative booklet on REACH available to those interested. Please e-mail Jennifer for a copy.

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 Wednesday the 17th

QUARTERLY SPECIAL As promised in last month's newsletter we have put together a special pack on our reload products.

The Reload Concentrate System can be described as a chemical concentration dilution system. It consists of seven different products dosed and dispensed in a variety of ways. The system offers a wide range of benefits to both the buyer and the end user including cost and waste control and simplicity of use. In particular, for a busy end user who is focused on departmental budgets and cost control, the benefits of the reload system are impressive. To get the full presentation pack on the Kitchenmaster reload system which includes end user recommended pricing, e-mail Jennifer for a copy.

FAQ's:

Q. What is the difference between lemon floor gel buffable and lemon floor gel non-buffable?

A. Lemon floor gel buffable contains essential oils which can be machine buffed to create a lovely slip resistant shine. The non-buffable floor gel can only be applied using the normal cleaning techniques i.e. mop, wipe or spray.

Q. How can you tell the difference between a high quality floor polish and an economy version?

A. The solids content is an indication of quality. The Kitchenmaster floor polish, Floorbrite has 25% solids. This is very high and hence the product needs fewer applications in order to receive a superb result. Labour time is also reduced as a result.

Q. Why is a neutral floor cleaner necessary for polished floors?

A. Some floor cleaners are highly alkaline and therefore when used on a polished floor will actually dull or remove the polish. A neutral floor cleaner is an effective maintenance product which will not dull or remove the polish.

AND FINALLY...Keep Britain Tidy released its first ever statistics on the rise of smoking litter since the smoking ban. The English were the worse offenders showing a rise of 43%. Tidy Northern Ireland reported a 17% increase while Keep Wales Tidy recorded a 7% rise. Scotland did notice an immediate rise but this then decreased as more people used cigarette bins. Keep Britain tidy launched the second of a three part campaign on smoking rubbish and this will hopefully have a positive impact and encourage irresponsible smokers to use the bins.