



NEWSLETTER

JANUARY 2008

WELCOME TO THE JANUARY NEWSLETTER – A QUICK EDITORIAL

Welcome to the first Kitchenmaster Newsletter of 2008. We hope everyone enjoyed the festive season and celebrated the New Year in style. Now that we are all well rested we should be ready to face whatever challenges 2008 has to throw at us, including the wind, rain and snow!

A minor footnote; the new style of monthly Newsletter began this time last year, so this is our thirteenth edition – hopefully not unlucky for some.

TRAINING AND TROUBLESHOOTING - RECAP ON WHAT IS AVAILABLE

Over the past year we have made a number of articles & items available, through the newsletter, to assist all our customers. We thought it would be useful to remind you of these, in case there were people who missed out the first time around:

- Fault finding / troubleshooting for dishwash machines.
- Competitor benchmarking / comparison table.
- Guide to clean glassware – how to achieve spotless glassware and to keep it that way.
- How to improve your sales – qualities of successful sales people, the selling process and reasons for lost sales.
- Product photograph CDs – Photographs of Kitchenmaster products on CD form.
- 2 part training programme on dishwasher machines.
- Reload information pack.

Please contact Louise at Louise@kitchenmaster-ni.com if you're interested in receiving any of the above.

UPDATE ON REGULATORY/LEGISLATIVE ISSUES

Sweden will ban phosphates in laundry detergents from next March (2009). The move is the latest in a series of measures aimed at combating water pollution. Currently all Kitchenmaster products are phosphate free apart from the laundry products. This is because the phosphates present are necessary to obtain the excellent cleaning power.

EVENTS & EXHIBITIONS

- ISSA/Interclean show in Amsterdam in May 2008 – Kitchenmaster staff staying at the Grand Hotel Krasnapolsky on Dam Square.

FAQ's:

Q. When would a Machine Dishwash Powder be recommended over a Machine Dishwash Liquid?

A. Machine Dishwash Powder provides excellent wetting, cleaning and low foam properties and effectively removes soils and stains from all glasses, crockery and cutlery. The difference from Machine Dishwash Liquid is that it is for hand feeding into under-counter and other automatic dishwashing machines. This makes it suitable for smaller, less busy establishments, who do not need the dishwasher running constantly.

Q. What type of cleaning powers do powder detergents have?

A. Kitchenmaster Destain Powder 208 is specially formulated for the removal of tannin and coffee deposits from tea and coffee urns, plastic ware, vending machines and crockery. It effectively removes stains and soils from all surfaces yet leaves no after taste when rinsed. It should be used regularly and systematically as a 'spring clean' from all utensils.

Kitchenmaster Heavy Duty Degreasing Powder 205 has a powerful formulation that removes grease and grime fast and efficiently. It is suitable for cleaning floors, walls, tiles and counters and is widely used for the effective degreasing of deep fat fryers and other food equipment. It is recommended for anywhere that has heavy grease build up.

Q. Do any powder detergents sanitise? If so are they safe to use in food prep areas?

A. Kitchenmaster Sanitising Powder 202 is suitable for both cleaning and sanitising. It has excellent grease removal and destain properties and is effective against a wide range of gram positive and gram negative bacteria. It effectively cleans and sterilises fridges, freezers, food equipment and food processing equipment therefore making it suitable for food prep areas and kitchens. However a good rinse with clean water is necessary as this product contains chlorine releasing agents.

AND FINALLY...Approx 600,000 to one million people in the UK are affected by Norovirus each year. Also known as the 'winter vomiting disease', figures this year have risen significantly as numbers meet epidemic levels. It is commonly found in contained environments such as nursing homes, hospitals, schools and offices, where it can easily spread from person to person. Cold viruses are extremely contagious so it is best to stay at home and get better, rather than pass it onto others.