



NEWSLETTER

JANUARY 2009

WELCOME TO THE JANUARY NEWSLETTER – A QUICK EDITORIAL.

A big welcome to the first newsletter of 2009! As everyone is well aware there may be some difficult times ahead but hopefully with hard work and determination we will all get through it. Kitchenmaster look forward to continuing to work and grow with all of you in 2009. I hope everyone has enjoyed reading the newsletter over the past year and as I have mentioned on numerous occasions all feedback will be greatly received.

We have all the usual features such as regulatory / legislative issues and FAQ's along with a recap of last year's newsletters and some marketing information.

RECAP ON WHAT IS AVAILABLE: Over the past 12 months the newsletter has had a number of appendices and special features. Below is a list of these and the newsletter they were on, all of which are available on the website www.kitchenmaster-ni.com in case you missed out first time.

- May 2008 – Drain Digester information / Safety data sheet information
- June 2008 – Laundrymaster System
- August 2008 – First instalment of Basic Food Hygiene: Food poisoning
- September 2008 – Second instalment of Basic Food Hygiene: Cleaning the workplace / Personal Hygiene
- October 2008 – Third instalment of Basic Food Hygiene: Food storage / Safe food preparation / Design of food premises / Waste & Pest control
- November 2008 – Thick Bleach Flyers / Reload information pack
- December 2008 – REACH statement

The Thick Bleach flyers, Reload information and REACH statement you can receive from myself at jenna@Kitchenmaster-ni.com

UPDATE ON REGULATORY / LEGISLATIVE ISSUES: Over two million preliminary information dossiers have been submitted to the European chemicals agency (Echa) under the EU's Reach policy, according to figures released by the agency after the six-month pre-registration window. One-third of all submitting firms were British. Almost one-third of submissions came from Germany. Later this month Echa, will publish the list of substances that have been pre-registered, launching the next phase of the Reach process, in which firms making or importing the same chemical will share data in substance information exchange fora (Siefs).

Firms that missed the pre-registration deadline must now cease manufacturing or importing Reach substances until they have submitted a full registration dossier and paid a fee.

EVENTS & EXHIBITIONS:

- This year's CATEX exhibition runs from the 9th – 11th February in the RDS Dublin. The Catering Equipment Association is investing record funds in the exhibition promising to make it bigger and better than ever.
- The Cleaning Show in Birmingham's NEC arena will take place from the 10th – 12th March 2009. This is one of the cleaning industry's largest shows. Kitchenmaster can confirm that at least one member of staff will take a trip over to see if there is anything new and exciting happening.

MARKETING MATERIAL: For the past number of weeks Kitchenmaster have been busy working on updating the website. Some felt that although the website contained useful information it needed a facelift. The good features, such as ease of navigation, are being kept but the whole look has been updated. It will be up and running within the next few weeks so I will remind you in next month's newsletter to go and take a look.

INDUSTRY NEWS: Cleanright is a new industry supported multilingual website aimed at becoming the No.1 reference point for Europeans on household cleaning and maintenance products. It is the joint initiative of AISE (the organisation representing the soaps, detergents and maintenance products industry) and CEFIC (which represents the chemicals industry in Europe). In the UK these industries are represented by the UK Cleaning Products Industry Association (UKCPI) and the Chemicals Industry Association (CIA). The purpose of the site is to give information on the different types of cleaning products and families of products. The site does not discuss specific brands but informs consumers about the safety and sustainability of cleaning products. The site has also been designed to provide information to institutions and non-governmental organisations. If you are interested in having a look please visit www.cleanright.eu

F.A.Q's - ENVIRONMENTAL ISSUES

Q.1 Are Kitchenmaster products environmentally friendly?

A.1 Well there are many different definitions of 'environmentally friendly'. Kitchenmaster is committed to manufacturing high quality products while also reducing the impact they have on the environment wherever possible. The Northern Ireland Environment Agency conduct regular site audits to ensure all standards are being adhered to. In line with Kitchenmaster's environmental policy, all of our products have been designed to reflect the need to be environmentally friendly whilst also performing to a very high standard in terms of cleaning effectiveness.

Q.2 Are the products biodegradable?

A.2 Yes the surfactants in all Kitchenmaster products are biodegradable.

Q.3 Are the products phosphate free?

A.3 All products are phosphate free with the exception of laundry products, where they are necessary and present for a specific purpose. Phosphates perform several important cleaning functions one of them being that they soften water helping the break up of dirt on fabrics and preventing soil from re-depositing itself on the surface to be cleaned. This is why they are required in laundry products however this is the only range to do so. This reasoning is agreed by the British Association for Chemical Specialities (BACS).

Q.4 How else is Kitchenmaster environmentally friendly?

A.4 Kitchenmaster have a number of initiatives such as all housekeeping products are trigger sprays, not aerosols and therefore CFC free. Certain raw materials have been replaced with more environmentally friendly alternatives and packaging plus pallets are recycled whenever possible. The new website will contain an 'environmental' section so those of you who wish to read more about these issues will be able to do so next month.

AND FINALLY...ASDA has won the much coveted UK Winners' Trophy in the 21st Anniversary Loo of the Year Awards competition to find the very best 'away from home' washrooms in the UK. UK retailers are placing increasing importance on provision of first class toilets that contain the facilities that their customers need and expect when visiting their stores. ASDA has continued to improve the quality of customer toilets since winning the Loo of the Year Awards Individual Categories Trophy in 2007. 2008 was another record year, with over 1,700 separate entries received across the expanded 60 different entry categories - over 18% above the previous year. Standards in Awards entrants toilets are also improving - 42% of the total entries achieved the top 5 Star grading (33% in 2007), 42% achieved a creditable 4 Star grading (41% in 2007) and 14% achieved a 3 star rating.