



NEWSLETTER

FEBRUARY 2009

WELCOME TO THE FEBRUARY NEWSLETTER – A QUICK EDITORIAL.

Well the wintry weather has been affecting all of Ireland and the UK. It is amazing how some snow can grind everything to a halt...apart from the newsletter that is!

This month we have all our regular topics including information on our new marketing material and a special feature on hand washing and sanitising. Catex finally arrived so to see what we thought please see below.

UPDATE ON REGULATORY / LEGISLATIVE ISSUES:

Kitchenmaster has been looking into new washing up liquid formulations. Trials have taken place and been a success.....

EVENTS & EXHIBITIONS:

- This year at CATEX was as big as ever. There were all the usual suspects such as Galgorm, Bunzl, Lynas and Pallas Foods etc and all the free samples that go with it! It was good to see the place busy and hopefully all those who were exhibiting will find that the benefits and potential sales generated will outweigh the initial costs.
- 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. We can now confirm that Brian will be attending the event on Wednesday 11th March so keep an eye out for him if you are going.

MARKETING MATERIAL: A cd was produced last year containing images of all Kitchenmaster products. This then became redundant as such whenever the new labels came into effect back in May / June. More photographs have been taken of the products with their new label so if you would like a copy please contact Jennifer at Jennifer@kitchenmaster-ni.com

I mentioned in last month's newsletter that we are in the process of updating our website. There was a slight delay (as always with these types of jobs) but it is finally up and running. We at Kitchenmaster feel that it is a very good job and any feedback from you would be greatly received.

As well as updating the website Kitchenmaster have also been commissioning design work for new brochures. The information has been gathered and some initial drafts have been looked at so the final versions should be available in March at some stage. We will obviously alert you once these are ready.

SPECIAL FEATURE: This month we have a special feature on the importance of hand hygiene. In the November 2008 newsletter we talked about the first

ever Global Handwashing Day which took place in October 2008. The aim of it was to highlight the need for proper hygiene practices across the world and raise awareness that hand washing with soap should become part of local and global culture. If you wish to read some more about hand washing and sanitising please see appendix 1.

F.A.Q's - CHEMICAL DEFINITIONS:

Q.1 What function do 'Chelates' perform in cleaning products?

A.1 These agents soften the water and tie up impurities that interfere with cleaning.

Q.2 What is the function of biocides?

A.2 They help to disinfect the surface being cleaned and preserve the cleaning formulation while in the bottle before cleaning. A biocidal product does not actually have to kill. If it is used to destroy, deter, make harmless, or control a harmful organism by chemical or biological means it may be considered a biocide. Biocides can be divided into 4 groups; disinfectants and general biocidal products, preservatives, pest control and other biocidal products.

Q.3 What are surfactants?

A.3 Surfactants are wetting agents that lower the surface tension of a liquid, allowing easier spreading, and lower the interfacial tension between two liquids. There are a whole host of different surfactants in cleaning products for example:

- Anionic surfactants are negatively charged, provide good cleaning power and are usually high foaming.
- Cationic surfactants are positively charged and are good dispersants (usually found in fabric conditioners). They have a thickening action and can sometimes be biocidal.
- Solvents help with cleaning and provide quick evaporation and drying.

AND FINALLY...Keep Britain Tidy has named McDonald's as the most littered fast food brand in England, having found the company's burger wrappers and drinks cartons littering the streets more than any other brand in its first ever snapshot survey of the problem, which it carried out in Newcastle, Liverpool, Manchester, Leeds, Sheffield, Leicester, Birmingham, Bristol, Southampton and London. Nationwide, McDonald's made up more than a quarter of all fast food litter (29%). In second place, came the local chippie or kebab shop (21% unbranded wrappings). In third place, Greggs, was found to have a high gutter share (18%). There was a big drop to fourth place KFC (8%) and joint fifth place Subway and other branded coffee (5% apiece). The organisation then delivered its branded litter survey to the chief executives of companies named. It is demanding that the fast food industry take more

responsibility for what happens to fast food and packaging taken away from premises in the UK.

APPENDIX 1

HAND WASHING AND SANITISING

Global Handwashing Day activities were implemented in more than 40 countries and focused on raising awareness amongst policymakers and the public about the role hand washing plays in public health. The challenge is to transform hand washing with soap into an automatic behaviour performed in homes, schools and communities worldwide. The organisers believe this could save more lives than any single vaccine or medical intervention.

Hand washing with soap is among the most effective and inexpensive ways to prevent diarrhoeal diseases and pneumonia, which together are responsible for the majority of child deaths. According to the CDC (Centre for disease control and prevention) in the US, the single most important thing we can do to keep from getting sick and spreading illness to others is to clean our hands.

Infectious diseases, many of which are spread by unclean hands, remain the leading cause of death and disease worldwide and the third leading cause of death in the US.

Despite the proven health benefits of hand washing, many people do not practice this habit as often as they should – even after using the toilet –

- 9 in 10 (92%) of adults say they always wash their hands after using the toilet however just 3 in 4 (77%) were observed doing so. (US study)
- The no. of germs on the fingertips doubles after using the toilet yet up to half of all men and a quarter of all women fail to wash their hands after they have been to the toilet (UK study).

Throughout the day you accumulate germs on your hands from a variety of sources – people, surfaces, food, animals, waste etc. If you do not wash your hands you can infect yourself with these germs (think how often you touch your face / eyes etc) or you spread the germs onto others either by directly touching them or indirectly by touching surfaces such as stairwells, doors, handles, telephones etc. Germs can live on your hands for up to 3 hrs and in that amount of time think of everything you touch! Statistics show the average desk harbours over 10 million germs which include 1,318 germs per sq. cm on a keyboard, 8,384 on a desktop and 10,051 germs on a telephone! You should wash your hands regularly throughout the day and in particular:

BEFORE: Preparing Food
Eating
Caring / visiting for the sick
Looking after the elderly or babies
Handling food

BETWEEN: Handling raw foods (meat, fish, poultry and eggs)

AFTER: Handling raw foods
Going to the toilet
Touching rubbish / waste bins
Caring / visiting for the sick
Coughing / sneezing / blowing your nose
Handling / touching animals etc

Hand washing is a simple habit and something which most of us do without thinking. This simple habit requires only soap and water or a hand sanitising gel. If you would like a poster / leaflet on how to wash your hands correctly please contact jenn@Kitchenmaster-ni.com

Infectious diseases that are most commonly spread through hand to hand contact are the common cold and flu. Inadequate hand hygiene also contributes to food related illnesses such as Salmonella and E.coli. In more recent years MRSA and C.diff have become a big problem. MRSA is spread from one person to another most often by hand contact. Good hand hygiene and proper hand washing is vitally important in stopping the MRSA germ from spreading.

MRSA stands for Methicillin Resistant Staphylococcus Aureus. Staphylococcus Aureus is a commonly occurring germ that around one third of the population carry around harmlessly mainly on the skin, throat and up the nose. MRSA is a variant of Staphylococcus Aureus. Many years ago infections caused by Staphylococcus Aureus were easily treatable however over the years these bacteria have developed resistance to antibiotics, hence the term 'methicillin resistant' in MRSA.

As mentioned in the majority of people MRSA simply lodges on the skin without making you feel unwell or showing any symptoms at all. This is known as colonisation. However MRSA on some occasions can enter the bloodstream through skin and wound infections and cause infections – commonly known as blood poisoning.

Spread of MRSA is mainly by skin contact. One method is on the hands of anyone caring for patients with MRSA in health care settings. There are several ways to prevent the spread such as nursing patients in side rooms (although this is not always feasible) and gloves etc been worn by doctors, nurses and carers if they are treating wounds. However the best, number one most effective way to prevent this spread is through a high level of high hygiene i.e. washing hands correctly and using alcohol sanitizing gel.

People with MRSA spread the germ mainly through hand contact e.g. if MRSA is up your nose and you pick it and then touch the door, someone with a cut on their finger could touch the door and get MRSA. **KEEP??** Therefore, just too re-literate, proper hand washing is the most effective way to stop the MRSA germ spreading. Any hospital /nursing home visitors should clean their hands before / leaving the area and make use of the sanitiser dispensers at ward entrances.

KEEP??

Washing your hands with warm water and soap is an effective method to remove visible dirt and reduce the number of germs on your hands. However alcohol based hand sanitizers, which do not require water, are an excellent alternative to hand washing, particularly when soap and water are not available.

- Hand sanitizers have the benefit of being less time consuming and more convenient than soap and water.
- The fact that they are easier and quicker to use helps lead to improved and sustained hand hygiene initiatives.
- Also they do not contribute to the emergence of microbial resistance as there is no alcohol left behind to promote adaptation.
- Many of the sanitizers give residual disinfection for up to two hours. As alcohol can have a drying effect on the skin, many of the products contain emollients to make them gentler on the skin. Often they can result in less skin dryness and irritation than soap water.

A viscous liquid / gel will prevent dripping and maximise the contact time of the product and skin during cleaning. Kitchenmaster supply a highly effective and viscous hand sanitising gel 4x5Lt. If you would like a Spec sheet you can contact myself jenna@Kitchenmaster-ni.com or visit the website.