



NEWSLETTER

MARCH 2009

WELCOME TO THE MARCH NEWSLETTER – A QUICK EDITORIAL.

I will take this opportunity to wish a happy St. Patrick's Day to all our customers. It is business as usual here at Kitchenmaster so if you need anything just give us a call. This month we have all the regular topics as well as some information on the arrival of our new brochures.

EVENTS & EXHIBITIONS:

- The Cleaning Show in Birmingham's NEC arena took place there from 10th-12th March 2009. This is one of the industry's largest shows and Brian attended the event on the second day. The show had less exhibitors compared to previous years although Brian said it had a 'cosier' feel as all the stands were located in one hall whereas in past years they have been spread out. All the big players were there and feedback was generally good. If nothing else at least it is a good source of exercise. Not only are you on your feet for a good few hours checking out the stands but I hear the walk to and from the NEC to the airbus it a good hike!
- The fourth ISSA / INTERCLEAN Central and Eastern Europe (CEE) exhibition takes place from 13th-15th May 2009 in Warsaw, Poland. Poland is set to be the EU's fourth fastest growing economy this year after Slovakia, Romania and Bulgaria. Visitors from all of these countries as well as the rest of Europe are expected.

MARKETING MATERIAL: The new website is now well and truly up and running so I urge all of those who have not already had a look to go see what all the fuss is about. It still contains all the useful information on the company and products along with some new content on environmental and regulatory issues.

The new Kitchenmaster brochures have finally arrived! There are 8 different leaflets containing information on the different products in each of the Kitchenmaster range; Kitchenmaster, Housemaster, Floormaster, Washroom, Fleetmaster, Laundrymaster, Industriemaster and Reload. They will be available both in hard copy and to download (PDF) from the website.

INDUSTRY NEWS: The carbon reduction commitment is the new cap and trade legislation that will affect around 5000 organisations in the UK. The carbon Trust Standard is awarded to organisations that measure, manage and reduce their carbon footprint. Organisations that achieve the Standard are

taking real action to reduce their direct impact on climate change. Over 60 organisations have achieved the Carbon Trust Standard and saved over 500,000 tCO₂ including B&Q, Diageo, Royal Mail Group, O2 and Ulster Carpets.

For more detailed information please visit www.carbontruststandard.com

F.A.Q's – Dishwashing

Q.1 Along with water what are the 4 elements required for effective dishwashing?

A.1 Temperature, chemical action, time and mechanical action

Q.2 What chemicals are used for dishwashers?

A.2 Detergent, which removes dirt and fat, and rinse aid, which assists drying and gives sparkle to all catering ware

Q.3 What features must a good detergent have?

A.3 There are a number of essential features:

- It must dissolve rapidly in water
- It must remove all types of dirt within a short time.
- It must not produce too much foam
- It must be able to work even in very hard water.
- It must not corrode the metal parts of the machine.
- It must not alter the enamel and the decorations on the dishes.
- It must not have any irritating or poisonous effects.
- It must be easy to dose automatically.

All Kitchenmaster machine and glasswash detergents are manufactured to the highest standards and are based on these essential features.

Q.4 Why are rinse aids required?

A.4 Rinse aids are used in the final rinsing stage. They are dosed in automatically with water at very high temperatures (70°-90°) in order to:

- Eliminate streaks of calcium being left on dishes
- Shorten the drying time considerably since total evaporation takes place more quickly

Q.5 How important is water?

A.5 Water has a fundamental role in the washing process:

- It acts as a vehicle for the components of the detergent that are active on the dirt
- Together with the detergent, it keeps the particles of dirt in suspension, avoiding clogging of the machine
- In the rinsing phase, together with the rinse aid, it completely eliminates residual traces of the detergent

AND FINALLY...With Spring almost upon us, the yearly housekeeping ritual of spring cleaning comes along with it. A spring cleaning survey, carried out by the Soap and Detergent Association (SDA) reveals some opinions of peoples cleaning habits:

- 60% felt that spring was the best time to rid the house of dirt and clutter
- 98% feel good about themselves when their house is clean
- 54% of people prefer to clean on a daily or weekly basis
- 97% believe their families appreciate a clean house

Happy cleaning!