



NEWSLETTER

DECEMBER 2009

#### WELCOME TO THE DECEMBER NEWSLETTER – A QUICK EDITORIAL

The festive period is now well and truly upon us. Kitchenmaster are recommending that orders need to be in no later than the 17<sup>th</sup> Dec in order to guarantee delivery for Christmas.

This is the last newsletter of 2009 so I would like to take this opportunity to thank everyone for all their custom throughout the year. I wish you all a merry Christmas and a happy (plus prosperous) New Year.

**PRODUCT NEWS:** There have been some new developments regarding dispensing equipment for dishwashers. We are still waiting for some final details but I should be able to reveal more in next month's newsletter, the first of 2010.

**COMPANY NEWS:** The majority of you will all know Jennifer at Kitchenmaster very well as it she deals with all your orders, queries and problems. Well unfortunately Jennifer is leaving us (11.12.09 is her last day). She is moving to Switzerland with her boyfriend to follow her dreams. We all wish her the very best for the future. In her place we have a new member of staff called Sandra. She is already part of the team and doing a good job. I'm sure you will all make her feel very welcome.

**UPDATE ON REGULATORY / LEGISLATIVE ISSUES:** Kitchenmaster products are all phosphate free apart from the laundry products. This is because the phosphates perform several important cleaning functions and are absolutely necessary. This reasoning is supported by the British Association for Chemical Specialities (BACS). However the Department for Environment, Food and Rural Affairs (DEFRA) has published draft rules that would restrict sales of domestic laundry detergents that exceed 0.4% phosphates by weight after 2015. Obviously 2015 is some time away but we will keep you updated on any developments as they occur.

#### EVENTS & EXHIBITIONS:

- Next years ISSA / INTERCLEAN Amsterdam will be taking place on 26<sup>th</sup>-29<sup>th</sup> April 2010. It is one of the industry's biggest shows and is attended by thousands of visitors. Well over 78% of the trade show floor has already been booked by some 350 exhibitors and with four months to go, the show's organisers are very pleased with the registration's progress. A healthy 10% of these are first timers which is very good considering the current economic market.

## F.A.Q'S: ENVIRONMENTAL POLICY

**Q.1** What is Kitchenmaster's environmental policy?

**A.1** Kitchenmaster is committed to manufacturing high quality products while also reducing the impact they have on the environment wherever possible. Kitchenmaster comply with all legislation and environmental policies. The Northern Ireland Environment Agency conduct regular site audits to ensure all standards are being adhered to.

**Q.2** How are the 'products / chemicals' environmentally friendly?

**A.2** All Kitchenmaster products comply with the very strict European legislation on biodegradability. This legislation covers the primary biodegradability and final biodegradation of products i.e. all Kitchenmaster products are biodegradable. As mentioned above all products are phosphate free unless absolutely necessary. Finally Kitchenmaster replace certain raw materials with more acceptable, environmentally friendly alternatives where ever possible.

**Q.3** How is the 'packaging' environmentally friendly?

**A.3** The different companies that supply Kitchenmaster with packaging promote recycling and the use of recovered materials. For example a number of our suppliers are members of REPAK which is a voluntary recycling organisation set up in the Republic of Ireland that allows for ease of material recognition by recyclers of plastics.

**Q.4** How is the 'manufacturing' environmentally friendly?

**A.4** Kitchenmaster manufacture millions of litres of liquid chemicals per year and all are subject to a stringent quality policy (please see our quality statement under 'Regulatory Compliance' on the website). The factory is run efficiently we have an effective waste management system.

For more information please refer to the 'Environmental' section in the website [www.kitchenmaster-ni.com](http://www.kitchenmaster-ni.com).

**AND FINALLY**....People are more likely to wash their hands when they have been shamed into it, according to a study by the London School of Hygiene & Tropical Medicine. The study looked at responses to electronic hygiene messages displayed in UK service station toilets. A quarter of a million people were counted using the toilets and their use of soap was monitored by on-line sensors. Only 32% of men washed their hands with soap whilst women were twice as good, with 64% washing their hands. A variety of messages, ranging from 'Water doesn't kill germs, soap does' to 'Don't be a dirty soap dodger', were flashed onto LED screens at the entrance of the toilets and the effects

of the messages on behaviour were measured. 'Is the person next to you washing with soap?' was best overall, showing how people respond to whether they thought others were watching. There were intriguing differences in behaviour by gender, with women responding to reminders, while men tended to react best to messages that invoked disgust, for example 'soap it off or eat it later'.