



NEWSLETTER

MARCH 2010

WELCOME TO THE MARCH NEWSLETTER – A QUICK EDITORIAL.

I'm sure everyone in Ireland is looking forward to St. Patrick's Day so you can drink lots of green beer or simply because it is a day off mid week! It is business as usual for Kitchenmaster so if you need anything just give us a call. This month the F.A.Q's are on industrial cleaners and we have some news on the European Regulation REACH.

UPDATE ON REGULATORY / LEGISLATIVE ISSUES: REACH – the new European Regulation concerning the Regulation, Evaluation, Authorisation and restriction of Chemicals, which came into force in June 2007 and is being implemented over the next 11 years, has moved onto the next stage. This involves the safety data sheets of the top end chemical suppliers being checked by REACH. We have had word from all of our chemical suppliers that the raw materials they are providing us with are included in REACH, hence there will be no problem in the supply of them and we will not have to make any changes to our formulations.

If you wish to read a useful document on REACH explaining why we need it, how it works, what are the benefits & costs, what is the state of play and how it will be implemented then please click on the link below:

http://ecb.jrc.it/DOCUMENTS/REACH/REACH_in_brief_0207.pdf

PRODUCT NEWS: Kitchenmaster have had the Reload charts updated. The new Kitchenmaster logo has been in use for quite some time now however it takes time for all the literature to follow suit. The charts contain the same information (ie usage, application, health& safety etc) but the new logo has been added and they have a more modern look.

EVENTS & EXHIBITIONS:

- This year's ISSA / INTERCLEAN Amsterdam is only 1 month away! It is taking place on 26th-29th April 2010. Kitchenmaster can confirm that we are attending the show. If there is anyone travelling alone or you would like to join us please get in contact.
- This years IFEX is taking place from 23rd-25th March, King's Hall Belfast. IFEX is Ireland's largest International Food, Drink, Hospitality & Retail Exhibition. It is a great commercial and retail event that offers exhibitors an opportunity to communicate with 7000 potential buyers.

- The Hospitality Expo 2010 Show ran from 9th – 11th March, Main Hall RDS, Dublin. We attended the event and although the show was smaller than previous years, the exhibitors told us that there were plenty of visitors keeping them busy and that they had received a large number of top quality leads.

INDUSTRY NEWS: Procter & Gamble Professional has released the findings of its 'Cleaning in a Down Economy' survey, which revealed that 85% of surveyed cleaning professionals have adopted a 'doing more with less' approach in response to current economic conditions. Survey Highlights:

- Nine in ten (90%) cleaning product decision makers would rather find ways to perform their services more efficiently than raise prices for their customers or clients.
- Over two in five (41%) respondents feel being as efficient as possible with current resources is what is most vital to their business right now. In fact, 35% think keeping customers happy is more critical than other fiscal matters like growing the business (10%), keeping all staff members employed (6%) or making a profit (3%).
- More than six in ten (61%) of those willing to spend more on a product would do so if it enabled employees to work faster by getting the job done the first time. Additionally, 43% would spend more if the purchased product could replace multiple cleaning products they currently use.
- 81% of respondents do not think having more cleaning products in their arsenal will lead to getting the job done right.
- The biggest hurdle for cleaning providers who are not performing at their best is having to train staff on how to properly clean (68%). With a high staff turnover during tough economic times, this is likely to get even more difficult.

F.A.Q's – Industrial Cleaning products

Q.1 What products are included in the 'Industriemaster' range of products?

A.1 The range includes Citrus Degreaser, Consolve Concrete Cleaner, Alkaline Foam Cleaner 710 & CIP Cleaner.

Q.2 What is Citrus Degreaser?

A.2 Citrus Degreaser is concentrated product developed mainly for use on severe grease and grime found on engines and chassis. It's excellent degreasing properties make it suitable for degreasing components before final despatch or prior to assembly, general cleaning, cleaning of factories, garages and forecourts. It contains a natural based cleaning agent and has a fresh citrus fragrance.

Q.3 How does Consolve Concrete Cleaner work?

A.3 Consolve is a Hydrochloric acid based product that effectively cleans concrete & masonry. This concentrated product effectively removes all kinds of dirt, scale, rust & spillages from inorganic surfaces such as concrete. It is an excellent cleaner for bricks, tiles & garage floors.

Q.4 What is the purpose of Alkaline Foam Cleaner 710

A.4 This non-caustic foam cleaner is for the thorough cleaning of large complex or inaccessible plant surfaces. Foam is the basis of cleaning in the food /beverage industries and the dairy industry. When used through a compressed air system this product creates a long lasting foam, ensuring sufficient contact time for the product to penetrate and break up deposits. It effectively removes all types of soils including protein, starch and grease. It is then easily rinsed to a perfect shine. Often Kitchenmaster Surface Sanitiser 802 is used in conjunction with this product to leave surfaces fully sanitised.

Q.5 What is CIP Cleaner?

A.5 CIP cleaner is a 'Cleaning In Place' detergent containing caustic and hypochlorite. CIP is a method of cleaning the interior surfaces of pipes, vessels, process equipment, filters and associated fittings, without disassembly. Industries that heavily rely on CIP are the food, beverage and dairy industries. The Kitchenmaster CIP Cleaner is low foaming (this aids in the cleaning process) and fast & effectively penetrates and breaks up soil deposits.

AND FINALLY...The humble toilet roll has gradually been going more upmarket in recent years - quilted, embossed, ultra soft aloe vera. Now it has hit the pinnacle of indulgence as a cashmere version has gone on sale. Cashmere has been used to add an extra layer of extravagance to the sheets of paper. The rolls have gone on sale in the UK supermarket Waitrose, which has a discerning clientele of middle class shoppers. No cashmere fibres themselves are included in the manufacturing process however the paper is covered in oil extracted from the hairs of the cashmere goat. The buyer for Waitrose states that cashmere provides that stamp of quality as it's indulgent, it's stylish and it's helping to provide extra softness to a new premium bathroom tissue collection.