

Appealing To Your Cents-es



Kruger Products serves up hard-to-resist business solutions to food operators

Leading food service operators will go above and beyond to meet and exceed their guests' experiences and to do so they are increasingly looking to their suppliers to ensure their business' success. Supporting operators in achieving this goal is a key driver for Kruger Products, a leading manufacturer of quality tissue products and systems solutions in North America.

"Performance In Every Fibre defines the essence of our Away From Home (AFH) culture, which is driven from our three core values – Quality, Service and Business Optimization," says Jay Candido, Corporate Director, Marketing and Operations – Away From Home Division, Kruger Products. "Through Performance in Every Fibre we are focused on delivering the right mix of products and services that make sense and add value for each of our customers.

The secret to customer service is not what you give, but knowing what others want to receive. We are actively engaged with our customers to make sure that the solutions we develop will fulfill their basic operating needs and support their businesses in a bigger way," Candido explains.

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The Kruger Products team is equipped to help operators navigate through the challenges of working with reduced budgets while maintaining the quality needed to deliver against customer expectations.

The Cost-In-Use Business Solutions tool provides food service operators with towel and tissue solutions that positively impact their businesses on multiple fronts.



**PERFORMANCE
IN EVERY FIBRE™**



KRUGER PRODUCTS COST-IN-USE BUSINESS SOLUTIONS TOOL
Kruger Products uses an online cost-in-use modeling tool that allows their sales team to develop customized product solutions, giving customers a range of business benefits.



LABOUR COST SAVINGS

Using longer bathroom tissue and roll towels provide direct labour savings by reducing the hassle and time spent monitoring and refilling dispensers.



IMPROVED IMAGE

Support and even enhance your brand image throughout every area of your establishment through better product offerings. Guests often look and talk about the cleanliness and the quality of products used in washroom areas. Investing in premium bathroom and facial tissue along with napkins, towels and other paper products can maintain, and even enhance, your brand image.



REDUCED CONSUMPTION

Reduce overall product consumption through better quality product offerings and dispensing solutions. Providing premium towel and tissue products in both the front and back of the house will reduce guest and employee consumption, meaning fewer replacement purchases required over the year.



CONTROLLED DISPENSING

Minimize inefficient use of product through simple dispensing solutions – controlling the number or length of sheets dispensed or employing a time lapse between dispensing so users only take as much product as they really need.



PRECISE PRODUCT COMPARISONS

Taking into consideration factors other than price, such as the weight and number of units in a case, when comparing two different products allows for tremendous cost savings. Buyers need to be aware – knowing exactly what you are buying is key, as some manufacturers may reduce the amount of product in a case in order to reduce the price.

"In our business, it is imperative that we understand the environments our customers operate in, and the challenges that they face. We proactively work with them to develop useful product solutions to overcome their challenges, while helping them improve their bottom line," Candido says. Learn more about Kruger Products and what it can do for your business at krugerproducts.com/afh.

PERFORMANCE REALLY DOES MATTER.