

There's More to Clean Than a Spotless Surface

Kruger Products tidies up with customized business solutions

The variety of individuals concerned with a building's cleanliness – owners, operators, management, procurement, cleaning staff – can make it challenging to meet everyone's needs, which typically range from meeting environmental and health standards and managing budgets to reinforcing a brand through facilities, products and amenities. Kruger Products, a leading manufacturer of quality tissue products and systems solutions in North America, works closely with customers and distributors to customize system solutions that help meet the goals of end users.

"Performance In Every Fibre is the essence of our AFH (Away From Home) culture, and 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. *"Performance in Every Fibre is our guarantee that these elements run through every fibre of our business."*

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Customers demand products that do more than just clean effectively. But it's imperative that customers understand the bigger picture when it comes to purchasing cleaning supplies – whether tissue products, cleaners, solvents or anything else. According to Candido, Kruger Products uses a cost-in-use business model that develops customized system solutions for customers, giving them a range of benefits. *"In our business, it's important to take into account the total value of 'clean,' and see quality cleaning as an investment. Spending a little more up front, can help you improve your bottom line in the long term, a business approach that shouldn't be isolated to only tissue and paper products."*

Quality paper and tissue products can benefit businesses on multiple fronts. Longer bathroom tissue and towel rolls allow for direct labour savings and reduce the chance of empties in bathroom stalls and paper towel dispensers. But more importantly, it saves the hassle and time wasted in having to monitor and refill dispensers.

Price is fundamentally part of the decision, but it's just as important to look at other factors. Taking into consideration the weight and number of units in a case when comparing two different products can allow for tremendous cost savings. *"Buyers need to beware – knowing exactly what you are buying is key; some manufacturers have misleadingly reduced the amount of product in a case to reduce the price, while still promoting a comparable diameter or roll size,"* Candido explains.

Higher quality products and dispensing solutions allow a reduction of overall product consumption. *"Better products are just more efficient, thereby requiring less product to get the job done. Our systems solutions allow businesses to minimize the amount of product used inefficiently through simple dispensing features, like controlling the number or length of sheets dispensed or employing a time lapse between dispensing so users are able to only take as much product as they really need."*

Another advantage of cost-in-use modeling – especially when it comes to being clean – is the power quality products can have on overall brand image and the inherent influence this has on tenants. *"Premium products allow us to offer more than just labour savings and reduced consumption. The value adds of investing in finer things, such as premium bathroom and facial tissue, can support and even enhance a company's brand image. This element alone is a compelling enough reason for many of our customers to use premium products,"* Candido explains. Making sure your tenants have a positive experience while using your facilities is Kruger's top priority.



Kruger Products' AFH tissue, napkin and towel products include long-standing market leading brands, such as Embassy and White Swan. *"Kruger Products helps you succeed in today's market by providing solutions that work well with your customers or end users. Whether you are looking to reduce consumption, save on labour, or heighten brand image, we equip you with the tools to help navigate through challenges, while improving the bottom line."*

Kruger Products will be at ISSA/ INTERCLEAN Chicago 2012.
Visit them at booth 4204 to learn more about their products and cost-in-use model.