



# too good to be true?

## Kruger Products' Cost-In-Use business model helps companies like Oxford Properties meet objectives across their business

Kruger Products' Cost-In-Use business model helps property managers such as Stephen Adams, General Manager Real Estate for Oxford Properties, make purchasing decisions that achieve two goals: help alleviate cost pressures and make tenants happy.

For help selecting the right mix of tissue and paper products for the four buildings he manages, Adams works with Marney Thompson, a Senior Account Manager for Kruger Products. Kruger Products, one of Oxford's key suppliers, trains its sales team to understand how to apply Cost-In-Use with different customers to find the most effective product mix that meets competing goals, from maintenance time, and waste management to brand enhancement.

When it comes to most products – and tissue paper is no exception – cheaper doesn't always mean cost savings. When users are unsatisfied with the performance of a lower quality paper product, they use more. When a facility is going through more product, maintenance costs increase. While the upfront cost may be higher, in the long run higher quality products may actually cost less because they typically perform better, last longer and are used more efficiently.

Using the Cost-In-Use model, Thompson and Adams work together to determine what products and dispensers are best for the different Oxford buildings, and the spaces within them. Food courts have different needs than office floors – the traffic, density and overall aesthetic of each space is distinct – and therefore the requirement of paper product in each is different.

"For example, on the executive floor of an office building, the dispenser has to complement the image of the tenant," says Adams. "You do a certain amount of tailoring

to the building environment. You tailor products and dispensers to each tenant to suit their needs."

The maintenance requirements also change with different spaces. With the Cost-In-Use model, facility managers also factor labour into the cost equation. Combining better performing tissue and paper products with effective dispenser solutions can actually minimize the amount of paper used inefficiently, reducing how often maintenance workers refill rolls, thereby allowing them to spend time on more important tasks around the building.

There are also intangible benefits associated with higher quality paper products. When these products are well stocked, tenants see a consistently well-maintained environment, creating a positive image for the building. "The ultimate goal is to have product available when the tenants want it," says Adams. "Dealing with run-outs is not optimal and we strive to ensure that doesn't happen."

One of Adams' goals as a property manager is to maintain stable, quality service. Oxford Properties is a best-in-class provider, and maintaining stability keeps tenants happy.

"Whether its day 1 or day 200 of a service, you want tenants to have the same experience," says Adams. "The needs of our tenants evolve, and a good service provider needs to be responsive to changes that are both small and significant."

Adams says Thompson is always thinking about the future and regularly asking questions such as, "Do you see anything changing?" or "Will this continue to make your tenants happy?" By looking to the future, Thompson can help Adams respond quickly to changes.

As an industry, property management is concerned with sustainability, which is evident through the focus on third-party certifications, such as LEED. To that end, Kruger Products offers more than 50 EcoLogo<sup>®</sup>-certified products and more than 50 products that are Forest Stewardship Council<sup>®</sup> certified by the Rainforest Alliance.

It's important to know how products are made, what percentage is recycled material, where they're from, as well as what happens in the post-consumption phase. "Transparency is important," says Adams. "A lot of tenants want to know how we're handling the waste."



Watch the video on [krugerproducts.ca/afh](http://krugerproducts.ca/afh)

This makes the Cost-In-Use implications of paper products more crucial, as they are high-volume products. Thompson can help Adams meet the sustainability requirements of different sites. For example, "in LEED buildings, it's important to have best practices in place," says Adams. "You need to have suppliers that support best practices."

Kruger Products has the necessary internal checks and balances and a dedicated team, which complements the world-class experience Oxford is committed to providing.