



QUALITY VS. QUANTITY

Working with distributors towards a common goal

Distributors, large or small, are faced with the same challenge: how to align their sales team to sell customers a complete bundle of products – systems solutions rather than one-off products. Distributor sales teams have a vast selection of product categories and manufacturing product lines, which makes it difficult to focus on the right bundles to better service the customer and maximize profit for the organization. It's not about having the most products, but the right product mixes and effectively knowing and selling the value of those bundles to the customer.

“As manufacturers, we can't expect distributors to know our product as well as we do, but there are a number of things we can do to support them and help make them more successful, thereby making us more successful, too” says Jay Candido, Corporate Director, Marketing and Operations, Kruger Products, Away From Home Division.

Kruger Products has always taken working with its distributor partners seriously and is increasingly investing time and resources in training them on its product portfolio and selling techniques. “At Kruger Products, we focus on a cost-in-use business model and hone in on some key components that speak to the benefits of our products in a simple but sophisticated way:”

- **Labour cost savings:** Direct savings from longer and/or better quality roll towel and tissue can translate to incremental labour savings for the business because less maintenance servicing is required.
- **Controlled dispensing:** Using product dispensing systems that control the amount of product released at one time will help reduce product usage amounts, waste and overall cost.
- **Reduced consumption:** Pairing better quality towel and tissue with controlled dispensing solutions can

actually reduce overall consumption, meaning less replacement purchases required over the year.

- **Support of brand image:** Better quality products influence customers' perception of a facility, resulting in positive experiences and repeat business.
- **Precise product comparison:** Buy smart; before comparing two competitive products, make sure all specifications are identical to ensure an accurate comparison is being made.

Cost-in-use is an integral part of Kruger Products' business so it is putting more effort behind training distributors and helping them understand how to discuss their products through this business model. “It's not enough for us to send them some points on cost-in-use and hope they understand how to use the information. We view them as an extension of us – they are part of the larger Kruger Products sales team, so we treat them like that,” explains Candido.

One of the things Kruger Products is known for is its superior customer service. It attributes this not only to its top-notch sales team, but also to how in tune its distributor partners are with the company's product offerings. “Great customer service can go a long way. And often times its not how we treat customers when things are going well, but it's how we deal with the difficult situations that set us apart,” says Candido. “It's important that our distributor partners share this approach.”

It's a simple notion, but paying attention to what customers say is important, and so is face-to-face interaction. According to Candido, advancing technology is important and helps drive business forward, but nothing beats the personal touch of a quality relationship. That is a pivotal pillar of the way Kruger Products conducts its business.

Being with a customer, in person, is the best way to

show we know how to meet their needs – from demonstrating how a product works, how simple it is to use and how various cost-in-use benefits emerge through different dispensing system combinations. “We can walk a customer through everything from the external design, to how to load and use the system and what the resulting benefits of various product pairings will bring,” says Candido. “How can you do all that over the phone or via email?”

This company has also become synonymous with high-end quality because it offers premium tissue and towel products and dispensing system solutions that

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are ideal for all market segments. Its products combinations embody sleek designs, durability and cost savings. Using Kruger Products' various dispensing combinations ensures that customers experience all the benefits of quality tissue and towel products but also improve their bottom lines through cost-in-use. “That's why it is so important that we train our distributor partners on cost-in-use modeling and how to speak about it knowledgeably with customers,” says Candido.

Kruger Products is a leading tissue and towel manufacturer and serves major market sectors in both Canada and the United States.

Learn more about the company and its premium system solutions and cost-in-use business model at www.krugerproducts.com/afh.

Kruger Products L.P. Expands Product Portfolio With 3 Additions Launched At ISSA/INTERCLEAN Chicago 2012

Kruger Products L.P., one of North America's leading manufacturers of quality tissue products that also focuses on premium dispensing system solutions for an array of market segments, has expanded its Ultimate Washroom collection and main dispenser line, and will exhibit it at ISSA/INTERCLEAN Chicago 2012.

Kruger spokespeople say the additions to the Ultimate Washroom collection include the Mini Titan, the market's smallest dispenser with the capacity to hold the longest towel roll on the market — Kruger Products' White Swan 1,200 foot towel roll — as well as the Mini-Max Stainless Steel Jumbo Bathroom Tissue (JBT) dispenser and the Stainless Steel Hands Fresh touchless soap dispenser. The company is also launching NOIR, a fresh look for its main line of dispensers.

"Our business is built around understanding the needs of our customers and the challenges they face within their operations as well as providing the right product mix to not only meet their expectations, but surpass them," says Jay Candido, corporate director, Marketing and Operations, Kruger Products, Away From Home (AFH) Division. "Whether our customers are working with confined spaces, operating with limited budgets, striving to meet sustainability goals or they want to give their facilities a facelift, we have products suitable for their needs. We keep a close pulse on our customers' industries and put together the right system solution to meet their evolving needs, allowing them to grow with market demands. Growing with them is always the ultimate goal."

Kruger says the Mini Titan is an exciting

new addition to the Ultimate Washroom collection, offering numerous end-user benefits including touchless operation that reduces the risk of cross-contamination, flexible length settings that control the amount of product dispensed at one time, and a refined design that supports an establishment's overall brand image.

"Paired with our White Swan 1,200 roll towel, this dispensing solution offers the added benefit of sustainability as longer roll towels mean fewer rolls are required, thereby reducing both packaging and the number of cores discarded," said Candido.

"Our new dispensers demonstrate not only how cost-in-use works, but the value this model brings our customers," explained Candido.

Cost-in-use is a business model that the company says its AFH Division has a legacy of using to show its customers and distributor partners the true value of a product, and elevates the discussion from the simple case price in dollars and cents to the other benefits that come from using system solutions.

"There are a number of benefits to cost-in-use modeling including reduced product consumption, reduced costs, re-allocated maintenance and service staff, and a reduced number of run-outs and replacements, among others. Using premium products also supports positive end-user ex-

perience as well as a company's overall brand image," Candido said.

"The Mini-Max Stainless Steel JBT dispenser and Hands Fresh touchless soap dispenser provide even more options for customers looking to enhance the aesthetics of their facilities. The Mini-Max dispenser is the stylish yet durable alternative that can accommodate high traffic locations. Paired with the new Mini-Max 1-PLY JBT 1,500-foot roll, this combination will result in fewer run outs and less maintenance re-

fill trips, allowing maintenance staff to focus on more important tasks."

NOIR offers a fresh new coordinated look for Kruger Products' main dispenser line that captures the sleek and modern look associated with European designs.

"Our generic line of products are an economical choice for those who want reliable dispensers. The NOIR line combines functionality and a unique modern design that complements any décor," said Candido.

The launch of these premium dispensing systems is a part of what the AFH Division calls Performance In Every Fibre, which focuses on the company's commitment to keeping product quality, customer service and business optimization factors (like cost-in-use modeling) at the forefront of their business. The dispensers are available across Canada and the United States.

A key component of Performance in



Jay Candido



Every Fibre is business optimization, which includes sustainability. At Kruger Products, sustainability is a core part of doing business. In 2010, the company launched Sustainability 2015, its five-year initiative to reduce its environmental footprint.

In line with this commitment, the AFH Division offers one of North America's largest portfolios of EcoLogo^M-certified (made with 100 percent recycled fiber containing a high percentage of post-consumer material) and Forest Stewardship Council[®] (FSC[®])-certified tissue and paper products. Kruger Products is also a partner of Earth Day Canada (EDC), where EDC helps facilitate Kruger Products' efforts to reduce the impact of their operations and encourage environmental values and initiatives among Kruger Products' varied stakeholders.

For more information on the Mini Titan, the Stainless Steel collection, NOIR or any other dispensing system solutions, visit Kruger Products at booth 4204 at ISSA/INTERCLEAN Chicago 2012 or online at www.krugerproducts.com/afh.

Kruger Products L.P. is a leading towel and tissue manufacturer serving the Canadian and American consumer and away-from-home markets. The AFH Division serves most major industries with its product lineup that includes such well-known brands as Embassy, White Swan and Esteem. Its leading consumer brands include White Cloud, Cashmere, Purex, Sponge-Towels, Scotties and White Swan.

A Thumbnail Look At Seminars Available To ISSA Show Attendees

ISSA Convention Seminars Schedule

The following is a schedule and description of educational seminars for 2012 ISSA/INTERCLEAN. *Editor's Note: Seminar descriptions are edited due to space restraints. Contact ISSA for complete seminar details.*

MONDAY, OCTOBER 15

1:00 p.m.–5:00 p.m. CIMS: ISSA CERTIFICATION EXPERT (I.C.E.) WORKSHOP PART 1. *Speakers: David Frank and Jim Peduto*

Attendees can learn about the management and green principles outlined in the Cleaning Industry Management Standard (CIMS) and CIMS Green Building (GB) criteria. Workshop attendees who pass the onsite examination will achieve I.C.E. and I.C.E.-GB certification. Session resumes Tuesday, October 16, from 8:30 a.m.–12:00 p.m. Separate registration required.

3:30 p.m.–5:30 p.m. MANUFACTURER REPRESENTATIVES FORUM AND RECEPTION: GUIDELINES, STRATEGIES, AND TIPS TO PROTECT YOUR REPUTATION. *Speaker: Steven Mitchell Sack*, Hyatt Regency, Chicago. This seminar will teach attendees about: negotiations, sales agreements, supplier acquisitions, territories, splitting

commissions, exclusive representation, working relationships, terminations, resignations and post-termination commission entitlement.

TUESDAY, OCTOBER 16

8:00 a.m.–12:00 p.m.

GREEN CLEANING UNIVERSITY WORKSHOP. *Speaker: David Holly*, Learn how to sell a green cleaning system for maximum results with this basic introduction program.

IICRC BASIC SKILLS CARPET CARE PROGRAM. *Speaker: Richard Bodo*, Gain a basic understanding of how to maintain and restore carpeting in commercial and residential settings. A certificate is provided to those who meet session requirements. *Sponsored by Windsor Industries*

8:30 a.m.–12:00 p.m.

CIMS: I.C.E. RENEWAL WORKSHOP — HOW TO SELL WITH I.C.E.. *Speaker: David Frank*, Learn how to use I.C.E. status to help customers accomplish improvements, face new challenges, and improve operations. Attendees receive all 30 professional credits required for I.C.E. recertification. Separate registration required.

CIMS: ISSA CERTIFICATION EXPERT (I.C.E.) WORKSHOP PART 2, Session begins Monday, October 15, 1:00 p.m.–5:00 p.m., Separate registration required. See Monday's session

description for more details.

8:30 a.m.–9:30 a.m.

ADVANCED DISTRIBUTOR PROGRAM DECISIVE ACTIONS FOR AN UNCERTAIN ECONOMY. *Speaker: Paul St. Germain*. This session shares insights into the key business and economic trends affecting the wholesale distribution supply chain through 2015 from the newly released book, *Facing the Forces of Change*.

STRATEGIC PLANNING: RETHINK YOUR BUSINESS AND PREPARE FOR TAKEOFF. *Speaker: John Delany*. Initiating business growth requires companies to implement a new business model while continuing to lead the old one at a profit.

MORE THAN SUPPLIES: INCREASE VALUE AND ACHIEVE SUCCESS. *Speaker: Tim Kerin*. Learn to create partnerships with customers, which, in turn, boosts sales and gain a competitive advantage.

LEED-EBOM: A 2012 UPDATE. *Speaker: Stephen Ashki*. Understand the changes in the U.S. Green Building Council's LEED for Existing Buildings: Operations and Maintenance as they apply to cleaning products and services.

THE SOCIAL MEDIA SALES REVOLUTION. *Speaker: Landy Chase*. Find out how LinkedIn, Twitter and Facebook may generate business.

CHANGING THE WAY THE WORLD VIEWS CLEANING. *Speaker: Dianna Steinbach*. Company leaders may already know how to connect value to a cleaning department's objectives, or even facility management goals, but this session will help make a direct link to the entire organization's true bottom line.

9:45 a.m.–10:45 a.m. ADVANCED DISTRIBUTOR PROGRAM BUILDING AND MANAGING AN EFFECTIVE SALES FORCE. *Speaker: Michael Workman*. Learn effective ways to focus efforts to close more profitable sales, have systems to find and convert prospective profitable accounts.

PREDICTIONS 2013: ELECTIONS, ECONOMY, METRICS, AND MORE. *Speaker: Gene Marks*. What will be the potential impact of this year's elections on our nation's debt?

MEASURE, MANAGE, AND IMPROVE OPERATIONS. *Speaker: John Garrett*. Gain critical knowledge to help survive in today's facility management arena.

HIGH QUALITY AND HEALTH AT 10,000 SQ. FT./HR. *Speaker: Ian Greig*. Negotiate the contract of the future, while educating facility management and cleaning personnel.

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