

# The Next BIG Business TOOL

Kruger Products walks us through cost-in-use and how it can make a difference to your business

It's no surprise that today's building owners and property managers are faced with an endless array of challenges – from improving their building's energy efficiency, meeting sustainability goals to integrating technological and aesthetic upgrades to operating with shrinking budgets, all while maintaining the quality and the atmosphere their patrons have come to expect. Taking the time to understand their short – and long-term business objectives is a focus for Kruger Products, a leading North American manufacturer and distributor of quality tissue and paper products.

"We're challenging our customers to redefine their concept of savings, and look at the value our products can bring to their businesses," says Jay Candido, Corporate Director, Marketing and Operations, Kruger Products, Away from Home (AFH) Division. According to Kruger Products, businesses often incorrectly focus on price as the main factor in purchasing decisions, and that can lead to missed opportunities for savings across other areas of their operations. The Kruger Products team works with each customer and distributor partners using the company's proprietary cost-in-use modeling tool to determine the right product mix for their business. This tool allows them to break down the areas where cost and time savings can be made and clearly demonstrates where benefits to their businesses can extend far beyond case price. "It's about purchasing product's that will allow you to get the most of them. Sometimes, that means you may have to spend a little more upfront, but it can generate a multitude of benefits overtime – including financial savings."

"End-users often have a defined perception of an establishment, and the washroom facilities in a building can either enhance or diminish that perception," explains Candido. "Investing in the finer details, like quality tissue products and modern dispensing systems that integrate into existing aesthetics, allow building owners to maintain their overall polished appearance, therefore attracting new clientele and keeping them satisfied."

Higher quality products, also typically perform better. Through a combination of controlled dispensing systems and premium rolls, product consumption and waste can be reduced. "If patrons are using less product, establishments don't have to order replacement cases as often, thereby saving on costs overtime." Another element of cost-in-use takes into account the labor savings that can result from using longer

roll towels as it reduces the amount of time spent monitoring the facilities for empties, thereby using maintenance staff more effectively because they can focus on more important tasks. "It's also an unpleasant feeling for a patron when they run into empties in the washrooms. They can feel frustrated, and even somehow let down, which can impact their perception of an establishment."



Kruger Products also encourages their customers to make precise product comparisons when comparing two competitive products. "Before making a purchasing decision, it's imperative to look at all the specifications of each product to ensure you are making an accurate comparison," says Candido.

"Building owners know that if they try and save money by not performing preventative maintenance, they can end up spending amounts later. The same hold's true for the systems in your facilities – buy smart now, so you can save time, money and resources in the long run."

Cost-in-use is a part of what Kruger Products calls Performance In Every Fibre. At its core, Performance In Every

Fibre is built on three pillars – product Quality, exceptional Service and comprehensive Business Optimization. "We ensure that

by leveraging our integrated operations, premium dispensing system solutions, and second-to-none customer service, we deliver the right mix of products and services that make sense and add value for customers," Candido states. "We are proud of what we do for our customers and know they appreciate the extra care and work we put in to servicing them."

For more information about Kruger Products' premium system solutions and cost-in-use business model visit [www.krugerproducts.com/afh](http://www.krugerproducts.com/afh)

