

SPECIAL
POINTS OF
INTEREST:

- We will be closed
July 5, 2010
- ISSA Show
November 9-12

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Straight Talk

VOLUME 1, ISSUE 1

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Latex vs. Synthetic Gloves

As sales people, we tend to supply whatever our customers ask for. Even if it means cutting our own price and losing margins to keep the business. Commodity items, such as gloves, are among the most price driven items we sell. By understanding the types of glove materials available, we can in turn sell our customers a glove based on their needs instead of their usual glove purchases.

Be an expert in what you are selling. There are several different styles of gloves in the industry that overlap in applications. Some are more expensive than others, some are stronger, and some have severe allergy causing residues. It is our job to

make sure our customers' needs are met and their saved dollars are free for other purchases.



Latex is the most commonly asked for glove material

Latex has seen over 40% in increase due to the raw material cost going up and the lack of latex rubber trees being grown. There is no doubt that Latex Gloves is the most common type of glove in the industry, but the question is why? Are we satisfying the customers needs or are we just supply them with the product they requested?

Synthetic gloves cover more applications than a Latex glove, they have a more competitive price point, and they fit as snug as a latex glove. The Synthetic gloves are derived from a stretch vinyl material using vinyl as its base with additives' to give increased flexibility similar to latex.

The power of Pure Water

Streaks, Spots, and Smears Oh My! These are all adjectives used when talking about cleaning windows, along with a few other words we can not type. Streaks, Spots, and Smears are minerals and salt that could not be evaporated and are left on the window surface.

Windows are one of the most undesirable cleaning chores we have to perform. There are too many obsta-

cles we must overcome to get a squeaky clean window every time. One of the most challenging window cleaning tools to master is the squeegee. Utilizing a squeegee in the correct manor takes a lot of trial and error. We use a squeegee only when we want to remove the excess water and minerals on the window.

Unger has added the De-ionizing system to their complete line of window care products to ease the burden of

using a squeegee.

Di-ionizing is a method where water flows through a cylinder that is filled with ion exchanger resin. The ions to be replaced are bound to the resin, which in turn releases ions itself.

In the process, the water is de-ionized, i.e. all minerals and salt are removed from the water. The process works only as long as there are enough ions available in the resin. After this, the resin must be "regenerated or replaced.

Welcome Legacy Converting

“Integrity—Consistency—Performance...Guaranteed

For over 40 years Legacy has built its business of strong partnerships with non-woven and paper mills worldwide. Those alliances guarantee adequate supply chains and in turn offers distributors low minimum orders.

Main product groups include:

- WIPERS
- HARD ROLLTOWELS
- CENTERPULL TOWELS.

Wiper base sheets are Airlay, D.R.C., Hydro-Entangled Fiber and Spun Lace fiber. Put-ups are Quarter-fold, Flatsheet, Interfold Box, Center Pull and Jumbo rolls.

Rolltowels are premium grade bleached in 8” and 10” widths. Hands free Universal dispensers available in Electronic and Mechanical models.

Legacy also offers a private label program. To learn more

about this quality product line contact your local Straight Rep sales person.



Legacy Wipers

“ They offer liners of all needs including Bio Compostable, Asbestos removal, Heavy Municipal, printed Hospital, Steel Drums and custom sizes. “

Chase new DFE Certified propellant free Aerosol

Talking Trash for a livin’: NAPCO Bags

NAPCO is based in Carrollton, TX and manufacture a complete line of Linear Low and High Density liners. They offer liners of all needs including Bio Compostable, Asbestos removal, Heavy Municipal, printed Hospital, Steel Drums and custom sizes.

NAPCO uses only highest quality resins such as virgin Hexene, recycled resins and high Density Polyethylene resin. All liners are packaged in durable white corrugated cartons. Private label programs start at 50 cases per SKU.

To top it off NAPCO is very flexible to do business with and provide competitive pricing. Give us a chance to quote your liner business – you’ll be happy you did!

Chasing Chase Aerosols

When was the last time an Aerosol company introduced a new product or a green DFE certified Aerosol?

If you said, ISSA 2009 Chase Aerosol launched the Green World DFE Certified Line, June 2010 Chase Aerosol launched the only Aerosol can with a trigger sprayer cap. You

are correct!!

The competition can not keep up with our innovative fast moving technology. These are truly propellant free cans that dispense like an aerosol, but contain pure RTU chemical.



Zephyr Tip of the Month



Complete line of Mops!

Have you ever wondered why there are so many choices when it comes to hard floor care? Cotton mops, rayon mops, microfiber, corn brooms, push brooms, the list goes on and on. I'm sure you have all been asked "which mop do I need to clean up oil?" or "which broom is best for cleaning up a warehouse?"

Zephyr offers a wide variety of products, each one designed with specific application in mind. Your everyday cotton cut-end mop will get the job done in most circumstances, but it is not always the best choice. Whether your customer has the ability to launder their mops or they have a lot of spill clean up we have the right mop for the job.

Along these same lines, corn brooms and push brooms are not all created equal. Different brooms are used to clean up large debris or fine dust particles. Whatever the application, rest assured Zephyr has the right product.

Here is a small sampling of some of our more specialized products that are available when the situation calls for them:

Roughup™ Extreme Duty Mop - specially formulated synthetic yarn constructed to insure the best performance on extreme surfaces. This mop gives you the best combination of strength and liquid retention on the market.

SorbUp™ Wet Mop - With over 700% absorbency and a 40% release rate, this mop will tackle any spill with ease. As an additional bonus, it is less expensive than a comparable cotton mop!

Getting to know APC Janitized

APC Janitized is a manufacturer of Vacuum bags and Filters. APC provides the highest air filtration efficiency for Indoor Air Quality (IAQ), workers safety and environmental clean air requirements compared to OEM vacuum bags and filters. Backed by the industries first Blue Ribbon Product Warranty.

Blue Ribbon Warranty states: In the event that an OEM manufacturer

does not honor its warranty when using Janitized brand replacement **bags and/or filters**, APC provides a product warranty that meets or exceeds the OEM Warranty.

On top of this incredible warranty, APC is the only vacuum bag and filter manufacturer to offer a Biodegradable vacuum bag!

Made from 100% renewable resources, Janitized Biodegradable vacuum cleaner bags are the industry's first environmental solution to traditional vacuum cleaner bags. Developed to biodegrade when composted, reducing the amount of resources entering our landfills. A truly green solution for our environment.

"100% Renewable resources, Janitized Biodegradable vacuum cleaner bags are the first environmental solutions to traditional vacuum bags"

Kutol moving toward Green

Due to its ongoing success and continued growth, Kutol is building a new state-of-the-art headquarters in Sharonville, OH, a suburb of Cincinnati. This 160,000 square foot facility will house Kutol's corporate offices, research and development, manufacturing, and distribution operation. Kutol is advancing its sustainability philosophy by registering the building with the

U.S. Green Building Council to achieve LEED certification. Plans call for completion in the first quarter of 2011



Kutol 2011 LEED Certified Building

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" Your Sales and Marketing Professionals "

Since 1977, our focus as Manufacturer's Representatives, has been to understand the needs of our principals, distributors, and the end-user. Through teamwork and dedication, we offer responsiveness and dependability before and after the sale to achieve a long-term partnership.

Sincerely,

Scott Ferguson
President
Straight Reps



Straight Updates

Impact Products New Price list released
6/07/2010

Unger price increase on August 1, 2010

Misco is proud to be chosen by Triple S to provide an expansion to the Triple S chemical line

APC Janitized is proud to announce that their new line of Janitized Commercial and Industrial sweeper/Scrubber Panel Frame Filters will be available for shipment on August 1, 2010