

Cleaning Times

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To All of Our Cleaning Times Subscribers:

My name is Mike Tarvin and I am the new vice president of Multi-Clean. As I begin my 18th year as an employee of Minuteman International, I am both proud and honored to be given the opportunity by our corporate parent to take the reins and lead Multi-Clean into the future.

I want to take this opportunity to tell you a little about how our business strategy is changing in order to better serve our distributors.



At Multi-Clean, we are introducing our **'4 STEP Customer Value Commitment'** which will be used to drive our marketing and product development efforts. This simply means that our marketing and product development efforts will be built around offering **S**upport, **T**raining, **E**ducation, and **P**roducts to the Jan-San Market through our distributors. With this in mind, here are some key points on our new revitalized strategy:

Multi-Clean believes in strong distributor partnerships. The best way to deliver Multi-Clean branded products and for customers to realize true value is through Jan-San distributors.

End users are hungry for education and training tools that can help manage the cleaning process and improve productivity.

Your Guide to Clean! Our new slogan embodies our goal of becoming a resource for more than products. Your customers are going to expect more from you and likewise you should expect more from us. In 2008 and beyond, we will be working hard to bring more training and educational tools to you, our distributors, for you to deliver to *your* customers.

New Products: safer, faster, better, more productive, greener. We can no longer introduce products into the market place that do not take into account safe handling, toxicity, and how the product impacts the environment.

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Green Leadership: offering green products is just the beginning. Green Cleaning will continue to impact the Jan-San Industry in a powerful way. To be successful, distributors and manufacturers have to provide the 'know how' to make the green cleaning transition less intimidating for customers.

I sincerely want to thank all of our loyal dealers for a successful year in 2007. As we look into the future, we want you to continue to expect great things from Multi-Clean in 2008!

Sincerely,
Mike Tarvin
Vice President