

A Multi-Clean White Paper

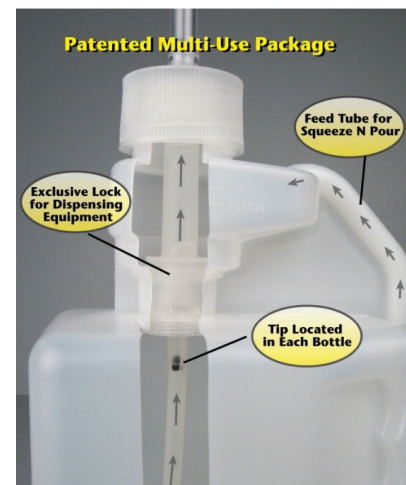
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Your Guide To Clean

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Designing a Dilution Control System for Distributors with Their Customers in Mind.

Cleaning Chemical Dilution Control Systems have come a long way since they were first introduced nearly 2 decades ago. Today, distributors must offer exclusive systems that meet the specific needs of their varied customer base. The challenge for distributors is to offer their customers an array of dispensing choices without having to carry excessive inventory to satisfy their customer needs.

Introduction

Cleaning chemical dilution control systems are becoming an increasingly important part of the product offering of today's jan-san distributors. Their customers are waking up to the fact that RTU (ready to use) products, aerosols, and the uncontrolled dilution of concentrates is very costly.

Glug-Glug-Glug... Diluting with no control.



Most end users still see the value in purchasing products from a distributor, making it imperative that the distributor partners with a vendor that has a dilution control system that meets the needs of the distributor AND their customers.

Distributor Solutions

Those in charge of cleaning operations are looking for ways to wring costs out of their systems. Dilution control systems offer the perfect opportunity for distributors to demonstrate to customers how to consolidate cleaning chemical purchases, standardize cleaning processes, and most importantly, dramatically reduce costs associated with RTU products and glug-glug concentrates.

To provide the value that the end user is looking for in a dispensing system, distributors of janitorial products need a robust dispensing system designed to be simple, requiring minimal maintenance and

one that operates reliably without problems. When a dispensing system malfunctions, expensive call backs and dispenser downtime is bad for the distributor and a possible source of irritation for their customers.

Distributor Criteria for Dispensing Systems

- Low / No Cost Equipment.
- Metering tips integrated into package.
- Complete system that simplifies training.
- Proprietary Dispensing Equipment.
- Options to fit varied customer needs.
- Easy and fast installation.

SKU Explosion:

Distributors understand more than ever that managing inventory is essential to their success. That means ample inventory for timely response to orders, with minimal product duplication. Many manufacturers have introduced multiple dispensing systems requiring specialty packaging for each system. Table I shows a survey of a few major companies and the corresponding number of duplicate Neutral Cleaner SKU's (Stock Keeping Unit) available that are dependent on dispenser configuration.

This sku explosion can rapidly get out of control for distributors, with redundant products on their shelves for the same cleaning purpose.

Table I: Neutral Cleaner SKU's

Diversey = 7 SKU
Betco = 4 SKU
Buckeye = 3 SKU
Hillyard = 4 SKU
Multi-Clean = 1 SKU

Users of cleaning products are waking up to the fact that RTU products, aerosols, and the uncontrolled dilution of concentrates is very costly.

What's the Customer Looking for??

- Standardization: The correct dilution.
- Consolidation: Fewer products.
- Reduce Waste & Save Money.
- Multi-Lingual, GHS Labels
- Matching Spray Bottle Labels
- Simplified training.
- Competitive RTU Costs.
- Durable equipment that is easy to use.
- Dispensing options.

Choosing a Dispensing System

For stationary wall mounted dispensers, here are some things to look for and consider.

'Lock and Load Dispensers'

Some systems require users to switch containers prior to dispensing and locking or twisting them into the dispenser. This can result in more wear and tear on equipment, while taking more time, and can lead to errors if an employee puts the wrong product into the wrong container.

'Dial-A-Brew Dispensers'

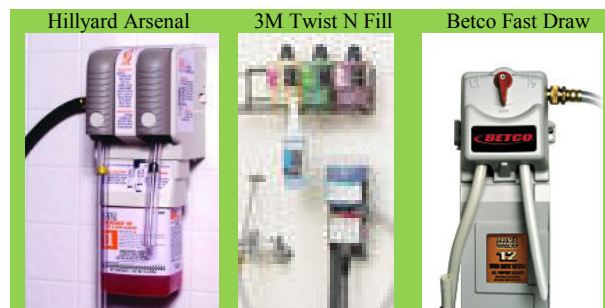
Other common systems include those that require the user to select the product to dispense using a dial or lever. Once selected, the product is dispensed. This type of select system is another opportunity for errors if a user fails to select the correct product, then dispenses the wrong product into the wrong container. When critical products like disinfectants are involved, this can be a very big issue.

Dedicated Button Dispensers

Another type of dispenser is one where each concentrate is controlled by its own button. The user does not have to use a selector dial or repeatedly engage a container into the dispenser prior to dispensing the product. This type of system reduces operational complexity, makes training easier, and reduces the likelihood of dispensing errors.

When workers do not have to turn dials or engage a container before dispensing, operational complexity and the likelihood for mistakes is greatly reduced.

Stationary Dispenser Configurations



Lock and Load....

Examples of dispensers that require users to engage each concentrate container into the dispenser before dispensing.



Dial-A-Brew....

Examples of dispensers that require users to turn a dial or lever to select the product prior to dispensing.



Dedicated Button....

Example of a dispenser that dedicates one dispensing button for each product, making it intuitive for employees to dispense correctly.

Going Mobile

Sometimes, a stationary location for dispensing concentrates is not practical. In this case, having the ability to take the dispenser near the vicinity of the job can save a lot of time.

Gun Type Dispensers

Dispensing systems can include “gun” type dispensers that connect to a water source and dispense concentrates into secondary containers or directly on the surface to be cleaned.

Some of these type of dispensers require exclusive packaging just for mobile applications, limiting their flexibility. Throw away mobile devices are also available, but one may question the excessive waste of disposing of so much packaging after a single use.

Buddy Jugs

The infamous buddy jug has been around a long time. It is a simple way to dispense RTU products made from concentrates.

Using a gun type dispenser to fill buddy jugs is a great way to utilize this type of dispenser to disperse products to multiple locations.

Mobile Touchless Cleaning

Self contained mobile systems for touchless cleaning can make restroom cleaning more productive. Some are considered spray and vac systems that apply water at high pressure and have vacuum recovery capability. These systems require vacuum hoses and electricity, making them rather cumbersome to use. Others are battery powered spray and squeegee systems. These systems spray at lower pressures, and do not have vacuum recovery. Soiled water is simply squeegee'd down a floor drain. The benefit, is no cords/hoses to trip over, and more mobility.

Portable Dispensing Configurations

Diversey RTD



Multi-Task Easy Fill



Hillyard Arsenal Jr.



Gun Type Dispenser....

This type of dispenser connects to any threaded cold water source.

Multi-Task Easy Buddy



Buddy Jugs....

Filling a buddy jug with products such as glass cleaner using a portable gun allow the gun to be used for other purposes, if desired.

Hillyard C3



Kaivac1715



Multi-Task WAVE II



Mobile Touchless Cleaning....

This system usually is self contained and may include vacuum recovery and high pressure capability. Some are battery powered, others require electricity.

Self Contained Proportioning Package

Equipment free options are becoming more popular. Several manufacturers now offer special packaging that allows one to squeeze the container to dispense into a measuring cup and pour into containers. This allows customers to have dispensing capability without the need for dispensing equipment.



Squeeze & Pour....

This is an equipment free option. The special bottle allows one to squeeze the bottle to fill an integrated measuring cup. The measured contents are then poured into buckets, scrubbers, bottles, etc.

Patented Innovation

The squeeze and pour package is not new, having been previously introduced in other industries. The specialized packaging required is readily available in the market place.

One company has taken the squeeze and pour idea one step further. Multi-Clean was able to engineer and patent a dual use package that allows one to use it as a squeeze and pour, or in a variety of dispensing equipment. This concept has opened the door to using a single package for multiple dispensing options.

Conclusion

Distributors need to think carefully when they partner with a manufacturer of dilution control systems. They not only need to find the system that they can effectively promote, they need to thoughtfully consider what dispensing system will have the broadest appeal to their customers.

SKU Explosion occurs when different dispensing configurations each require special packaging. One company can have multiple packages of the same product (such as a neutral cleaner) depending on customer desires.

Rather than making the package fit the dispenser, it might be better to turn this idea upside down by having one package style that fits multiple dispensing configurations. The benefits include helping distributors manage their inventories while providing their customers with a broad array of dispensing choices.



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