

## OUR TEAM



## What's the difference?

Chemicals and how they fit in your business are as important to us as they are to you. Happy, long term customers are our lifeblood – so we ensure chemical dose rates are optimised and dispensers ensure consistency in use. Our established points of difference mean we stand out from our competitors in offering chemical solutions tailored to our customer's needs.

### OUR SERVICE INCLUDES:

- ◆ Order today, dispatch today. Prompt processing & dispatch of orders.
- ◆ Regular sales team visits with written service reports
- ◆ Written service reports.
- ◆ Tailored training of our clients' staff (chemical use and H & S).
- ◆ Family business - friendly, reliable, trustworthy. We can make decisions quickly and have an excellent established reputation in the market.
- ◆ We provide a detailed and thorough approach with customers - listening and problem solving rather than 'selling'.
- ◆ We try to identify the least harmful product that will do the job well and simplify the process for the client.
- ◆ Regular recycling programme (with opaque drums to check product levels).
- ◆ Prompt and personalised service every time from our team of experts. The whole team is dedicated to ensuring you get top quality customer service, every time.



# Industrial Laundry Solutions

DOMESTIC • ON PREMISE • INDUSTRIAL

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## CHEMICAL PRICE IS NOT A REFLECTION OF 'COST TO CLEAN'.

### We understand our customers needs.

Professional launderers understand compromising detergent quality can lead to; higher re-wash rates, higher consumption of chemicals and higher costs. Proper classification of linen is important, as are dependable relationships with your Fluid Chemicals NZ laundry chemical representative who will assist in ensuring current wash standards are being met or exceeded.

There can be considerable price variations between different laundry detergent brands and buyers should be aware that price is normally a reflection of the complexity and effectiveness of the "fully built" formulation. Reputable manufacturers only offer high specifications, unlike cheaper products that will typically contain less active ingredients and will require higher concentrations to achieve the same outcome.



## FLUID CHEMICALS SERVICE

Effective in service training of laundry operators is vital. Fluid Chemicals NZ's training programmes are market leading. With client input, we create training programmes consistent with the principals of adult learning and utilise a wide range of training aids (e.g. workbooks, videos, wallcharts) to maximise understanding and retention.

### What is learned and used is important, not what is taught.

Field service and support are our key competitive advantages and are the cornerstones of our value-added marketing strategy. They are instrumental in our efforts to help customers maximise appearance and control costs. Additionally, titrations and pH testing are completed on a regular basis to ensure the correct chemistry for the correct cleaning or washing classification.

**Fluid Chemicals NZ deliver innovative and sustainable laundry cleaning solutions backed up by research and extensive experience.**

#### OUR CLIENTS RECEIVE THE FOLLOWING:

- Monthly service reports detailing wash counts and cost per classification
- EMPA swatch and reflectometer tests carried out on request.
- Constant monitoring to ensure redeposition rates are below industry levels
- Analysis of dosage according to laundry classification
- Great products at truly competitive prices

#### A GREAT WASH RESULT IS DETERMINED BY:

- The type of textile and nature of the textile fibres
- The type of soiling
- The quality of water, washing products, detergent, softeners, bleaches etc
- The proper washing programme
- Preserving some qualities through the washing process while restoring others

#### INDUSTRIAL LAUNDRY

- Flatwork
- Garment rental
- Workwear
- Hospitality
- Hospital & Rest Homes



#### ON PREMISE & DOMESTIC

- OPL
- Hotels
- Processing Plants
- Launderettes

