



# The Dalco Distributor

A quarterly newsletter published for customers and vendors of Dalco Enterprises, Inc.

## Microfiber: A New, Revolutionary Cleaning System

In recent years, very few new Dalco product lines have peaked the interest of our customer base, as the revolutionary Microfiber cleaning system.

Microfiber technology represents a dramatic change in cleaning cloths and floor mops. Over the last decade or so, the microfiber system has been widely received throughout Europe. Since being introduced to the U.S. market, microfiber products are rapidly changing the way day to day cleaning tasks are performed. The synthetic makeup of microfiber is 80% polyester and 20% polamide, split into microscopic wedge shaped filaments.

used. Microfiber can be used either dry for dusting or polishing purposes, slightly wet for cleaning most hard surfaces or for applying floor finish.

Microfiber cloths and mops can literally be laundered hundreds of times and still maintain their original fiber resilience. This key benefit makes these products extremely cost effective.

Relative to traditional health care cleaning procedures, using conventional string mops on patient room floors has long been the standard practice. However, after mopping

microfiber mopping system saves labor by not having to repeatedly empty and replenish contaminated mop buckets.

Microfiber "fiber free" cleaning cloths can be used virtually anywhere. This includes restrooms, sinks, mirrors, walls, kitchens, countertops, appliances, windows, furniture, etc; etc. Microfiber also works exceedingly well on plastic, vinyl, leather, chrome, aluminum, silver, brass and copper.

Dalco carries a full assortment of microfiber cleaning cloths and flat mops, as well as an antibacterial mop and a unique bucket and wringer specifically made for flat mops. Moreover, microfiber flat mops, frames and handles, are especially lightweight, making them ergonomically efficient.

For complete product details, contact your Dalco Account Manager, or the Dalco branch in your market area. As the largest distributor of janitorial supplies and equipment in the Upper - Midwest, Dalco continues to strive to bring our broad customer base the latest, most innovative cleaning products in our industry.



One filament is a 100 times thinner than a human hair, 10 times finer than silk, yet incredibly durable. Microfiber technology allows for more fibers per square inch -- over 90,000. More concentrated fibers increase cleaning power and absorbency, producing the most effective cleaning tool you have ever

two or three rooms with a disinfectant cleaner, the contaminated solution in the mop bucket should be disposed of and replenished. With the microfiber system and its quick-change "flat" mop heads, a fresh (non-contaminated) mop head can be used on every floor, greatly reducing the potential for cross-contamination. Plus, the

*In this issue . . .*

<i>Dalco Directions</i>	2
<i>Annual Awards Presented</i>	4
<i>Johnson Diversy Launches New Floor Finish</i>	5
<i>A Dalco Profile</i>	6

# Dalco Directions

By Rod Dummer, VP of Sales

Everyone likes hearing positive comments regarding themselves, their spouse, their children or even their favorite pet. We all enjoy hearing good things about people and actions close to us.

For me, one of the most complimented areas of Dalco's business is our service/repair department. I receive positive feedback from customers almost every week. In a hurry-up get to the next task society where compliments from your boss, coworker or customer aren't as prevalent as they should be, the compliments I receive are truly a pleasure to hear.

We have 17 team members working in this area of our business who take care of all aspects of repair, parts, equipment assembly and equipment demonstrations. Each of our locations has technicians available for on-site repair, shop repair, and planned

maintenance along with the replacement parts and a sizeable equipment inventory for rent or purchase.

No one likes it when a piece of equipment needs repair. It is generally an expense that has not been budgeted for and the inconvenience of having something inoperable has the ability to cause additional discomfort in our daily lives. Here lies our opportunity

**“Each of our [Dalco] locations has technicians available for on-site repair, shop repair, and planned maintenance along with the replacement parts and a sizeable equipment inventory for rent or purchase.”**

to make your job...less stressful! Not only do we have some of the most experienced technicians in our industry, we also have some of the most innovative problem solvers working for you to get your unique equipment issue resolved quickly.

We are proud of the service we provide our customers, and always looking to stay ahead, Dalco has just started working much closer with Tennant Company to take advantage of their long-term and quality recognized service program. All our team members will be involved with training and testing to become the first "Tennant Authorized Service Center" in the country. This involves advanced technical training, expanded service abilities and independent, quality service surveys to assure we continue providing exceptional service to you and your facility. If you haven't tried our outstanding service department in the past, give us a try, we repair products from all manufacturers. I am so confident in our abilities, that the first 50 customers who call or email Kevin Campeau, our Service Manager, at 651-251-6616 or [kevin.campeau@dalcoonline.com](mailto:kevin.campeau@dalcoonline.com), will receive a FREE service call.

## Spartan Joins “Green” Hotels Association

Spartan Chemical Company, Inc., the manufacturer of Green Solutions, an environmentally preferable and reduced-risk cleaning and maintenance product line, has joined the “Green Hotels Association (GHA). As an ally member, Spartan’s Green Solutions products can assist the hospitality industry with their “green” cleaning needs. Together with GHA, Spartan is committed to promoting and supporting ecologically friendly lodging.

The Green Solutions line includes a glass, restroom, industrial, all purpose, carpet, and neutral disinfectant cleaner, as well as floor seal and finish and floor finish remover. All of these products help to improve indoor air quality, reduce water and air pollution, and have recyclable packaging. For more information, contact your Dalco Account Manager.



Lightweight, user-friendly design combined with unsurpassed cleaning performance makes the new 3110 vacuum the only real choice for daily carpet care. With a handle-weight lighter than the leading competitive model and a brush RPM nearly two times faster (4500 rpm vs 2700 rpm), the 3110 is superior in design and performance and is available locally only from your Dalco representative.



# Dalco 2004 Trade Shows



Above, Mark Neuville (left), Account Manager, poses at the LaCrosse Trade Show with three of his customers. Below, Steve Skytte (left) and Dwight Jotblad (right) from Kaiser-Jotblad & Associates talk Tyco liners with two other attendees.



Below, Neil Bakker, Dalco IT Manager, serves up some popcorn to a guest at the Dalco Rochester Trade Show.



Visit us at  
[www.dalcoonline.com](http://www.dalcoonline.com)  
 [For information about online ordering, contact your Dalco Account Manager.]

## BIG CITY®

### Linear Low Density Polyethylene Liners







**tyco** | Plastics & Adhesives | **Tyco Plastics Institutional**

**The Value Priced, High Performance Liner!**


The can liner of choice for heavy duty uses. Big City Liners are made of resins that tend to be thicker in gauge and offer additional stretch. Repro resins used in Big City must meet our stringent quality standards. We combine this repro with specially formulated linear low density resins resulting in a value priced, high performance can liner. Available in black for maximum opacity and in clear for specialty applications.


# enMotion™





next generation dispensing  
 with automated touchless technology





**Georgia-Pacific**

# Employee Recognition Given at Annual Dalco Award Meeting

Pictured below, Hartley Rossom accepts the “Charlie Hustle Award” from Mark Miller, Sales Manger. This annual award honors an Account Manager for tireless enthusiasm and commitment to success. For the fourth time in five years, Dalco Rochester was recognized for their superior customer service with the “Traveling Branch Award”.



Pictured at left, Steve Butler, Account Manager from Dalco New Brighton accepts an award from Rod Dummer, VP of Sales, for the Best Overall Sales Growth. Lee Johnson, Account Manager from Dalco Duluth was recognized for his sales integrity by earning the “Matt Humiston Memorial” Award.



Pictured at right, Paul Tupy accepts an award from Mark Miller, Sales Manager, for his outstanding dedication and work in the Service and Repair Department at Dalco New Brighton. Frank Simmons from Dalco Rochester received recognition for outstanding sales support.



**Satisfy your need for speed.**

Now it's easy to apply a long-lasting, high-gloss finish in record time thanks to TimeSaver SR® floor finish. This new breakthrough in floor care utilizes a unique ultra-high solids polymer available only to Johnson Diversey. This means you can significantly reduce the time you spend coating and re-coating floors without the need for any special applicators or equipment. Time Save SR® saves you time and money. Gentlemen, start your buckets.

**Johnson max PROFESSIONAL**

**JohnsonDiversey** **Chemical for Progress**

**Wanna put YOUR seat in the Pit Crew Chief's seat?**

Win a chance to be "Crow Chief For A Day" – Enter Online!

**WYPALL X80**  
The Crow Chief's Choice

**Kimberly-Clark**

WYPALL® Wipers, the Crew Chief's Choice, wants to put you in the best seat at the big race in Indianapolis – August 8, 2004. You could spend the day as honorary Crew Chief with Tony Eury and Robbie Reiser. To enter go to [www.wypall.com/crewchief](http://www.wypall.com/crewchief)

Promotion runs through June 30, 2004

## CLASSIC GOOD LOOKS JUST MET CLEVER ASH MANAGEMENT



**Rubbermaid**  
Commercial Products

## JohnsonDiversey Launches Unique Ultra-High Solids Floor Finish, TimeSaver SR™ Excerpted from JohnsonDiversey News Release

JohnsonDiversey recently announced a new category of floor finish that uses the company's own unique polymer formula to coat floors in almost half the time while providing a durable, high-gloss shine.

The launch of TimeSaver SR™ - a breakthrough ultra-high solids floor finish - means customers can dramatically reduce the time they spend coating and re-coating floors without the need for special applicators or equipment.

"Developing an ultra-high solids floor finish that actually works has been the Holy Grail of floor care," said Tom Gartland, President of JohnsonDiversey North America. "We think TimeSaver is not only a new product, but that it represents a new category of floor finish altogether."

Officials at JohnsonDiversey, say the key to the breakthrough of TimeSaver SR floor finish is the patented formula developed by JohnsonDiversey's own Johnson Polymer, LLC, a global leader in water-based polymer technology with a focus on the printing and packaging, paint and coatings, and plastics markets. The proprietary polymer formula of TimeSaver SR floor finish delivers double-coat coverage with a single pass, saving time and reducing labor costs.

"If a product can save a customer 20 percent in labor time, they're interested," said Ian West, Director of Marketing-Floor Care for JohnsonDiversey North America. "In our overall tests, TimeSaver SR is averaging 20 to 40 percent time savings with each and every application. "And since labor is the most expensive line item in any maintenance budget, we could have just as easily called this product 'money-saver'," he said. "The best part is that customers can enjoy all of these benefits without the need for special training or special equipment," West said. "All you need is a mop and a bucket because TimeSaver SR is applied like any other floor finish."

West also said that TimeSaver SR is a low-viscosity liquid, so it's easy to apply without having to deal with mop drag. And because of its low odor, it keeps a lid on complaints, making it perfect for health care, retail and office settings. To learn more, contact your Dalco Account Manager.

**Never a Dull Moment!**  
Under a black light you can see the innerglow...

**Optically Enhanced Floor Finishes**  
**White Sun. & Shine.**

Exclusive to Spartan, Patented Polymer Technology that enhances the color and brightens floor!  
Superior reflection and strength that actually glow! Plus it saves you time and money!  
Optically enhanced polymer technology brings the following benefits:

- Less buffing** - Wears tough. Even when marked and scratched the gloss wears off! The deep penetrating shine is through and through - not just surface beauty!
- Less labor** - The tough durable finishes allow more time to lapse between re-coats and buffing, saving labor time and dollars. They both finishes resist deck food marks and scuffs, saving labor costs!
- Less cost** - No need to re-coat as often, more "built" for your buck and labor effort!
- SAVE** - Works as both a sealer and a finish.

Enjoy the beauty, strength and reliability that Shine and White Sun offer. These two floor finishes wear tough and strong while maintaining their glow!

You will be impressed with the glowing results!

**Spartan**  
Spartan Chemical Company, Inc.  
1110 Spartan Drive | Maumee, OH 43537

For more information contact your authorized Spartan distributor or contact Spartan at 1-800-537-6666 to locate the distributor nearest you, or visit us at [www.spartanchemical.com](http://www.spartanchemical.com)

©2007 JDI

## A Dalco Profile . . . . . . .Customer Service

Contrary to public perception, Dalco's primary business objective has never been solely the distribution of janitorial cleaning products and equipment.

At a recent company-wide management meeting, Dalco's President, Ted Stark, III, revisited that notion by posing the following question to fifteen managers, "What business are we in? On the surface, Ted said, "it may seem like a simple question, but think about it. Last night," Ted continued, "I was watching a TV commercial for Xerox. Some years ago, Xerox came to the realization that they were not in the copier business, they were actually in the document business. Consequently," Ted said, "they soon started to develop products and services other than copiers to help customers better manage their document needs. Another classic business analogy is AT&T. AT&T isn't in the phone business, they're really in the communication business. And, needless to say," Ted added, "there are countless other business examples across the board."

"So," Ted reiterated, "what business is Dalco in?" Without hesitation, Trace Mershon, Dalco's Branch Manager in Duluth, responded loud and clear, "Customer Service!" Everyone else in the room unanimously agreed.

Today, as the largest distributor of commercial, institutional, and industrial cleaning supplies and equipment in the Upper-Midwest, Dalco strives to maintain a "service first, product second" business philosophy. This philosophy is part and parcel to everything we do as a company.

Aside from Dalco's 45 regional account managers, no other department within the company has the

same ongoing contact with our overall customer base as our inside Customer Service personnel. Highlighting the pages of this Profile are Dalco's 14 Customer Service employees from all four branches. In 2003, collectively, Dalco's four branches processed over 90,000 orders. Realistically, not one of our account managers in the field

could successfully meet the needs of their customers without the tireless support of our inside Customer Service teams.

Key day to day duties for Customer Service personnel at Dalco require broad product knowledge and effective telephone communication skills.



**Chris**

*LaCrosse Customer Service since 1997, loves to talk, camp, fish and watch scary movies.*



**Beth**

*LaCrosse Customer Service since 2002, likes car racing, bowling and hanging out with friends.*



**Lisa**

*Rochester Customer Service since 1992 is a big Twins fan and also enjoys scrapbooking and being a mom.*



**Brenn**

*Rochester Customer Service since 2002 says "Spare time? What spare time? I've got four kids!"*



**Tiffany**

*Duluth Customer Service since 2003 enjoys travel, baking, eating, and spending time with her son.*



**Wanda**

*Duluth Customer Service since 1997 likes to read, bowl, camp, fish, bike and travel.*

To better acquaint our customers in each branch with our respective inside Customer Service staffs, we've included a personalized point or two about each of these outstanding employees.

As Ted Stark, III said in his closing comments at the management meeting, "We are here to serve our customers. It's that simple. The challenge is defining how we can best serve our customers in ways that are more valuable to them. As Ted suggested, "F. Scott Fitzgerald said it this way, 'What we must decide is how we are valuable, rather than how valuable we are'."



***Kristine***

*New Brighton Customer Service since 2000 likes to shop and watch car racing - Enduros are her favorite!*



***Bridget***

*New Brighton Customer Service since 2003 spends her spare time frog hunting and fishing with her children..*



***Lonna***

*New Brighton Customer Service since 2000. Lonna enjoys summer fishing at her parents' lake home, and coaching her daughter's basketball and softball teams.*



***DJ***

*New Brighton Customer Service since 1997 likes basketball, softball, golf, strength training and music.*



***Debbie***

*Dalco New Brighton Customer Service since 2001. During her spare time, Deb enjoys cooking for her kids and grandkids and traveling with friends.*



***Derek***

*New Brighton Customer Service since 1995 enjoys all sports, but especially golf, basketball, and bowling.*



***Jim***

*New Brighton Customer Service since 2001 enjoys NASCAR, dogs, hunting, grandchildren, and spending time at his cabin.*



***Laurie***

*New Brighton Customer Service since 1995. She is an avid Green Bay Packer fan and enjoys family life which includes two dogs, Midnight and Lucky.*



**dalco**

Address Service Requested

PRESORTED  
STANDARD  
US POSTAGE PAID  
ROCHESTER MN  
PERMIT NO 289

*"The Dalco Distributor"*

Published by:  
Dalco Enterprises, Inc.  
300 5th Avenue NW  
New Brighton, MN 55112  
www.dalcoonline.com

*Dalco,  
over 40  
years of  
distribution  
excellence!*



*A full line of chemicals for  
your toughest challenge . . . restrooms*



**3M** *Innovation*