What you need to know about the Industrial Manufacturing segment.

The Industrial Manufacturing Playbook

This Industrial Manufacturing Playbook is one in a series of segment-focused Playbooks designed to educate and develop our sales reps.

Better business. Hands down.

The purpose of this Playbook is to help you become a trusted partner to your Industrial Manufacturing customer. By reviewing this guide, you'll be up on industry trends, customer insights and sales strategies before stepping foot in any Heavy or Light Manufacturing facility.

Industrial Manufacturing professionals assume many roles within their factories and workplaces, but their primary job is to get product out the door in a safe and timely manner. With a portfolio of high-quality, cost-conscious products designed to handle any task, we'll help Industrial Manufacturers reduce costs, increase efficiency, operate more sustainably and protect and improve the health and safety of their employees.

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Chapter 01

Understanding the Industrial Manufacturing Segment

In this chapter:

– What is it?

– Differentiating between Heavy and Light Manufacturing

– Why is this segment important to SCA?

– What are the recent trends?

– What are the key metrics in this environment?

What is Industrial Manufacturing?

More than just a segment, Industrial Manufacturing is the process that transforms raw materials into goods using machines, tools and labor.

Businesses in the Industrial Manufacturing sector are often responsible for the growth of many other industries. The output of their plants and factories can include heavy machinery and parts, smaller items such as textile, wood and paper products, and chemicals and petroleum products.

Differentiating between Heavy and Light Manufacturing

The vast and fragmented Industrial Manufacturing segment is broken into two primary categories: Heavy and Light Manufacturing. Both are greatly dependant on overall economic growth and are vulnerable to high energy costs, environmental issues, raw material prices and competition from alternative products.

Heavy Manufacturing operations primarily build products such as such as machinery or parts used by other manufacturing companies. Most are concentrated in the central region of the U.S., with the fastest growing segment focused on Transportation equipment.

Heavy Manufacturing

Light Manufacturing typically refers to manufacturing activity that produces products that are sold by other businesses or directly to consumers. Evenly distributed throughout the country, the largest segments include petroleum and chemical production. Other fast-growing areas involve wood and paper products.

Light Manufacturing

Market Share	Categories & Examples
40%	**Transportation equipment (Ford)** Automobiles and parts
21%	**Machinery (Caterpillar)** Agriculture and construction equipment
19%	**Fabricated metals (Ball Corporation)** Cans, tools, fasteners, pipes
16%	**Primary metals (US Steel)** Iron and steel mills, aluminum
04%	**Furniture (La-Z Boy)** Kitchen cabinets, office furniture

Market Share	Categories & Examples
35%	**Petroleum and coal (Chevron)** Lubricating oil, refineries
33%	**Chemicals (DuPont)** Industrial gases, chlorine alcohols
09%	**Plastics (Newell Rubbermaid)** Plastic bags, rubber hoses, tires
07%	**Paper (Georgia Pacific)** Tissues, corrugated containers
07%	**Miscellaneous products (Mattel)** Toys, jewelry, sporting goods
04%	**Nonmetallic minerals (US Concrete)** Bricks, cement, glass
03%	**Wood (Armstrong World Industries)** Lumber, plywood
02%	**Textile (Guilford Mills)** Woven fabric, cotton, carpeting
01%	**Apparel (Levi Strauss)** Garments
.05%	**Leather (Coach)** Handbags, belts

Together, the heavy and light manufacturing are

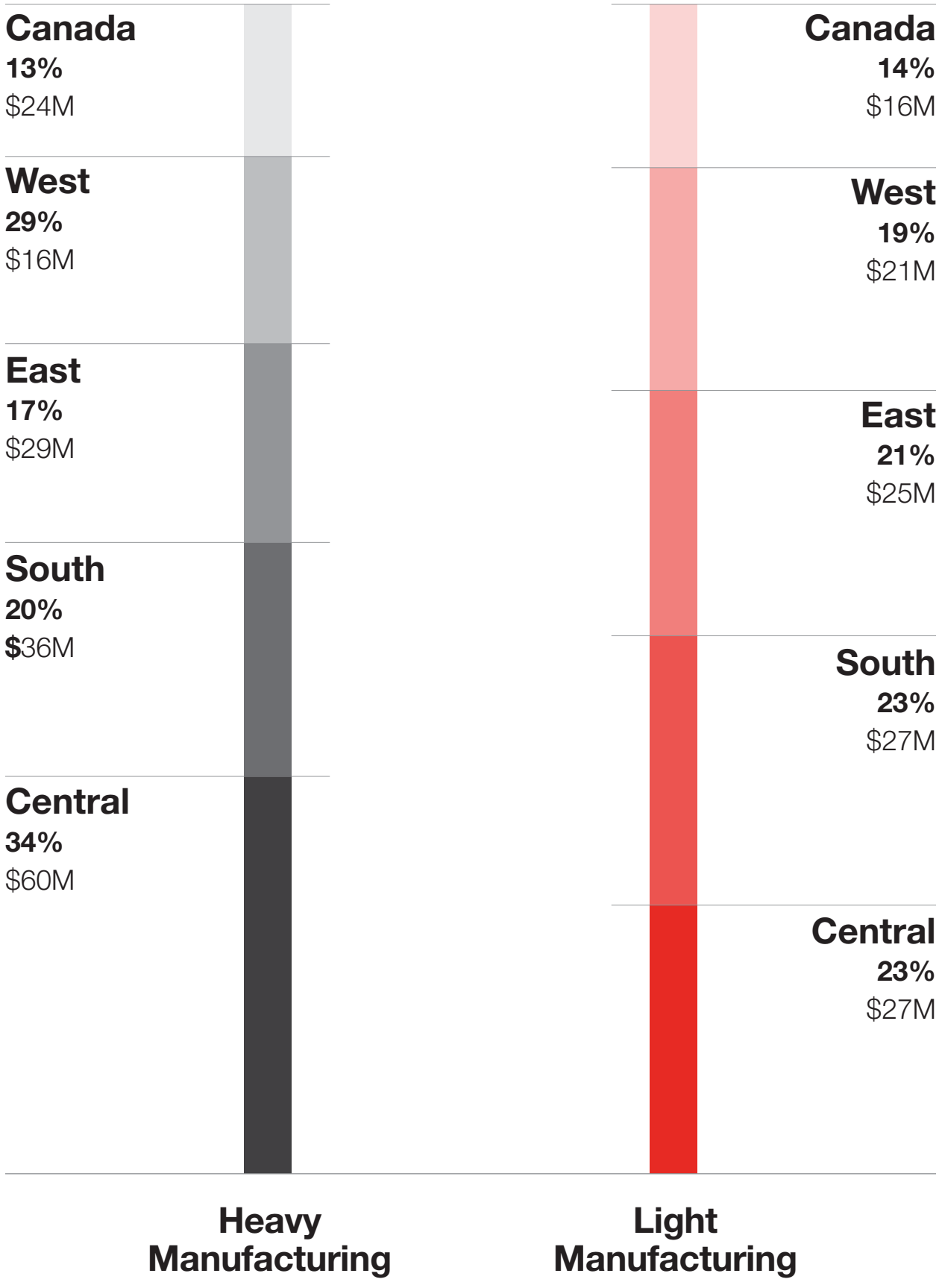
a jaw-dropping

$4.1 trillion

industry.

Heavy and Light Sales Region Breakdown

Both Heavy and Light Manufacturing offer significant prospects for our sales regions.



Why does Industrial Manufacturing matter to us?

There are more than 300,000 Heavy and Light Manufacturing companies currently operating in North America. This revitalized segment employs nearly 10 million people[1]: from executives and support stuff to workers manning equipment and assembly lines.

This segment offers huge prospects for wiper sales.

All manufacturing facilities use products such as rental shop towels, rags, paper towels and wipers for a variety of purposes and tasks. Our wipers can deliver the cost savings, efficiencies and health and environmental benefits they care about. Additionally, we can provide turnkey restroom and foodservice solutions for other areas within these factory settings.

Our opportunity in Industrial Manufacturing:

	Heavy Manufacturing	Light Manufacturing
Avg employees per facility	**120**	**105**
Disposable wiping tasks per year*	**2B** (disposable opportunity)	**1B** (disposable opportunity)
Rag/shop towel wiping tasks per year**	**1B** (substitute product replacement opportunity)	**600M** (substitute product replacement opportunity)
Total wiping tasks per year	**3B**	**1.6B**

*Opportunity to take market share from wiper competitor
**Opportunity to convert user from rags/shop towels

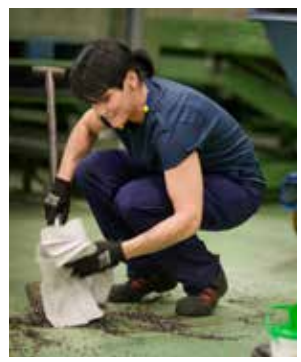
While wipers are the key product, it is important to remember that we can also **provide turnkey restroom and foodservice solutions** for other areas within these factory settings.

	Heavy Manufacturing	Light Manufacturing
Washroom visits per year	**3.8B** (towel and bath tissue opportunity)	**3.2B** (towel and bath tissue opportunity)
Lunches per year (at the facility)	**634** (napkin opportunity)	**530M** (napkin opportunity)

[1] http://www.automationworld.com/operations/us-industrial-jobs-decline-houston-tops-list-manufacturing-employment#sthash.St0pWDnJ.dpuf
http://www.manufacturersnews.com/about/

Primary purposes of wipers in the manufacturing setting:

- Enhance cleanliness
- Improve safety
- Improve hygiene
- Increase efficiency



Most common wiper tasks:

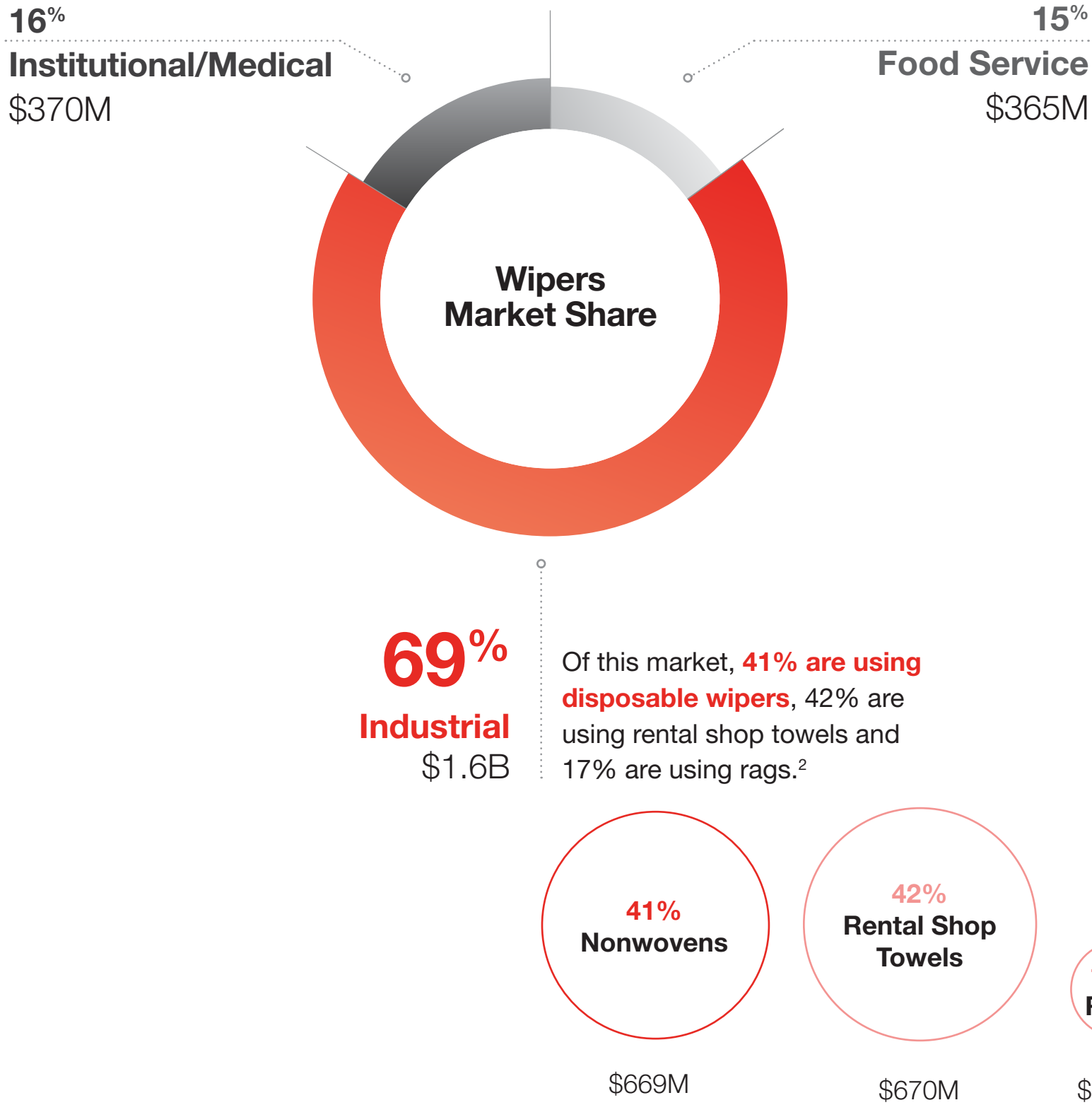
- Wiping up spills
- Cleaning parts
- Surface cleaning
- Wiping machinery
- Wiping hands and face
- Polishing
- Cleaning grease, grit and grime
- Applying solvents

Opportunity is ours for the taking.

Industrial Manufacturers are increasingly cost-conscious and coming under increased environmental scrutiny. The health and safety of their employees is more important than ever, and they are looking to increase sustainability and lower costs through operational efficiencies.

These factors and the overall size of the market create a strong opportunity to sell clean, safe and cost-effective Tork wipers.

Industrial represents the vast majority of the total wipers market.



[2] INDA North American Wipes 2008-2013

Recent trends.

North American manufacturing took a big hit during the recent recession. Some sectors are still struggling, but key segments are bouncing back. In Q1 of 2013, US manufacturing production grew faster than the general economy and experts predict modest to moderate growth in the second half of the year[3]. In Canada, the forecast for the second half of 2013 is positive but modest, with a strong rebound expected in 2014.

MAPI (the Manufacturers Alliance for Productivity and Innovation) forecasts that US manufacturing production will increase 2.2 percent in 2013 and 3.6 percent in 2014.

The key growth themes involve the housing rebound and strong growth in transportation equipment. MAPI predicts stronger growth in the US to offset weak domestic demand in Canada, with manufacturing GDP growth of 0.4 percent in 2013 an 3.0 percent in 2014.

Industrial Manufacturing Trends

For Industrial Manufacturing decision makers, the most important issues when considering wipers are:

Efficiency

Environmental Impact

Health & Safety

Quality

[3] http://www.mapi.net/research/publications/us-industrial-outlook—june-2013

Efficiency: Process improvement/efficiency

– Following the economic downturn, automation spending has sharply increased as manufacturers continue to look for ways to increase productivity, improve quality and reduce costs.[4]

– **70% of manufacturers** are making process improvements to boost productivity.[5]

– An overwhelming **93%** of manufacturers are lowering costs through operational efficiencies.

– Beyond implementing operational improvements within their own facilities, manufacturers are increasingly collaborating with suppliers and customers to achieve operational efficiencies across their supply chains.[6]

The challenge:

Cost is a key concern for decision-makers when deciding what to purchase. Many manufacturers rely on the health of the economy and other manufacturers, and are vulnerable to energy and raw material costs. For most companies, wipers are considered a non-production related cost but are tracked as diligently as other costs.

How Tork delivers better business:

Efficiency and cost savings are important for manufacturers in every category. Tork wiper products help improve productivity by providing consistent performance and a consistent size and shape. Plus, they are designed to handle a variety of specialized tasks.

[4] http://www.manufacturing.net/articles/2012/02/10-trends-in-manufacturing-technologies
[5] 2012 study by McGladrey
[6] http://mcgladrey.com/pdf/2013_mcgladrey_manufacturing_distribution_monitor_report.pdf

Environmental Impact: Disposal issues

- Chronic environmental issues for Manufacturers include air, water and ground contamination.
- Today's Manufacturers must meet increasingly strict OSHA (Occupational Safety and Health Administration) and EPA (Environmental Protection Agency) standards relating to sludge, hazardous waste, greenhouse gas emissions, waste management, carbon dioxide emissions, dusts and emissions from burning fuels and solid waste products.
- **53% of US manufacturers** are undertaking sustainability initiatives to produce less waste and reduce its impact on the environment.[7]
- **88% of Canadian producers** have a sustainability project in place.[8]

The challenge:

Disposal can be a barrier since most decision makers are hesitant to consider a wiper that would require special disposal. Says one manufacturing decision maker:

"We'll consider a new product as long as we can dispose it in the natural waste stream; we try ***to avoid any products that need special disposal*** *because it will cost more."*

How Tork delivers better business:

Disposable Tork products are the environmentally sound choice versus laundered shop towels, which often create contaminated runoff water that cannot be disposed of without special treatment.

[7] http://mcgladrey.com/Perspective/Sustainability-in-Manufacturing-A-Growing-Trend
[8] KPMG study- Environmental Sustainability Initiatives in Canada's Consumer Products Industry

Health and Safety: Eliminating risk

- Health and safety issues are a constant issue for manufacturers due to dust contamination.
- Silicosis is a common medical condition caused by inhaling crystalline silica dust, a primary component of sand, quartz, and granite.
- Workers at risk include sandblasters, laborers and foundry workers.
- An estimated **5,000-24,000** workers die each year work-related Chronic Obstructive Pulmonary Disease, often caused by silicosis.

The opportunity:

There are many potential health risks associated with rented shop towels, which can transfer metals and other substances onto hands and then potentially be ingested.

"***I don't want anything dangerous*** *in my employees' hands, or out on the street via disposal, or anything in the hands of our customer,*" says one plant manager.

How Tork delivers better business:

Tork wiper products are a sanitary solution that can enhance the health and safety of workers. While laundered shop towels can carry impurities and residues from past users, Tork products are disposed of after each use.

Quality: A competitive advantage

– After decades of outsourcing, more companies are moving their manufacturing operations back to North America in an effort to improve or maintain the quality of their products.[9]

– Increasingly, quality is considered an essential trait for companies looking to stay competitive in today's competitive business environment.[10]

- This enhanced **culture of quality** among manufacturers extends to its employees, partners and suppliers.

The opportunity:

In the manufacturing sector, wiper quality is directly tied to function. A wiper is considered of good quality if it effectively accomplishes the task it is intended to do.

*"Quality is always part of the purchase decision because [the wiping product] **has to do the job**," says the purchasing manager at a major heavy manufacturer."*

How Tork delivers better business:

Tork wipers products provide the high level of quality required by today's manufacturers. They are purpose-made to tackle any job in the factory environment and deliver consistent wiping performance every time.

[9] http://blog.spartasystems.com/quality-manufacturing-2013-–-outsourcing-off-shoring-re-shoring/

[10] http://onquality.blogspot.com/2012/08/quality-culture-and-feelings-interview.html

Chapter 02

Industrial Manufacturing Landscape

In this chapter:

– Wipers versus rented shop towels and rags

– Industrial Manufacturing decision-makers

– Key influencers

– “Day in the Life” of a manufacturing decision-maker

Wipers versus rented shop towels and rags

To effectively sell disposable wipers, it is important to understand the two other primary products used in the Industrial Manufacturing segment: **rented shop towels and rags**.

Rented Shop Towels	Rags
These textile towels are consistent in size and material (usually cotton) and are rented from a laundry company. They are picked up and delivered weekly and are laundered off-site. Because they are not purchased, different shop towels are delivered each time to the end customer.	These textile scraps, mill ends and remnants come in various sizes and quality levels. They can be classified as mixed colors, white and cotton. Rags are purchased in bags or boxes by the pound.
For some manufacturers, there are **perceived benefits** to using these products:	
– Usually stand up well to solvents – Automatic delivery of clean cloths – Automatic collection of dirty cloths – No need to worry about waste handling – Fixed cost – Strong bulky cloths	– Considered inexpensive to acquire (usually around $1-$1.50/lb in 10, 15, 20, and 25 lb quantities) – Easy to order online/through supply catalogs
But there are several real disadvantages to rented shop towels and rags	
– Environmental issues (contaminated runoff water from laundry services) – Potential government fines due to regulatory violations due to contaminated runoff water – Metal filings can remain on towels after laundering and cause employee health issues or equipment damage – Not easily dispensed or stored	– Can be unsanitary – Not designed for wiping tasks – Inconsistent size and shape and often contain buttons, zippers, dirt or lint that can cause employee harm or equipment damage – Not easily dispensed – Additional storage space needed for bags of rags, which are vacuum packed and become unwieldy and difficult to stack after they are opened – Low absorption – Inconsistent strength – Lost efficiency when workers “sort” through the bag/box

Tork Wipers vs. Rented Shop Towels

Life cycle of a rented shot towel

The dangers associated with laundered rental shop towels linger long after they are washed.

Ever wonder why shop towels are red or blue?

Shop towels start out white. They are only dyed red when they become stained. After many uses, they may be re-dyed blue to cover up what's not coming out in the wash.

Cross-contamination of toxic metals

Most shop towels go back and forth from the laundry to a variety of industries, where they pick up oil, grease, solvents and toxic heavy metals like lead and cadmium.

Retains heavy metal residues even after laundering

Heavy metals and other contaminants that do come out during laundering go into the wash water, where they can be re-deposited onto "clean" towels.

After laundering, towels are sent out to other customers

Towels can pick up more contaminants at other workplaces, such as foundries, chemical plants or metal manufacturers.

This cycle continues until the towels degrade and are sent to a landfill.

Environmental legislation could limit the use of laundered shop towels.

When rags are sent to a laundry service, they often create contaminated runoff water that cannot be disposed of with wastewater without special treatment. In recent years, there has been momentum towards additional regulation of wastewater providers. This legislation will either:

- Stop the washing of rags by laundry companies
- Make it more expensive when wastewater treatment is added to the cost.

The cost of protocol violations

Industrial Manufacturing companies must comply with industry-specific rules in order to operate. The contaminated runoff water associated with rented shop towels could violate regulations issued from organizations such as:

- Occupational Safety & Health Administration (OSHA)
- Environmental Protection Agency (EPA)
- Environment Canada (EC).

Bottom line:

Manufacturing companies are responsible for the waste that comes out of their facilities. Regulatory violations due to contaminated runoff water could result in costly fines or lost productivity due to work stoppages.

[1]http://www.deq.state.or.us/wq/reuse/graywater.htm, http://www.eaovt.org/sbcap/pdf/fs_ShopRags_wm.pdfhttp://law.onecle.com/california/health/17922.12.html
[2]http://info.ncsafewater.org/Shared%20Documents/Web%20Site%20Documents/Annual%20Conference/AC_2012_Papers/PM_Mon_AM_11.00_Sadler_PAPER.pdf

The health risks of rented shop towels

Emphasizing the potential risk of rented shop towels can be an effective way to discuss the benefits of our disposable wiper products.

A majority of decision-makers feel that health and safety and wiping products are related. 53% ranked health and safety among their top 3 issues of importance. Says one plant manager:

> "Health and safety is number one. We want to be sure that the products are safe for our employees. [Products] must be environmentally safe for our employees to be around them."

There are many potential health issues associated with rented shop towels. After they are used, shop towels are often contaminated by hazardous materials such as oil, toner and metal filings that can be present from previous usage in other facilities—even after they are laundered and sent back clean.

The primary issues are related to **Metal Ingestion**, as metals from shop towels can easily be transferred onto workers' hands.

Metal remains on laundered shop towel from previous usage

Metal on hand

Metal ingested

[1]

Workers who use just 2.5 towels per day can ingest toxic metals such as lead, cadmium and antimony

Health effects from heavy metals

Exposure to metals such as cadmium, cobalt and copper can cause heart effects, kidney damage, cancer and even death.[2]

Workers report using an average of 12 towels per day and may use up to 26.[3]

Costs associated with employee illness

The National Academy of Social Insurance (NASI) estimates the annual workers compensation benefits paid for all compensable injuries and illnesses in 2009 to be $58B.

Employers incur other costs due to an employee injury/illness including:

– Wage costs related to time lost due to work stoppage

– Rising medical costs and retiree liabilities

– Lost productivity

Bottom line:

Companies pay the price when workers suffer illnesses related to metal exposure.

[1]INDA; http://www.inda.org/toxictowels/Beyer.pdf
[2]http://www.atsdr.cdc.gov/toxprofiles/index.asp
[3]http://www.osha.gov/SLTC/metalsheavy/index.html, http://www.inda.org/toxictowels/Beyer.pdf

Making the financial case: Cost analysis of wipers versus rented shop towel

The hidden costs can add up.

Rented shop towels often appear to be the most economic choice. However, laundries assume users will lose or damage up to 10% of the towels and automatically charge fees to cover these costs. Plus: Many launderers will charge users for an inventory level, not actual usage and factor cost by weight.

The real story		
Initial Rental Cost: $0.123/rag x 382*		**$46.99**
Additional costs include:		
Shop towel can rental	+	**$2.05**
Inventory maintenance/lost rags (32 rags @ 0.38ea)	+	**$12.16**
Service charge ($0.04/rag)	+	**$15.28**
Textile care	+	**$3.24**
Total for 382 rags		**$79.72**

Actual rental cost is $0.21/rag, a 70% increase from the claimed initial cost.

* Industry averages based on SCA paid study.

The Tork product advantage

Tork wipers are made from a unique mix of synthetic fibers and pulp, purpose-made for the most demanding cleaning and wiping. The endless synthetic filaments give strength for scrubbing on rougher surfaces, yet the cloths are soft and safe to use on any surface. Ideal for absorbing water, oils, grease or particles.

Tork Wipers vs. Rented Shop Towels

Consistent performance	With no variance from towel to towel
Value	Customers only pay for what they use
Health and safety	Clean wiper every time
Efficiency	The right product for the right task, such as wipers with low linting, wipers with solvent
Consistent size	Wipers are exactly the same shape and size
Less clutter	Easily dispensed, more compact and easy to store
Portability	Workers can bring the dispenser with them around the factory floor

Tork Wipers vs. Textile Rags

Performance	Go on working after rinsing, so one cloth absorbs for longer
Absorbency	Absorbs solvents more completely and releases them better, using less solvent to do the job
Value	Cost-control through consistent quality and superior performance
Safety	Free from the impurities or residues sometimes found in rags, which can easily spread and damage surfaces and skin
Time savings	Each sheet is identical in size and quality—no sorting to remove rags of inferior quality or with zippers, buttons, etc.
Handling	No more heavy, bulky bags to drag around the workshop
Storage	Synthetic material engineered to flex into small spaces
Disposal	Can be disposed in a way that does not contaminate ground water

Industrial Manufacturing decision-makers

Finding success in a complex landscape.

In a factory setting, decision-makers span a wide range of titles and are concerned with everything from selecting cleaning products to enforcing safety standards. These individuals are constantly on the move and the environments they work in can be loud and chaotic.

In larger facilities, decision-makers tend to have more defined roles while smaller factories feature those who wear many different hats. Like most industries, there is an overwhelming need to lower budgets without sacrificing quality, but manufacturing professionals must also contend with ever-changing government regulations.

However, job one is to get product out the door—everything else is secondary.

Key metrics in this environment

For those overseeing a fast-paced factory, success is not measured by any one metric. It is a combination of multiple moving parts that are constantly being evaluated, such as:

- **Health and safety measures**
- **Staying up to code**
- **Maintaining a clean work environment**
- **Cost savings and efficiency**
- **Production**
- **Product quality**
- **Customer satisfaction**
- **Zero downtime**
- **Zero incidents**
- **Profitability**
- **Keeping up with demand**
- **On time delivery**

Industrial Manufacturing decision-makers

1.

Plant Manager or Operations Manager

Some facilities may only have a Plant Manager. Depending on the scope and size of the facility/company, some will also have an Operations Manager. For our purposes, their roles are the same. They need to be sold on increasing efficiencies and reducing costs and generally want buy-in from their staff when they make product decisions.

Inside Tip: These individuals are usually the first call for any sales effort.

2.

Production Manager

This role can have several titles. Depending on the size of the operation, this person might be known as Shift Supervisor or Manufacturing Manager. He oversees the actual production operation and typically reports to a Plant Manager or Operations Manager, and works in concert with the Safety Manager.

Inside Tip: Try to schedule meetings with the Production and Safety Managers together to secure buy-in from both early in the process.

Remember: Determining the best person to speak with can require some exploration. In some cases, getting an organization's buy-in means calling on all of these individuals—typically in this order.

Industrial Manufacturing decision-makers

3.

Safety Manager

This person is responsible for maintaining high safety standards for the employees. It is important to have his buy-in for product changes and improvements, for he can support the safety benefits of moving from rags to wipers. He will not be involved in every sales situation, but the bigger the facility the more opportunity to get him involved.

Inside Tip: If there are rental shop towels and boxes of rags on the factory floor, approach this person with messages relating to the safety hazards inherent to these products.

4.

Maintenance Manager

This individual typically buys his own wipers or rents his own shop towels. He tends to buy from a different cost center than operations. He typically handles all the repairs and PMCS (Preventative Maintenance Checks and Services) for equipment. The Maintenance Manager usually reports to either the Plant Manager or the Production or Operations Manager.

Inside Tip: The influence of the Maintenance Manager can be significant, so it is smart to have him in the room with the other individuals listed above.

Remember: Determining the best person to speak with can require some exploration. In some cases, getting an organization's buy-in means calling on all of these individuals—typically in this order.

Industrial Manufacturing decision-makers

5.

Purchasing Manager/ Central Supply

Typically, this is the last decision-maker to consult in the sales process. The best approach here is to get buy-ins from the appropriate individuals listed above and get them to work with purchasing to make the change. This is where having the right distributor with established relationships provides the greatest value.

Inside Tip: The janitorial group is often included here. Janitors will usually buy what the operations side specs for the plant.

The Influencers

Along with the primary decision makers, the Industrial Manufacturing segment features a range of influencers. These individuals are not directly involved in the purchase decision, but can impact what products are ultimately purchased.

Distributor/Supplier Sales Reps
Trusted product gurus who can introduce new products, recommend and drive decisions

Production Staff
Personal preference may influence product choices

Other Managers: Safety, Manufacturing, Purchasing
Other key players can verify that the product will meet needs and budget constraints

Remember: Determining the best person to speak with can require some exploration. In some cases, getting an organization's buy-in means calling on all of these individuals—typically in this order.

A Day in the Life of a Decision-Maker

During the course of the workday, an Industrial Manufacturing decision-maker might take on activities such as:

- Meet with supervisors/managers and delegate responsibilities
- Make sure the facility is up to code
- Supervise production
- Review department costs
- Conduct monthly safety meetings and report any incidents
- Meet with union reps and discuss any issues/challenges that arise
- Manage all operations
- Approve and manage all cleaning products used in the facility
- Schedule equipment and shifts

Key pain points include cost control and efficiencies, output and production requirements and employee health and safety.

> I'm accountable for everything that happens. My daily activities include **meetings with supervisors and managers, facility tours for audit purposes and observing plant operations**. I work with our headquarters to send results and outcomes we are seeing at this facility. I am constantly driving and facilitating improvement projects too."

> **Most important is that all jobs make money.** Make sure we come in under budget. Make sure everyone is working and being productive at all times."

> We try to be up 100% of the time. Goal is zero downtime, but things happen in manufacturing. **Safety is paramount at our sites**—we strive for zero incidents."

> We measure everything: **manufacturing efficiencies, scrap, product cuts, fulfillment percentages, spending, fuel consumption**. We are tuned in to environmental issues and have an on-going safety initiative with every employee given extensive training."

Chapter 03

Solutions for this segment

– A closer look at the factory setting
– How to offer Tork Wipers: a task-based approach
– Specific solutions you can provide
– How to achieve sales success
– How to overcome sales barriers

A closer look at the factory setting

There are several key areas where Tork wipers, restroom and foodservice products are used within Industrial Manufacturing facilities. In general, these areas are consistent across both large and small facilities and Heavy and Light Manufacturers.

4. Washroom

Tork Centerfeed

Tork Soap

Tork Bath Tissue

1. Manufacturing Floor

Tork Heavy-Duty Paper Wiper

Tork Industrial Paper Wiper

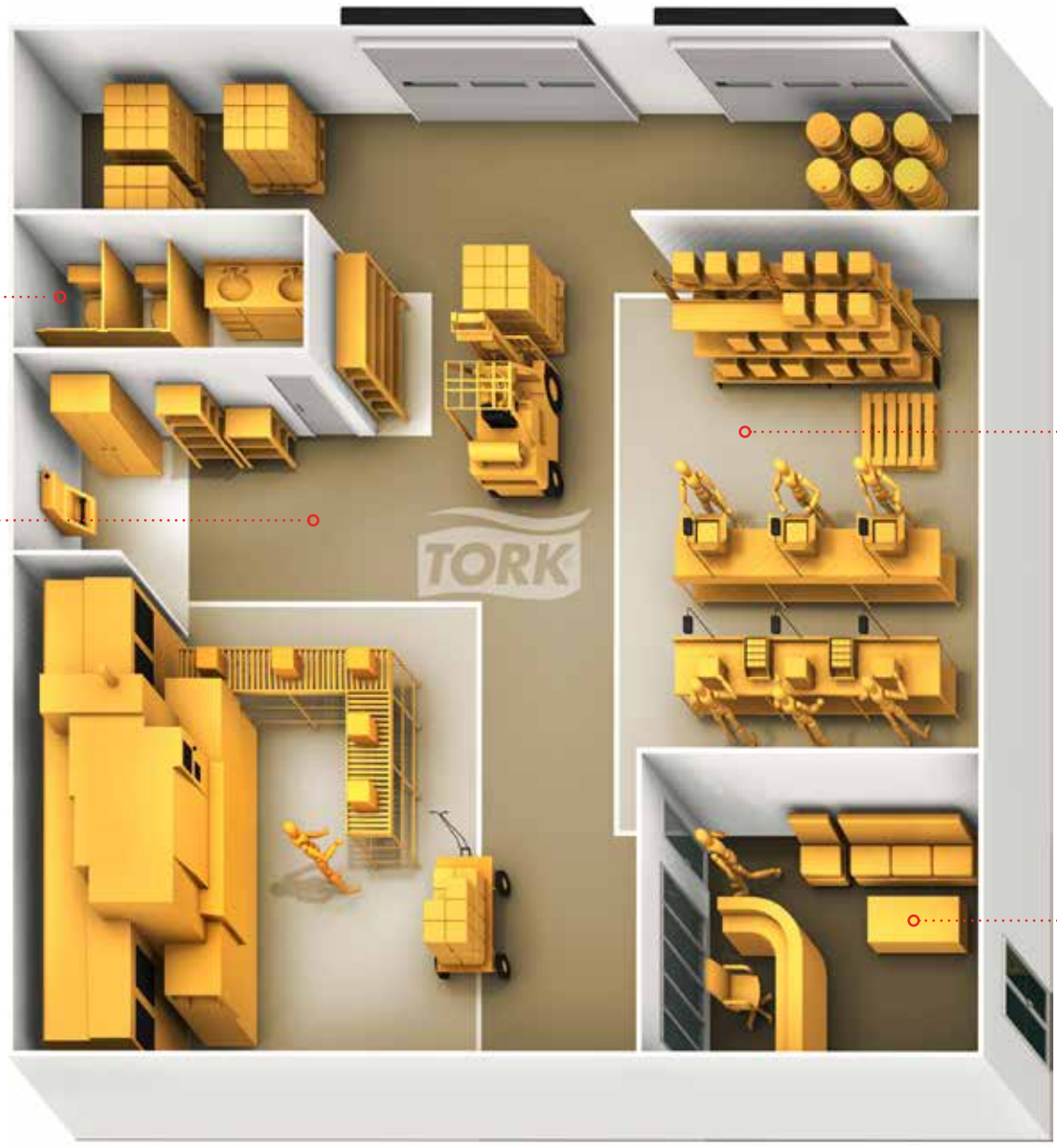
Tork Cleaning Cloth

Tork Heavy-Duty Cleaning Cloth

Tork Industrial Cleaning Cloth

Tork Industrial Heavy-Duty Cleaning Cloth

Max Wet Wipes



2. Maintenance Shop

Tork Basic Paper Wiper

Tork Paper Wiper

Tork Heavy-Duty Paper Wiper

Tork Heavy-Duty Cleaning Cloth

Tork Industrial Cleaning Cloth

Tork Industrial Heavy-Duty Cleaning Cloth

3. Breakroom

Tork Facial Tissue

Tork Hand Sanitizer

Area	Products Used
1. Manufacturing floor	The manufacturing floor often includes several areas grouped together. Common tasks include wiping up spills, tools and other pieces of machinery that can be oily or dirty. Disposable wipers are likely to have high utility here, along with Tork dispensers.
2. Maintenance shop	This is another essential area where Tork wipers should be used. However, be aware some workers may prefer cloth rags because of strength/durability perceptions and the ease of using the same rag over the course of the day.
3. Breakroom	Disposable wipers may be of interest here, but the primary sell is Tork products such as foodservice napkins and hand sanitizer.
4. Washrooms	Present Tork products such as facial tissue, bathroom tissue, soap and hand sanitizer.

How to offer Tork Wipers: a task-based approach

Wiping and cleaning is a vital part of the manufacturing production process. Before purchasing a specific wiper product, decision makers need to consider the specific tasks at hand and any special features that could help accomplish those tasks.

Remember that Industrial Manufacturers may have a variety of product requirements:

Low-lint wipers: Residual lint can cause damage to factory equipment

High-absorbency wipers: Excess moisture pose a safety risk for facilities producing electronics

Even-surface wipers: Honeycomb structure releases solvent evenly for a perfect finish

Variety of textures: Different surfaces may require different product textures (from refined to medium to coarse)

To determine the best products to recommend, be prepared to answer these 3 questions:

1. What is the task?
2. What is the work situation?
3. What are the usage requirements?

The right product for the right task

When visiting a factory setting, emphasize that Tork products can handle any wiping and cleaning task, such as:

Preparing parts before production

Wiping oil-covered metal parts and other pieces of metal that can be oily or dirty.

Machine maintenance

Removing cooling liquids, oil and metal scraps from the machine and cleaning wrenches and other tools.

Cleaning before painting

Cleaning of oil, grease, solvents, fingerprints and dust prior to painting.

Recommended Tork wiper products

Tork Industrial Paper Wiper

440245A, Blue

Tork Industrial Cleaning Cloth

520378, Grey

Tork Industrial Heavy-Duty Cleaning Cloth

570178, White

Tork Low-Lint Cleaning Cloth

192479, Blue

Tork Polishing Cloth

197278, White

exelCLEAN® CLEANING EFFICIENCY

Most Tork cleaning cloths contain exelCLEAN technology to help get cleaning tasks done more efficiently and professionally than other cloths, especially rags and rental towels. This patented, foam-spun technology creates a unique internal structure to provide quicker, more hygienic and professional cleaning and minimal risk of contamination.

Recommended Tork dispenser products

Tork wiper dispensers are available in a variety of different put ups.

Tork Folded Wiper/ Cloth Dispenser

6540281

- Folded wiper solution provides one-at-a-time dispensing

Tork Maxi Centerfeed Dispenser

653028

- Durable, fits into tight spaces and designed for multi-tasking

Tork Floor Stand

6520281

- Safe and reliable mobile solution perfect for high-use areas

Tork Wall Stand Dispenser

6521281

- Stable, high-capacity performer ideal for fixed locations
- Portable

Recommended Tork washroom and breakroom products

Tork Elevation Matic
Hand Towel Roll Dispenser

5510202, White

5510282, Black

Tork Elevation Bath Tissue
Jumbo Roll Mini Twin Dispenser

5555200, White

5555290, Black

Tork Foam Soap Automatic
Touch-Free Dispenser

572020A, White

572028A, Black

Tork Advanced
Hand Roll Towel

290087

Tork Advance Bath Tissue
Mini Jumbo Roll

12024402

Clarification on refills needed

Tork Xpressnap® Signature
Tabletop Napkin Dispenser

6232000, Licorice

6234000, Ice

6236000, Chili

6237000, Blueberry

6235000, Stainless

Tork Xpressnap® Signature Stand
Napkin Dispenser

6332000, Licorice

6334000, Ice

6336000, Chili

How to achieve sales success: product samples and distributor recommendations

In addition to presenting “the right wiper for the right task,” there are specific sales tactics that will increase the chances of success. Based on interviews with decision-makers, the best ways to influence change in the Industrial Manufacturing environment are: **Providing product samples/free trials** and **encouraging distributor recommendations.**

> “I tell every salesperson that has something new that I first want to **put samples through** the paces in the field.”

> “When distributors suggest a new product, I want a week's worth of a samples. The following week, **I’ll tell them how it worked out**.”

> “We always want samples to see how they work. We want **feedback from employees** before we ever entertain changing.”

> “We changed distributors a few years back and the new distributor **recommended using [Tork wiper] products**. We started using them and they performed well.”

10% Tork Wipers Savings Guarantee

Encourage decision-makers to switch by mentioning our guarantee. Tork wipers **save 10% or more in overall costs**. Demonstrate how hidden costs and surcharges associated with other products can add up to double the cost of a Tork wiper.

How to overcome barriers

Industrial Manufacturing players may hold specific objections to disposable wipers, possibly because of product misperceptions or longstanding relationships with current vendors. To overcome the most common sales barriers, be prepared with these responses when visiting any facility.

Barrier: Perception that wipers will increase costs

Response:

- With Tork you only pay for the wipers you use. With shop towels, you get the same amount of rental cloths every month and you pay for the same amount even if you use less.
- Take advantage of the online and mobile cost in use calculation tool. Work with the production manager or another decision-maker to determine what data to insert.
- If a decision-maker does not want to sacrifice automatic delivery per week/month with rags, point out that SCA can set up a similar contract through our dealers.

Barrier: Wiper disposal concerns

Response:

- Explain that they can dispose contaminated wipers with other hazardous wastes.
- Discuss current contracts with waste handling companies. Why deal separately with the disposal and/or laundering of cloths?
- Demonstrate, through cost-in-use, that laundering service provided by rental shop towel vendor is not cost-efficient or environmentally friendly.

Barrier: Perception that rags or current product delivers superior performance

Response:

- If a decision maker insists that rags are stronger, have better bulk and lower lint, counter by explaining:
  - Tork offers the right wiper for the right task: Choose stronger products for heavy-duty tasks, and low-lint and polishing products for lighter tasks.
  - The Tork offer includes dispensers mounted/placed where cloths are used, which increases efficiency.
  - Tork products perform better because they offer a clean, fresh cloth every time and never contain unwanted substances from previous usage.

Barrier: Existing vendor partnerships

Response:

- Encourage existing distributor sales teams to further cultivate their strong relationships in order to push product recommendations.
- Schedule a time to meet in person, making sure to send product spec information before to frame up your conversation.
- Provide customer testimonials and other product literature.

Sales Tools

Appendix