

Presentation of the ESO Ultra Starch remover product and system:

You may start by introducing the ESO ULTRA product and system to your normal contact.

To do this I would just quickly explain you have a new, upgraded food grade, fully safe enzyme cleaner that dissolves starch quickly, then just show them the 2 ½ minute promotional video.

From this make an appointment to fully present the ESO ULTRA system/product

1. Make the appointment with the site manager, (they make the final decision on capital expenditures and ESO ULTRA has to be used through our system for the site to get real value). It is a small capital investment \$25-\$35K however in these tough times spending is tough. If You give me \$10 dollars and I give you \$365 would you want to do this? The total expenditure on our product ESO ULTRA can return 36.5 times the investment in the product every year. You have a huge product and system here and no other starch company will give you this opportunity. Thanks to Jeff and Kenny.
2. When making the appointment start off with an opening benefit statement and then close for the appointment using an alternative proposal e.g. 'Would possibly gaining 30 minutes extra board production a day be of value to you and your plant?' If they say yes, then say 'what is better for you early or late in the week or if you are in their area on a certain day', say 'on Tuesday what is best for you morning or afternoon' and then continue to use alternatives of choice to get the appointment. Let them know you will need around 35 minutes and ask if the corrugator manager, production manager and maintenance manager can also be present. (This presentation will take 30-40 minutes).
3. At the meeting take the USB to give them and use the power point presentation.
4. It is essential to have our delivery system as it heats the product which is essential to get the job done in 10 minutes automatically and 30 minutes for the big clean.
5. Questions to ask before presenting the Power Point and take notes
 - How many shifts are running?
 - Where are the bottlenecks in your plants - Corrugator or Converting?
 - Is corrugator keeping up with converters?
 - Any starch pump or line blockages?
 - How are they currently cleaning up?
 - Duration and frequency of clean ups?
 - Any issues with bearings? Are they getting wet?
 - Issues with airbags?
 - Average square feet of board achieved per minute?
 - Deckle width?
 - Top speed per minute – How many feet per minute?
 - Do you get warp? Delamination?
 - *Would 30 minutes extra board production a day be worth while*
 - These questions give you the data to present real figures for the plant

6. The two largest corrugator manufacturers both state the corrugator applicator rolls must be cleaned every day and a big deep corrugator clean once a week and they are the experts.
7. Do the Power Point.
8. Organise to set up the system and train the operators or organise a trial .
9. You can do a demonstration to show how well the product works. We use an esky half fill with hot water no higher than 180°F then add 1 gallon of the ESO ULTRA have a submersible pump with a foam gun on a hose to apply the ESO ULTRA.
 - Give yourself 45 minutes to prepared at the sites
 - Get the hot water from the canteen
 - Have the applicator roll turning and apply the ESO ULTRA for 2 minutes then turn it off. The reason for having the roll turning is to get the ESO ULTRA everywhere particularly to the blade at the back, as it will be completely built up with starch. Let it sit for 3 minutes then reapply, do this 3 times then turn on the applicator roll and rinse. Watch the liquified starch coming out at the base of the roll, all of this is the starch caught on the blade and it is hard to get to
 - When you see this, ask them what this is and they will know - it wins accounts !
10. If they are cleaning every day, that is what they should be doing, however they always underestimate how long they do that for, usually it takes 40-60 minutes but they may say 10-15 minutes. So prepare yourself go to the site and observe the cleaning through the week, time it and get photos of the results as they never get the cells of the applicator clean.
11. Some sites struggle to keep up with the converters for some part of the year, some 9 months, some 12 months, so if we can give the site extra production it is huge and worth big \$\$\$\$. PLEASE INVEST THE TIME TO DO THE RESEACH AT FLOOR LEVEL AND BE THERE FOR THE CLEANING NO MATTER WHAT TIME IT IS DONE.
12. Ecochem will pay each technician \$1.5K per new installation, including the sale of a tote of ESO ULTRA for the next 3 months
13. We get the site to help in the installation, as in they will supply the lifting equipment, connect the heating exchange unit to electricity and install the hose reels.
14. We get the operators involved in setting the SOP for the big clean.
15. The auto-clean every day is putting CODE IN (so it cannot be done by accident) and pushing a button (10 minutes) and we have a totally clean applicator roll and what does that deliver?
16. We spend a night with the operators on a clean to see their SOP and to get to know them then we do the demo with their help.
17. We are there when installing the system and for at least 2 nights to ensure they are cleaning every night.
18. Go back 1 month later to see how it is going.