



March News From MEDA

MEDA'S 2010 SPRING SANITATION SCHOOL

It's time for MEDA's 2010 Spring Sanitation School. It is scheduled for Thursday, May 13th at the Ramada Inn, Stevens Point starting at 8:00 am sharp. Please mark your calendar for that day to attend. We have reserved a block of rooms for our group at \$72. Make sure you call right away to reserve your room. **The phone number for the Ramada Inn is 715-341-1342 or 1-800-998-2311. Reservations need to be made before April 24th.** We will be sending more information as the date gets closer. The school is going to be full of information that will be very valuable to your route program. If your sanitation program is better than the competition than it must have better products and better service (knowledge). The information that will be presented will set your personnel and your sanitation program ahead of your competition. **MAKE YOUR RESERVATION AND MARK YOUR CALENDAR TODAY!!!! HOPE TO SEE YOU THERE.**

"Time is Money - the KX-1100 Story"

BY

JASON KOERTH-Corporate Account Manager ECOLAB

Ecolab recently attended a meeting where we were able to meet one on one with select large dairy producers from across the U.S. One of our goals was to gain valuable feedback from these progressive dairymen about what products and services they are looking for from a company such as ours. In this era of economic uncertainty and environmental pressure on the dairy industry, an overwhelming theme was "help us save time and reduce water or energy consumption."

Enter KX-1100. If you attended MEDA'S fall route school, you heard Rick Schoenhofen and Steve Shank discuss Ecolab's new "One Step" acid cleaner. By combining the detergent and acid cycles into one step, we are able to eliminate the water used in a cycle, and improve parlor efficiency by significantly reducing parlor wash time. KX-1100 is relatively new to us here, but it was developed a number of years ago by Ecolab's New Zealand farm group, and has been used successfully over there for some time. It is a great example of the power if Ecolab - tapping into resources from across the globe to save the time and expense of having to develop a product from the ground up. In our extensive U.S. field trials we have gained confidence that KX-1100 is the best product of its type on the market. Results of head to head trials against competitive offerings from DeLaval and Westfalia/Surge have been convincing in favor of KX-1100.

If water and time savings are hot button issues for your dairies, KX-1100 may be a great fit. Please work with your Ecolab representative regarding the initial setup of farms, and good luck in bringing the latest tool from Ecolab to your customers and prospects!

IMPULSE PROGRESS

BY

MARK SCHMUHL-REGIONAL SALES MANAGER-AVON-HI-LIFE

The Impulse products continue to be doing extremely well throughout the country. They don't fit each and every dairy application but I rarely hear of a performance complaint from any part of the U.S. market. Those infrequent complaints typically come from the competition when trying to find fault with the product so keep on promoting. The three most popular styles are the IP3, IP3-LM and IP4-LM. The IP4-LM requires a little higher vacuum because of the higher touch point. We also have a new style for Surge wash blocks – IP4-LM-SB. It will be available in mid April and is similar to the IP4-LM but with the appropriate Surge head diameter. The new 2010 shell promotion for MEDA members continues to be – “buy one and get one free” and should last throughout the year. The shell color will change to blue very soon as that is what our European shell color is and we want uniformity. I like the black shell but blue looks very nice. The blue shell is the same material and dimension as the black shell and now you will know the new shells from the old shells.

We will begin venting with the “vented mouthpiece” concept (IP-MV) in early April when we receive our vents. It will take time for production to “fill the pipeline” and we also need time to put some out initially for testing. I am hoping that by mid May we will be really ready to go. Pricing for a milk tube vent is \$.25 per inflation and the IP-MV will be \$.50 per inflation. We are still learning some things with the IP-MV so please be patient with us.

As always, please call me or email me with questions or concerns and thank you for your continued support of all the Milk-Rite products.

IPSO'S ENERGY-SAVING STACK WASHER/DRYER

BY
BRENDA FLANIGAN - ASSOCIATE BRAND MANAGER-IPSO



Even the smallest dairy has laundry challenges. IPSO's stack washer/dryer takes all the same features of the stand-alone washer and dryer and puts them in a space-saving package. The stack is also highly efficient with the washer qualifying as an ENERGY STAR® product. It's durable commercial components and a high-quality shell ensure your dairy gets years of solid performance. For more information about IPSO stack washer/dryers, visit the CHEM-STAR BOOTH at the WPS Show in Oshkosh, March 30, 31 or April 1st . You can find us in Hanger C booth numbers 5587-5589.

See picture below and visit the Chem-Star booth.

IF YOU ARE SEEING EYE-POPPING NITRILE GLOVE PRICES, READ ON!

BY

MICHELLE SMYTH-NATIONAL SALES REP-AMMEX CORPORATION



In 2009 there has been an increase of new low priced nitrile gloves surfacing all over the dairy market. With the credit squeeze and milk prices plummeting, many dairy farms are desperate to cut costs. Gloves are a revolving expense and the technology has improved so quickly it's hard to know what's in the box.

Ammex has been supplying disposable gloves into the US market for over twenty-two years. When latex was first introduced, the average wholesale distributor cost was over \$100.00 a case. Over the years the factories and importers have developed efficiencies that reduced the overall cost of the product.

Nitrile gloves are the most common material sold into the Dairy industry. This product holds up well to iodine teat dips and the wear and tear of daily use on a farm. In the beginning the standard thickness of nitrile gloves was about 6mils thick. In the last ten years the standard has gone from 6mil to 3mil. It's a lot less expensive to make a 3mil nitrile glove vs. a 6mil due to fewer raw materials and curing time.

Many importers have converted their product lines completely to 3mil gloves. The biggest challenge that distributors face are importers that haven't updated the box and case designs to reflect the change in the product. The only marked difference that you can see is in the pricing. When your sales team is selling against extremely low priced gloves; chances are the product that you are looking at is a 3 or even 2mil. When you are confronted with this situation, your go to glove is the X3 Nitrile.

There are some advantages of selling thinner gloves. A thinner glove is manufactured using less material, making it possible to be offered at incredible price points. As with any other glove, it all depends on the specific application and it is always best to test the glove. While a thinner glove is not recommended in situations where heavy duty protection is a must.

Most people understand that they get what they pay for. Thinwall gloves are a great option for price conscientious buyers but they will not hold up as long as their thicker counter parts. If you are not sure which product to promote, contact Michelle Smyth at Ammex to review all available product options.

OFFICE NEWS

MEDA catalogs went out last week. If you need more copies please contact Marcia via phone: 608-588-7878 or e-mail: medaoffice@verizon.net and we will get them sent out right away.

If you are looking for copies of product literature such as product sheets or MSDS sheets, check out our web site: www.chemstarworks.com. You will be able to find a lot of what you are looking for right at your fingertips. If you are unable to find it, please contact Marcia.

KNIGHT has informed us they will be closed April 29th and 30th for Annual Inventory.

Want more personalized Udder Comfort Sheets, like the ones enclosed? Give Marcia a call.