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New DOT Home Land Security Regulation Passed

Are you in compliance?

Are you even aware of the new regulation?

The Effective Date for Implementation was September 25, 2003.

On March 25, 2003, DOT issued its final rule that establishes new requirements intended to enhance the security of hazardous materials transported in commerce. The regulation was issued in reaction to concerns that hazardous materials moving in commerce may be targets of terrorist or criminal activities that could pose a significant threat to the public health and safety and our nation's critical infrastructure.

Under this new regulation, all shippers and carriers of hazardous materials must assure that their employee training includes a security component. In addition, shippers and carriers of certain hazardous materials must develop and implement security plans and in-depth security training programs. The new regulation establishes three primary obligations:

A. Security Awareness Training.

All employers, facilities, persons, etc. subject to the DOT hazardous material regulations (regardless of the frequency, quantity or nature of hazmat shipped) must provide all hazmat employees with training that provides an awareness of security risks associated with the transportation of hazardous materials.

B. Security Plans

Companies who offer for transport or transport certain hazardous materials (i.e., those shipments that also trigger the DOT registration requirement -- placarding) must develop and implement a security plan as prescribed by the final rule.

SEE SECURITY (continued on page 2)

Distributors -- We have something new for you to sell

Gym - Athletic - Wood Floor Seals and Finishes

- *Solvent and Water Borne*

Concrete Floor Seals & Finishes

- *Solvent and Water Borne*
- *Rubber Base*

Safety Non-Slip Floor Coatings

Pigmented Industrial and Commercial Coatings

Acrylic & Wax Floor Finishes

Introducing our Newest Product Line Addition --

- **Industrial Paints and Coatings.**

Yes, we have a whole department devoted to you -- distributors looking to add something new to your product mix. ...You are that important to us! We have help for you, Cory Davis. He has over 20 years of practical, hands-on experience working with Coatings Distributors, Contractors, and on-the-job service persons all over the country. So, he knows your business. He can simplify your training program. Teach you everything you need to know so

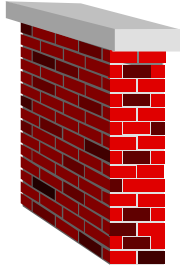
SEE PAINTS (continued on page 2)

SECURITY (continued from page 1)

C. In-depth Security Training

Companies subject to the security plan requirements must also provide each hazmat employee with training regarding the security plan and its implementation

For more details or for information contact our office.



PAINTS (continued from page 1)

you can go out and sell paints and coatings to your existing customers and make more money. Add new profit-generating programs to your services like concrete care and wood floor care with our product line devoted to floor paints, coatings, and gym floor finishes.

Almost every business needs non-skid safety paint

Not-for-Profit to Run Former USDA Program

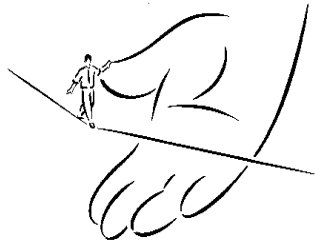
Cleaning compounds used in meat and poultry plants that were registered with the U S Department of Agriculture (USDA) until it discontinued registrations in 1998 are still available for sale and use in federally inspected meat and poultry plants.

A not-for-profit, non-governmental organization, NSF International, of

Ann Arbor Michigan hopes to take the place of the USDA and register products in the same way as the USDA did.

The new NSF Nonfood Compound Registration program will affect any entity dealing with proprietary substances and nonfood compounds used in USDA-monitored poultry and meat plants. The new program will mirror the USDA program. It is a costly program for manufacturers to enter into. Feedback is necessary to your manufacturers as to whether such registration will be of real value to you as a distributor of specialty sanitary maintenance products.

Balancing lower budgets and higher expectations is a snap when cleaning products, services, and information are at your fingertips.



It's All About Green

In the latest product catalog/price list Products Chemical announced six new "green" products, under the brand name *GREEN VISION*.

These products are environmentally preferable products. Industrial strength – which means they really work. They are non-polluting. Quality cleaning products for the industrial, institutional and commercial customer.

Lead by the concern for a better vision our research and development staff went to work on entirely new product development. These products really work – and, oh, by the way, they are our *GREEN VISION* Products.

HY-PER ORANGE All Purpose cleaner
A patented combination of hydrogen peroxide and citrus oils and readily biodegradable surfactants. One cleaning

product for all your cleaning needs – from ceiling to floors.

ESCAPE Rugged Job Cleaner
Formulated to be VOC free for improved air quality. Heavy-duty-strong enough for the most difficult cleaning tasks. Concentrated for extra economy.

ECO BLUE Multi-Purpose Cleaner
BREAK THRU Shower, Tub & Tile Cleaner

Completes the restroom cleaning – cuts through layers of soap scum, rust stains, calcium and lime stains. Ready-to-use spray. Derived from totally safe ingredients.

CLARIFY Glass Cleaner
Two formulations: ready-to-use and concentrated. Leaves windows, mirrors, Plexiglas and all other polished surfaces clean, free of streaks and hard water deposits.

DUST MOP TREATMENT
Ready to use. Solvent free. No odor. Inherently biodegradable. A water-based product designed for use on dust mops and dust cloths.

GREEN VISION products are good to use. They are good for the environment and good for the customer.



NEWS & VIEWS

... is published throughout the year for customers of PCC PRODUCTS. To request additional copies or to remove your name from our mailing list, please call at 800-233-5078.

We welcome your comments and suggestions. Please fax us at 216-281-1186 or write to us at www.prod-chem.com.

No Kidding?

- The naval distress code "SOS" was adopted in 1912, and was first used by the *Titanic*.
- The first airplane fatality occurred in a plane flown by Orville Wright. He survived, but his passenger died.
- There is approximately one chicken for every human being in the world.
- In medieval China it was not unusual for a mother to breast-feed a child until the child was seven years old.
- Use non-stick vegetable spray on the hood and grill of your car so bugs will wash off easily.

Better Cold Calls

Receptionist refuses to give you a prospect's direct number, add or subtract a digit from the firm's general number to reach another employee.



Example: if the general number is 555-2953, replace the "3" with a number from 0 to 9. Be prepared for a wrong number, and be ready to ask for your prospect's extension.

Products Chemical and Coatings Company

Creating Customer Solutions Since 1942

CALL TOLL FREE

1-800-233-5078

24 HOUR FAX LINE (216)

281-1186

www.prod-chem.com



Meetings are indispensable when you don't want to do anything

Don't quit—close something

Even if you and your salespeople can't close the sale you need to close something – anything – to keep the sales process alive.

Reason: Closing on something heightens commitment and increases prospects' motivation to buy.

Train yourself and your salespeople to recognize and welcome "intermediate" closes, including gaining the prospect's promise to:

- **Meet** again.
- **Review** product literature.
- **Accept** a bid or proposal.
- **Participate** in a demonstration.

- Use the product or service on a trial basis.
- **Talk** with others who use the product or service.
- **Arrange** a meeting with the decision-maker.

BETTER COLD CALLS

If you are prospecting a company for the first time and the voice mail system asks if you want to hear the company directory, listen to it.



Reason: You may hear titles with the names. Or, if you already have titles and names, the directory can give you the correct pronunciations.

Distributors Succeed with Products Chemical

So Many Products

Products Chemical offers distributors a most extensive line of Professional Cleaning Products.

Your customers get peak performance every time with concentrated formulations for:

- Hard Floors
- Carpeting
- Restrooms
- Foodservice Areas
- Windows
- Air Fresheners
- Drains
- General Purpose

- Heavy Duty
Cleaning
- Disinfection
- Industrial
Applications