



The Dalco Distributor

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

Money-Saving "Green Technology" Converts Tap Water

MONEY-SAVING "GREEN TECHNOLOGY" CONVERTS TAP WATER INTO A POWERFUL FLOOR CLEANING SOLUTION FOR TENNANT'S WALK-BEHIND AUTOMATIC FLOOR SCRUBBERS

There's a growing "echo" in the air and it's coming your way. For the past twenty-five years, TENNANT has been Dalco's principal hard-floor/ carpet care equipment line. In addition to TENNANT'S unmatched reputation for manufacturing quality machines, they have also been the industry leader in designing and producing innovative commercial and industrial cleaning units.

In October, TENNANT announced their newest technological break-



echo
electrically activated water

through, called ech₂o™ (pronounced "echo"). ech₂o™ technology electrically activates plain tap water, converting it into a powerful cleaner without the need to add any chemical.

This feature offers customers significant advantages, including lower operating costs, greater ease of use, improved operator safety, and an environmentally friendly alternative to traditional cleaning methods. TENNANT'S ech₂o™ walk-behind floor scrubbers will include the T- 3, T-5, 5680 and 5700 and will be available on or about April 1, 2008.

ech₂o's™ cleaning effectiveness has been tested and verified by cleaning professionals and third party testing agencies. This testing has demonstrated that ech₂o™ cleans as well as or better than widely accepted general purpose cleaners but without the negative environmental impact and health issues associated with producing,

ech₂o™ technology electrically activates plain tap water, converting it into a powerful cleaner without the need to add any chemicals. . .

packaging, transporting, using and disposing of traditional cleaning chemicals. ech₂o™ begins as water and ends as water.

Chris Killingstad, TENNANT Company's President and Chief Executive Officer states, " While similar technology, like our ech₂o™ system, is currently in use within food processing, water purification, medical devices, and other industries, we are very excited to be the first floor cleaning equipment manufacturer to offer this revolutionary system to our end-users."

HOW ech₂o™ WORKS

ech₂o™ works by unlocking the vast amounts of energy stored in the water molecule H₂O. Within the ech₂o™

module there are two primary steps required to convert normal tap water into a powerful cleaning solution. In the first step, water passes through electrified screens in the oxygenation chamber, creating highly oxygenated micro-bubbles in the water. In the second step, the oxygenated water is sent through a water cell where an electric current is applied. Flowing out of the water cell is highly charged, acidic and alkaline water with all the attributes of a powerful cleaner. In this activated state ech₂o™ performs as an effective cleaning agent while posing no harm to the floor finish or to the maintenance people using the technology.

The electrically charged water attacks the dirt, breaks it into smaller particles and suspends it off the floor's surface -- enabling the scrubbing machine's pads or brushes to easily remove the soil. Roughly forty-five seconds after it is generated, the cleaning solution returns to plain H₂O. What is left in the recovery tank is just plain water and dirt. With this process, 100 percent of the water reverts to neutral tap water and can be handled and disposed of safely.

Green Cleaning. Continued on page 3

In this issue . . .

- Green Cleaning Technology1*
- Dalco Directions2*
- Trade Show Invitation5*
- A Dalco Profile6*

Dalco Directions

By Mark Miller, Director of Sales

It's a new year and I bet things are going to change in your life this year. Change will impact things at home, at work, your relationships - all aspects of your life. Change is a given.

We've all heard that change is constant and in this day and age we are forced to change faster and faster just to keep our heads above water. We can resist change but that is a dead end street. You, as our customers, are demanding more and to be competitive Dalco has to respond and change. Your organizations are demanding more from you so you change quickly to meet the organizations needs. To prevent yourself or your organization from becoming extinct you must become a champion of change. What's that mean?

Well, if we can't avoid change then we all have to concentrate on accepting change. This year as we are faced with change we can shift our attitude from avoidance to acceptance.



Whether we are leaders in our workplaces or on the frontlines, maybe that acceptance comes by asking a different kind of question.

- Instead of "Why change?" maybe our focus can be "What new opportunities will this provide?" Let's uncover the benefits that the change may provide.
- Shift our focus from "How will this affect me?" to "What problems will this solve?" Maybe the change will make your life better. Can you be part of the solution instead of part of the problem?
- The mind set of "We don't do it this way." becomes "What would it look like if...?" Opening our mind invites change in an exciting new way.
- Instead of "When will this change be over so we can get back to work?" our response could be "What can I do to help?" Get involved in implementing change - become part of it.



- Shift focus from "Who is doing this to us?" to "who can help us?". Focus on the challenges to overcome. Ensure that you enlist help from others.

Hopefully, you will ultimately see Dalco as the resource to help you and your organization change for the future. Let Dalco help you manage change with our innovative solutions to not only your cleaning challenges but also managing your budget, implementing new technology, and providing education and training on today's issues.

As more is asked of you this year and changes come fast and furious, keep an open mind and embrace the opportunities.

"Change is the law of life. Those who only look to the past or present are certain to miss the future."

-John F. Kennedy

Among ech₂O's™ additional benefits are that it uses 70 percent less water than traditional cleaning methods, it does not leave slippery detergent residue on the floor, it removes latent chemical residue from the floor, and ech₂O™ releases no detergent discharge into water systems. Moreover, eliminating the need for chemical additives enhances worker and building occupant safety and reduces supply chain costs for purchasing, storing and disposing of chemicals.

As mentioned, TENNANT Company is the first cleaning equipment manufacturer in the janitorial supply field to harness the power of water to scrub hard-floor surfaces. The ech₂O™ system will be available on TENNANT's entire line of walk behind floor scrubbers.

SEEING IS BELIEVING!

See for yourself how ech₂O™ technology can release the power of water. For a demonstration or additional information, contact your Dalco Account Manager, or visit www.tennantco.com.

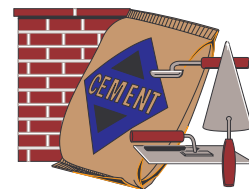
DALCO NB TO ADD NEW WAREHOUSE SPACE



Depending on the lasting whims of "Old Man Winter," Dalco is on the move to construct a 50,000 sq. ft. warehouse addition in New Brighton. The completion date is slated to be mid-to-late summer of 2008.

The new warehouse space will include 14 dock doors (in addition to six in our present NB warehouse) and will greatly enhance our capacity to accommodate our growing customer needs.

As Larry Tranberg, Dalco's long time Vice-President of Operations, suggested, "The new warehouse addition should make everything so much more efficient in terms of staging orders and helping meet our ever changing space needs."



A New Year: A Fresh Start

By: Keith Varnum

An ingenious spiritual teacher, Lester Levenson, shifts people out of old, crippling emotional patterns with the simple suggestion: "That was Then. This is Now." As another sage, Harry Palmer, expresses it, "The past only exists to the degree that we re-create it in the present." We often set ourselves up for this unconscious carry-over by saying things like, "Oh, Jake's always negative!" What if we approached Jake today with the willingness to be open to the possibility that he may be different, new, fresh? What might happen?

In study after study, researchers have found that we experience our expectations. We cruise the road of life projecting our beliefs ahead of us, only to arrive exclaiming, "Oh, wow. It's just as I anticipated!" For example, when one teacher is told a new group of students is "intellectually challenged", those students will test very low on objective exams. When a different teacher is told that the same students are "geniuses", those same students will test very high on objective exams.

The same unconscious dynamic occurs within our self-image. Whatever we come to believe, we continually prove it to ourselves. Our unconscious beliefs about ourselves act as a filter, only letting in those perceptions of ourselves that "fit" our set image of ourselves. The liberating truth about these self-convictions is that they are totally arbitrary. Our limiting beliefs about ourselves are only past experiences that over time have become so-called fact.

Being the master of your own self is having a real choice about what beliefs, and therefore what realities, you choose to empower. By becoming aware of the unconscious beliefs that are creating your reality, you give yourself the conscious choice of which beliefs you want your reality based on.

Options abound. Opt out of beliefs and realities that don't serve you. Opt into beliefs and realities that serve your deepest aspirations. Create a future from present passion, not from past perceptions.

Master the present AND your future!

Multi-Clean
Your Guide To Clean

EZ-NTC
Cleaning System

A Green Machine...

- Automatic dilution of chemicals.
- Limited contact with contaminated surfaces.
- Reduced contact with chemical concentrates.
- Low pressure spray is safer.
- Safer chemicals that work!

See your Dalco account manager for more information.

Multi-Task System™



Single Bottle Insertion SmartSelect™ Product Selection Easy One-Handled Low-Flow Bottle Filling Remote High-Flow Bucket/Substrainer Fill Gun

QUATTROSELECT™

The new QuattroSelect™ dispenser was designed from the ground up to offer improved ease of use, reliability, safety, and productivity.

J-Fill® QuattroSelect™ ... The Best Just Got Better

- **SmartSelect™** QUATTROSELECT dispenser is equipped with the US Patent Pending SMARTVALUE selector. Making selection easier and faster. Simply turn the SMARTVALUE selector to the desired product and begin filling. The SMARTVALUE selector automatically selects either low flow bottle filling or high flow bucket/substrainer filling... all in one operation.
- **Easy Bottle Filling** QUATTROSELECT dispenser features low flow one-handed trigger bottle filling... making low foam filling simple and easy.
- **Bucket/Substrainer Fill Gun** QUATTROSELECT dispenser features a remote filling gun with an 8' hose that permits high flow bucket/substrainer filling... allowing filling control at the gun.

JohnsonDiversey Clean It. Just the Beginning.

The compact, self-contained wet wiping system that's safe, simple and reliable.

The WetTask* Refillable Wet Wiping System is the ideal alternative to using a spray bottle or open bucket in combination with a rag, making it easy to use and incredibly versatile.

Optimum Disinfection
Safe
Easy to Use
Efficient and
Cost Effective

*06511
 6 oz. WetTask* Refillable Wet Wiping System
 100% Bleach Free Formula*

Convertible Utility Cart

FOR VERSATILE TRANSPORT

ROLLING OUT THE **RED** CARPET



Please join us for our annual customer appreciation & trade show exposition. A day of informative seminars, new products and a chance to meet and visit with Dalco's key group of vendors. Bring your questions and suggestions! Door prizes will be given throughout the day. Plan on staying the entire day as you will not want to miss the grand prize drawing. You must be present to win! Show specials will be featured throughout the show! For more information and to register please visit our website at www.dalcoonline.com

A Dalco Profile Jackie Stavlo

Dalco has been a janitorial cleaning supply distributor for forty-nine years. With four regional market locations (including our corporate headquarters in New Brighton and branches in Duluth, Rochester and LaCrosse) the company, over the years, has had many outstanding inside operational personnel. One such current “exceptional example” is Jackie Stavlo, an upbeat, totally hands on, La Crosse veteran of twelve years, who directs and manages our customer supply purchasing needs for both the La Crosse and Rochester sales staff.

LaCrosse and Rochester account managers “can’t beat the drums enough” for the sterling job Jackie does on their behalf. Mark

Neuville, in his twenty-seventh selling year with Dalco, says he owes much of his continuous success to Jackie. With his large territory, entailing accounts as far away as 90 miles from LaCrosse, Mark told us, “Sometimes I fear I’m going to wear Jackie out, I call her



so often during a typical out-of-town selling day. Whatever I need to know, like checking on special orders, a given back order, delivery status info, etc., Jackie either gives me the answer right away or she gets back to me in hardly no time at all. To tell you the truth,” Mark added, “I could never serve my customer base the way I do, without Jackie’s tremendous support, along with Chris Olson, our LaCrosse Customer Service Representative.”

According to LaCrosse’s Branch manager, Debbie Lane-Unnasch, “Jackie is a one of a kind employee. I have never given her a task that she couldn’t handle. She always does a great job with whatever we ask of her. She is very well organized and very thorough. Some days I don’t know how she does it all. She always comes to work with a positive attitude and I consider her a great friend as well.”

With each Profile we do at Dalco, we have the employee fill out a questionnaire. Beside the basic background facts about herself, Jackie also entertained us with some rather amusing observations.

Born in Decorah, IA, Jackie was raised in Portage, WI. She and her husband, Jim, presently live outside of La Crosse, and have three children: Joe, age 23, Kim, age 21, and Will, age 19. Jackie and Jim have one granddaughter, Elizabeth, age 2.

Jackie’s special interests and hobbies include: needlework, sewing and crafts, cooking, reading, camping and spending quality time with her family. And oh yes, she has an abiding affection for the Green Bay Packers (sorry Jackie, about the frozen tundra lost to the Giants), the Milwaukee baseball Brewers, and NHL hockey teams per se. (Wisconsin doesn’t have a NHL team and Jackie has never seen the Minnesota Wild play in person). “But for approximately fourteen years,” Jackie told us, “while our sons were growing up, they played organized hockey, turning my husband and me into died-in-the-wool hockey parents - loving every minute of it.” Although their sons are no longer actively playing the game, Jackie and Jim miss the game itself, so they rely on television to watch various NHL games when they have the opportunity.

Jackie began working at Dalco, LaCrosse, on October 27, 1995. Ironically, her first day on the job was on a Saturday and the La Crosse branch was taking their annual inventory. Jackie suggested on our questionnaire form, “Thank goodness I just had to record number counts because the only items I recognized for sure all day were the Domino Pizza boxes and cans of cold pop that showed up around noon for the hungry inventory takers.” Since that mystifying debut, Jackie has become virtually a “walking encyclopedia” for the approximately 12,000 Dalco cleaning supply products and accessories.

Per our Dalco Profile questionnaire, Jackie reflected under Personal Achievements & Recognition: “Does waking up every morning count? A few years back, Dalco presented me with a ‘Sales Support Award’ at the company’s annual Sales Recognition/Vendor Appreciation Day in New Brighton. It was embarrassing.” Jackie said, “Good grief! I shouldn’t need an award for doing my job. My award is the people I work with, plus our super vendors and great customers. Of course there are frustrations from time to time, but that’s part of any job. If I wasn’t happy in my job, I wouldn’t stay.”

While Jackie’s main role at our LaCrosse branch is purchasing (and receiving), she conveyed, “When we have to, we all pitch in any way we’re most needed. We all wear different hats here. My Branch Manager, Debbie and I, have even unloaded a few incoming supply trucks in our day. (New Brighton, because of their significant size difference, probably has had a lot more odd-ball order requests than we have, but we’ve had our share during my twelve years at LaCrosse). I’ll never forget the time.”

Jackie said, “we got a request for a rice steamer, and on different occasions, requests for hand mirrors, shaving cream, box fans, sippy cups, and even 2,600 skewers for caramel apples.

“The most perplexing requests,” Jackie told us, “have typically been from men...who call in to order feminine-hygiene products, but will absolutely refuse to use terms like tampons or sanitary napkins. They will ask for napkins for the dispenser (with no mention of the women’s restroom). Then you’ll get the request for ‘that product’ in the ladies room. It takes time to narrow that one down exactly. Conversely, there was the guy that came in to pick up waxed bags...sure no problem. We sold him a case of sani-bags for the feminine napkin disposals. But, on the way out the door, he suddenly mentioned the countless sandwiches he had to package for a community event.”

With her purchasing expertise and her “Phyllis Diller” wit, Jackie is recognized by the Dalco LaCrosse and Rochester 8 sales field representatives as indispensable in her contributions to their daily selling efforts. Gary Schoenfelder, from Dalco’s Rochester branch said, “When it comes to Jackie and the job she does, she’s like the ‘Rock of Gibraltar’ to our southern Minnesota sales staff.”



The advertisement features a blue and green globe-shaped paper product at the top. Below it is the "Green by Design" logo with a leaf icon and the text "Reduce • Reuse • Recycle". At the bottom, it says "Together we can be better environmental stewards of our businesses and the world." and includes the Georgia-Pacific Commercial logo and a recycling symbol.

Dalco Bids Farewell To A Friend and Respected Vendor

During the past two and a half years, Dalco has regrettably lost four former Twin Cities employees and two long standing, highly respected supply vendors.



Most recently, Chuck Schultz, age 60, who represented Georgia-Pacific Paper Products died November 10, 2007, after a valiant three and a-half year battle with colon cancer. Regardless of Chuck's enduring struggle, he approached each day with excellence, dedication and passion. Chuck would frequently say, "LIFE IS GOOD." If he was with us today, Chuck would encourage us to work hard and play hard -- as though there was no tomorrow, and to take time to love those around us, and most of all to enjoy life because, " LIFE IS GOOD."

As Rod Dummer, Dalco's Vice-President of Sales, so eloquently conveyed at Chuck Schultz's standing room only Memorial Service, " Chuck was a modern day Lou Gehrig every step of the way in his amazing, courageous fight against cancer."

Maybe Chuck's inner strength was first cultivated in the Navy, from 1967- '71, where he served aboard the air craft carrier, U.S.S. Roosevelt, as a navigator, flying F-15 phantom fighter jets.

Chuck is survived by his loving wife, Susanne Schultz, of 26 years, and their two young adult children, Kristen and Erik, as well as Chuck's Mother, Bonnie Schultz of Chicago.

Chuck had been associated with Dalco since 1984, and was a "key vendor rep" who helped put Dalco on its way in the janitorial supply field as a bonafide contender in the distribution of commercial and industrial paper products. Dalco's management, along with our branch sales staffs and purchasing personnel, will remember Chuck Schultz as a true professional and friend during his twenty-three years of outstanding service to Dalco.

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[For information about online ordering,
contact your
Dalco Account Manager.]



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A 3M™ Nomad Entrance Matting System is designed to stop dirt and moisture at the door, helping keep floors clean throughout your entire facility. It's called a system because it's more than just a single mat. It consists of different types of mats, each doing its specific job to help keep your building clean. Nomad matting is available in many sizes, colors, and constructions to fit any decor and traffic level. A Nomad entrance matting system provides:

- Better looking floors
- Protected Floors
- Easier-to-maintain floors
- Safer floors

3M Entrance Matting is now available on the State of Minnesota contract. Refer to contract number 429129. Contract release: M-389(5)

