



# Genuine Service Excellence Program Summary

August 2017  
prepared for



**Tom**

District Manager  
New Berlin, WI

*Thank you for partnering with us*

The AbsorbTech logo consists of a red stylized 'iT' symbol followed by the word 'AbsorbTech' in a bold, black, sans-serif font. Below the name, the tagline 'Cleaner, safer solutions for industry' is written in a smaller, black, sans-serif font.

**AbsorbTech**<sup>®</sup>  
Cleaner, safer solutions for industry



# Thank you for partnering with us

*Thank you for partnering with ITU AbsorbTech as your industrial laundry supplier.*

*We provide cleaner, safer solutions for industry. During our 80 plus years in business we have expanded operations to become one of the largest independently owned and operated industrial laundries in the United States. Servicing our customers through Genuine Service Excellence remains our focus.*

*The team of professionals servicing your account is highly experienced with tenure unmatched in the industry. We build loyal relationships by listening to and following up on your needs.*

*We appreciate your business and look forward to continuing to service your facility.*



**Jim Leef**  
Owner & President



**David Leef**  
Owner & Vice President

## Your Genuine Service Excellence Team



**Tom Westrom**  
District Manager  
TWestrom@ITUAbsorbTech.com  
19 years at ITU AbsorbTech



**Ren Brazzoni**  
Route Service & Sales Rep  
RBrazzoni@ITUAbsorbTech.com  
23 years at ITU AbsorbTech



Icon marks customized program reporting prepared for your facility

# Managed programs at BR Metal Technology

We have a long-standing tradition of delivering Genuine Service Excellence<sup>SM</sup> - exceptional quality people, products, and services that attract, win and retain long-term, loyal customers.

- **Award-winning Training Program** - All employees become certified in Genuine Service Excellence or Production Excellence. Our training program was recently ranked with Coca Cola and UPS as one of the world's best.
- **Experienced and Team-oriented** - Our service team boasts an average tenure of over 15 years. We have a culture of working together as a team to service your account.
- **Safety First** - We follow strict adherence to your facility's safety requirements and take pride in our state awards recognizing a ITU AbsorbTech as a leader in safety excellence. Our 2016 MOD rate (a key indicator of safety) is 0.65.

## Solutions at BR Metal Technology

Ultra™ Red Shop Towels



SorbIts® SlipBusters®



Floor Mats



Garments



Dust Mops



Cotton Roll Towels



*The ITU AbsorbTech team that services  
BR Metal Technology is Genuine Service  
Excellence<sup>SM</sup> Certified.*



# Proactive inventory management

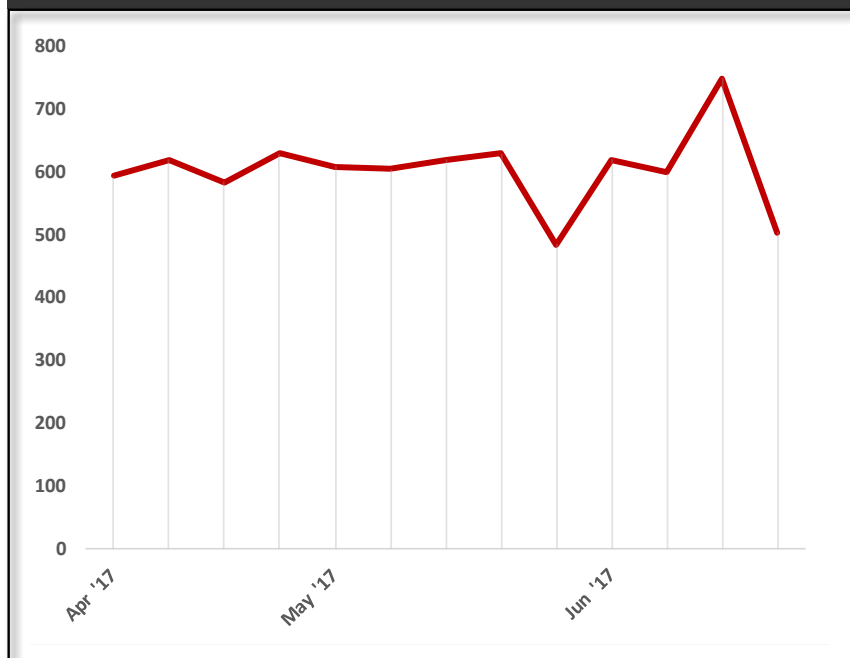
We manage BR Metal Technology's inventory to ensure that product usage and inventory match current needs. We adjust inventory to match calendar and corporate seasonal adjustments to your program throughout the year, if necessary.

All adjustments made to inventory are authorized in writing by an authorized BR Metal Technology employee on a Customer Change Order.



## Summary usage report

SorbIts® Ultra Red Shop Towels at BR Metal Technology





StraightUp!™ billing offers peace of mind so you can budget for the annual expense of your program. StraightUp!™ also saves time - you never have search for hidden or ancillary fees on your invoice. No hidden fees or surprises, no unauthorized inventory charges and no charge automatic replacement charges (can add up to over 7% of inventory with other programs). **And most importantly, we strive to be transparent with your program by providing reports to show you exactly what your program costs.**



**Cost History Report**  
 Program costs at BR Metal Technology

Year	Qtr	Total Amount	Sorbbits®	Sorbbits® Ultras	Mops	Mats	Roll Towels	Uniforms	Misc*
2017	2	451	6	125	9	115	68	93	35
2017	1	464	6	125	9	130	68	94	32
2016	4	439	6	125	9	115	68	81	35
2016	3	440	6	122	9	127	67	76	33
2016	2	421	6	121	9	112	67	73	33
2016	1	435	6	121	9	125	67	73	34
2015	4	413	6	121	9	104	67	73	33
2015	3	414	6	119	9	107	66	67	40
2015	2	328	6	99	9	58	56	65	35
2015	1	307	6	94	9	68	53	47	30
2014	4	342	6	94	9	63	53	87	30
2014	3	338	6	106	10	66	59	76	15
2014	2	353	6	111	10	81	62	74	9
2014	1	331	0	111	10	67	62	71	10
2013	4	338	0	111	10	75	62	71	9
2013	3	302	0	95	10	67	49	71	10
2013	2	314	0	90	10	69	46	89	10
2013	1	286	0	90	10	56	46	73	11
2012	4	298	0	90	10	65	46	76	11
2012	3	280	0	90	10	56	46	68	10
2012	2	279	0	87	9	63	44	66	10
2012	1	283	0	87	9	54	44	78	11





# Measuring our performance

Customer Quality Visitation Reports (CQVRs) help facilitate a conversation about your program. We take the comments and ratings seriously in order to measure and track how our customers value our solutions and services. Through this process we:

- ✓ Maintain healthy, regular communications with BR Metal Technology.
- ✓ Learn about specific concerns so we can take action in a proactive manner.
- ✓ Measure our performance and adhere to ISO principles.
- ✓ Discuss additional solutions and programs that address BR Metal Technology's operational needs.
- ✓ Recommend inventory adjustments based on BR Metal Technology's current and projected business conditions.



**Scott**  
General Manager  
New Berlin, WI



**Net Promoter Score for ITU AbsorbTech**  
*(based on CQVR results)*

Net Promoter Score - proven method companies worldwide use to measure and improve loyalty. A **69 out of 100** is considered exceptional.

# Solid waste reduction

We understand that waste reduction is important to BR Metal Technology. Our programs have a measurable impact in pounds of solid waste eliminated from landfill. Through the use of Sorblits® Towels, Cottron Roll Towels, and Dust Mops, BR Metal Technology:

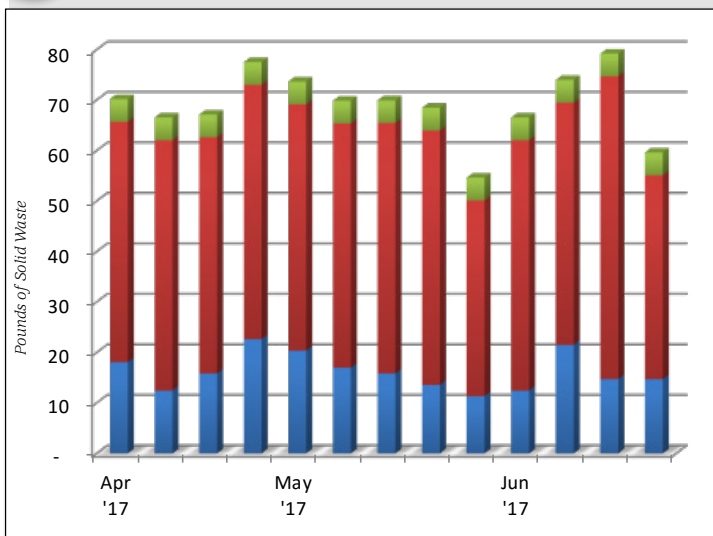
- Diverts non-hazardous fluids from landfills/sewers.
- Supports sustainability objectives (ISO 14001) by conserving water, air, and utilization of raw materials.
- Eliminates costly waste disposal, manifesting, incineration.



Our **Environmental Engineer, Jodi Drew**, is available for solid waste, solvent recovery & compliance questions.



**Sustainability Impact of Sorblits®, Sorblits® Towels, and Cotton Roll Towels**



## Achievement in Waste Reduction

**Sorblits®**

### BR METAL TECHNOLOGY

is recognized for its corporate environmental initiatives to reduce solid waste in support of ISO 14001 objectives from January 1 through December 31, 2016.

By utilizing the Sorblits® System including launderable, reusable textiles and managed service programs, your company eliminated the following solid waste

**2,745 lbs. of industrial wiping towels**

**848 lbs. of restroom hand towels**

**248 lbs. of mop heads**



**ZERO LANDFILL SOLUTION** Sorblits®, Ultra™ Towel, Cotton Roll Towel, Mop and Filter Bag programs are Zero to Landfill Solutions supporting our customers' sustainability and waste stream elimination goals.

*BR Metal Technology's 2016 Waste Reduction Certificate*





**Val, Margaret & Carolyn**  
Customer Response Center Team

## Customer Response Center

- Speak to a live, local person
- Empowered to answer questions and manage your requests quickly.
- 85% of all customer requests fulfilled immediately
- Available by phone at (888) 729-4884 or by email at CRC@ITUAbsorbTech.com

## A Leader in the Industry

ITU AbsorbTech is locally, nationally and internationally recognized as a leader in safety, environmental and training.



## Family owned and operated since 1930

ITU AbsorbTech is owned and operated by the Leef family now in its third generation of ownership. Brothers Jim and David Leef are committed to continuing the company's historical tradition of Genuine Service Excellence, process and service innovation, and community involvement.



**Jim & David Leef**  
Third Generation Owners



**Customer Response Center (888) 729-4884**  
**ITUAbsorbTech.com**

All products processed in our ISO 14001:2004 registered facilities. Our South Bend, Ind., processing facility is also registered to ISO 9001:2008.