



Genuine Service Excellence Program Summary



Scott
General Manager
New Berlin, WI

January 2017
prepared for



Thank you for partnering with us



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
18 years at ITU AbsorbTech



Keith Dunn
Route Manager
KDunn@ITUAbsorbTech.com
18 years at ITU AbsorbTech



Tim Finley
Route Service & Sales Rep
TFinley@ITUAbsorbTech.com
15 years at ITU AbsorbTech



Clint Bergmann
Route Service & Sales Rep
CBergmann@ituabsorbtech.com
18 years at ITU AbsorbTech



Icon marks customized program reporting prepared for your facility









Managed programs at Brady Corporation

We have a long-standing tradition of delivering Genuine Service ExcellenceSM - 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 Brady Corp.

| | |
|---|---|
| <p>Ultra Printer Towels</p>  | <p>Ultra White First Use</p>  |
| <p>Ultra Lint Free</p>  | <p>Standard Shop Towels</p>  |
| <p>Floor Mats</p>  | <p>Garments</p>  |



The ITU AbsorbTech team that services Brady Corporation is Genuine Service ExcellenceSM Certified.

Proactive Inventory Management

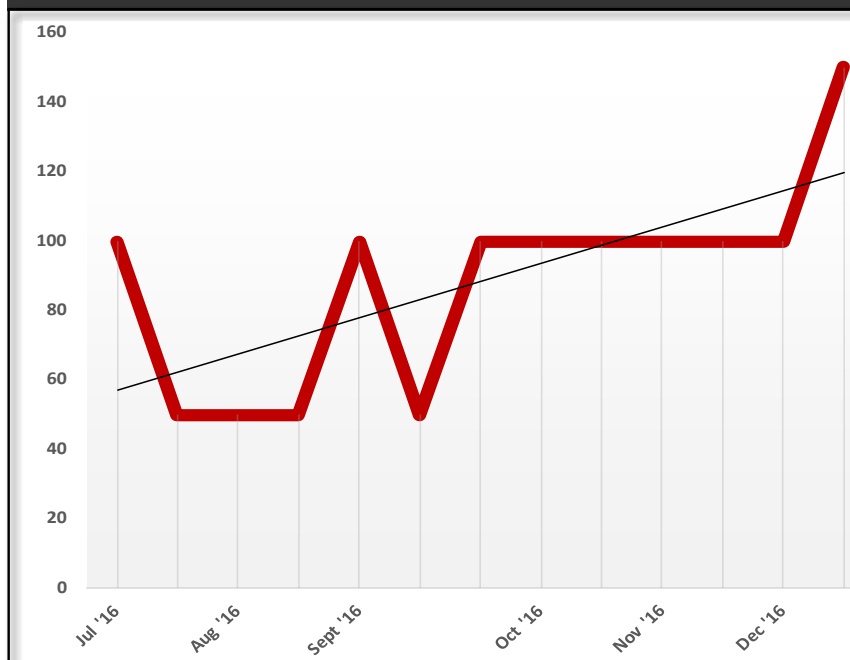


We manage Brady Corporation's inventory to ensure that product usage and inventory match current needs. We adjust inventory to match calendar and corporate seasonal adjustments to your program throughout the year, if necessary.

All adjustments made to inventory are authorized in writing by an authorized Brady Corporation employee on a Customer Change Order.



Summary usage report
Sorblts® Standard Shop Towels at Brady Corporation





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 Brady Corporation

| Year | Qtr | Total Amount | Sorbitts® Ultras | Sorbitts® Ultra Printers | Mops | Mats | Uniforms | Misc* |
|------|-----|--------------|---------------------|--------------------------------|------|------|----------|-------|
| 2016 | 4 | 1,495 | 9 | 522 | 5 | 243 | 713 | 3 |
| 2016 | 3 | 1,564 | 10 | 522 | 4 | 277 | 750 | 1 |
| 2016 | 2 | 1,574 | 9 | 520 | 6 | 286 | 752 | 1 |
| 2016 | 1 | 1,691 | 10 | 529 | 4 | 274 | 874 | 0 |
| 2015 | 4 | 1,433 | 9 | 536 | 5 | 251 | 631 | 1 |
| 2015 | 3 | 1,324 | 10 | 536 | 4 | 169 | 604 | 1 |
| 2015 | 2 | 1,624 | 9 | 534 | 5 | 389 | 687 | 0 |
| 2015 | 1 | 1,463 | 10 | 525 | 4 | 269 | 651 | 4 |
| 2014 | 4 | 1,470 | 9 | 525 | 5 | 261 | 668 | 2 |
| 2014 | 3 | 1,426 | 8 | 525 | 5 | 265 | 620 | 3 |
| 2014 | 2 | 1,592 | 10 | 525 | 4 | 326 | 725 | 2 |
| 2014 | 1 | 1,717 | 8 | 525 | 5 | 470 | 707 | 2 |
| 2013 | 4 | 1,736 | 10 | 525 | 4 | 483 | 711 | 3 |
| 2013 | 3 | 1,723 | 8 | 525 | 5 | 443 | 738 | 4 |
| 2013 | 2 | 2,018 | 10 | 525 | 4 | 548 | 928 | 3 |
| 2013 | 1 | 1,722 | 8 | 525 | 5 | 478 | 704 | 2 |
| 2012 | 4 | 1,826 | 10 | 525 | 4 | 493 | 793 | 1 |
| 2012 | 3 | 1,552 | 8 | 520 | 5 | 345 | 673 | 1 |
| 2012 | 2 | 1,511 | 12 | 444 | 4 | 599 | 445 | 7 |
| 2012 | 1 | 1,454 | 10 | 435 | 4 | 528 | 469 | 8 |



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 Brady Corporation.
- ✓ 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 Brady Corporation's operational needs.
- ✓ Recommend inventory adjustments based on Brady Corporation's current and projected business conditions.



Anthony
Production Supervisor
Piedmont, SC



Net Promoter Score at 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.



Waste reduction

We understand that waste reduction is important to Brady Corporation. Our programs have a measurable impact in pounds of solid waste eliminated from landfill. Through the use of Sorblts® Towels, Brady Corporation:

- Diverts non-hazardous fluids from landfills and the sewer systems.
- Supports ISO 14001 and other sustainability objectives by conserving water, air, and utilization of raw materials.
- Eliminates the need for costly solid waste disposal, manifesting and incineration.



Our **Environmental Engineer, Jodi Drew**, is available as a resource for waste stream elimination, solvent recovery and compliance questions.



Achievement in Waste Reduction

Sorblts®

BRADY CORPORATION

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

11,745 lbs. of industrial wiping towels

ITW AbsorbTech®
Cleaner, safer solutions for industry



Sorblts®, Ultra™ Towel, Cotton Roll Towel, Mop and Filter Bag programs are Zero to Landfill Solutions supporting our customers' sustainability and solid waste stream elimination goals.

2015 Waste Reduction Certificate for Brady Corporation

It's a pleasure to provide Genuine Service Excellence to Brady Corporation!



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.