



Genuine Service Excellence Program Summary

Prepared November 2016

prepared for

New Excelsior, Inc.



*Jim & David
Leef*

*Family-Owned and
Operated Since 1930*

 **AbsorbTech**[®]
Cleaner, safer solutions for industry

Solutions at
New Excelsior

Sorblts® Ultra Red



Sorblts® Standard Print



Sorblts® Ultra Lint Free



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 and President

David Leef
Owner and Vice President

Family owned and operated since 1930

ITU AbsorbTech is owned and operated by the Leef family, now in its fourth generation of ownership. Brothers Jim and David Leef are committed to delivering superior service, obtaining the newest technologies, and remaining active in the community. Our environmentally preferred services include mats, garments, absorbents, towels, mops, gloves and first aid.



Icon marks members of the Genuine Service Excellence™ Team that services New Excelsior, Inc.



Icon marks customized program reporting prepared for New Excelsior, Inc.

Managed Programs at New Excelsior, Inc.

Exceptional people dedicated to you

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.



The ITU AbsorbTech team that services New Excelsior, Inc. is Genuine Service ExcellenceSM Certified.

- **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.*



Eric,
Regional
District Manager

6 years
PIEDMONT, SC



To become certified, our employees invest over 30 hours of training and professional development through AbsorbU, our award-winning training program.



Proactive Inventory Management

We manage New Excelsior, Inc.'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.

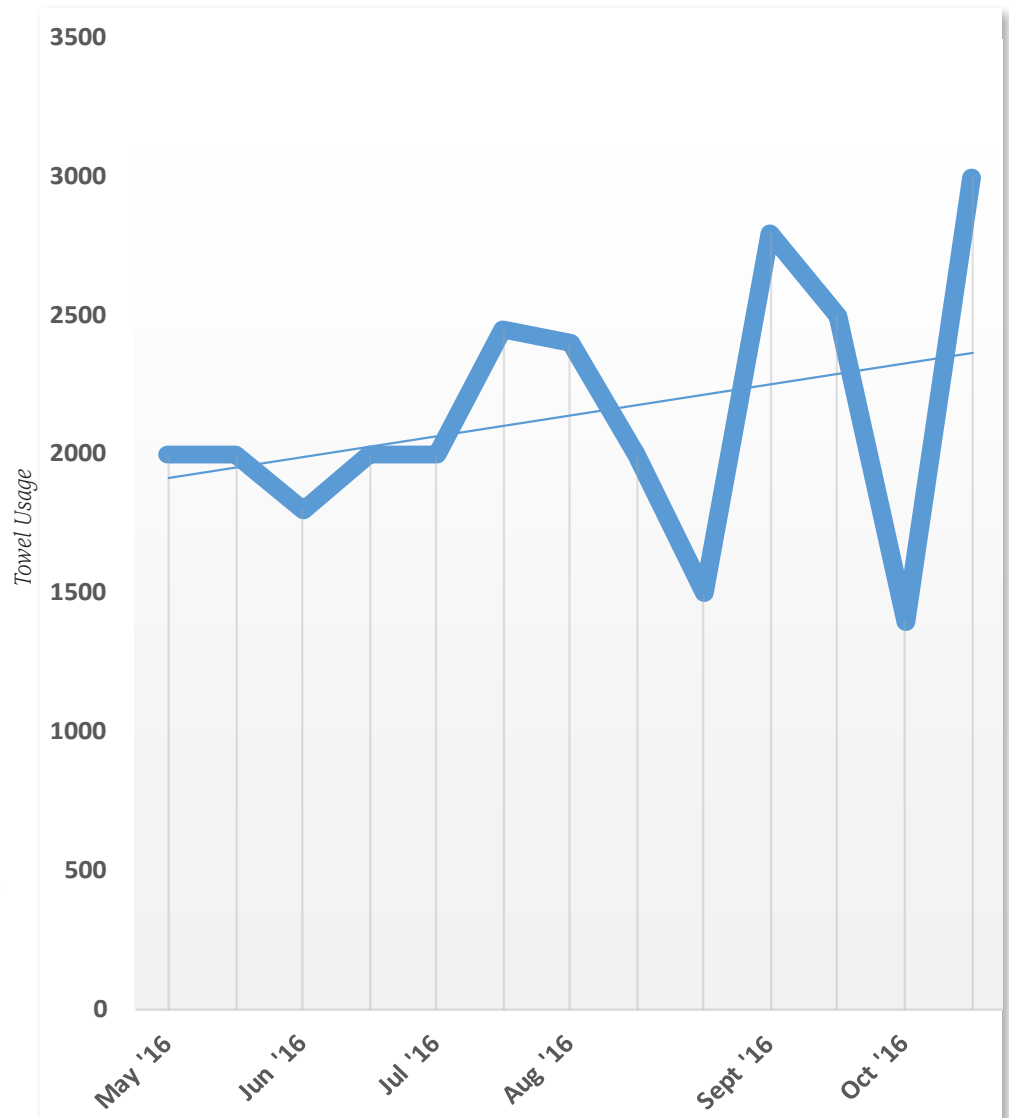
All adjustments made to inventory are authorized in writing by an authorized New Excelsior, Inc. employee on a Customer Change Order.

The report pictured below summarizes the usage of Sorblts® Standard Printer Towels at New Excelsior, Inc.



Usage Report - Sorblts® Standard Printer Towels

at New Excelsior, Inc.



Matt,
Route
Manager

3 years
PIEDMONT, SC



StraightUp™ Billing - no hidden fees

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 automatic replacement charges (can add up to over 7% of inventory, or up to \$0.50 per towel, for example, with other programs).
- No hidden fees or surprises
- No unauthorized inventory charges



Cost History Report

New Excelsior, Inc.

Year	Qtr	Total Amount	Sorblts® Ultras	Sorblts® Ultra Printers	Misc*
2016	3	305	14	282	9
2016	2	269	12	250	7
2016	1	319	14	297	8

Totals are dollar amounts shown as average weekly amounts (quarter total divided by 13 or 14 weeks).

Jason,

Route Service &
Sales Representative

2 years
PIEDMONT, SC



Our commitment to uncompromising operator safety, environmental stewardship, and exceptional products and services through consistent training, process control and quality standards.



93

ITU AbsorbTech's Net Promoter Score

Net Promoter Score (NPS) is a proven method utilized by companies worldwide for measuring and improving loyalty. Across industries, a score of 69 is considered exceptional.

Measuring Our Performance at New Excelsior, Inc.

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 New Excelsior, Inc.
- 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 New Excelsior, Inc.'s operational needs.
- Recommend inventory adjustments based on New Excelsior, Inc.'s current and projected business conditions.

Sample CQVR

1. CUSTOMER SERVICE

How satisfied are you with ...	Not At All Satisfied										Extremely Satisfied											
Representatives? (Professionalism, Communication, Responsiveness)	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Customer Response Center?	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Delivery timeliness?	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Invoicing System?	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A

Improvements/Actions Needed:
 - THEY'RE EXTREMELY HAPPY WITH EVERY ASPECT
 - BSSR KEVIN O. TO MATT, JAMES & NICK
 AND TIMELY SERVICE AT ALL TIMES

"Extremely happy with every aspect of service...constant communication and timely service at all times."

2. PRODUCTS

Indicate current product usage: Y = Currently Used ✓ = Need

- Sorbitts*
 Sorbitts* Ultras
 Floor Protection
 Garment Program
 Direct Purchase
 Gloves
 Dust Control
 Filter Bags
 Washroom Services
 First Aid

How satisfied are you with ...	Not At All Satisfied										Extremely Satisfied											
Product Performance?	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
Current Quantities?	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A

Include improvements/actions needed on reverse side

3. OVERALL PERFORMANCE

	Not At All Likely										Extremely Likely											
How likely are you to recommend to friends and colleagues?	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
How likely are you to renew the service agreement?	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A
How would you rate our overall performance?	1	2	3	4	5	6	7	8	9	10	N/A	1	2	3	4	5	6	7	8	9	10	N/A

Would you like to visit one of our facilities? Yes No If yes, which one?

Include improvements/actions needed on reverse side

4. BUSINESS CLIMATE AT YOUR FACILITY

Projected 3-month climate compared to previous 3 months...	Significantly Lower					About the Same					Significantly Higher										
Order Volume	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	N/A
Production Hours	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	N/A
Employment	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	N/A

Solid Waste Stream Elimination

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

- 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.

SorblIts® – The Waste Free Absorbent System

Achievement in Waste Reduction

NEW EXCELSIOR, INC.

is recognized for its corporate environmental initiatives to reduce solid waste in support of ISO 14001 objectives from January 1 through December 31, 2015.

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

2,500 lbs. of industrial wiping towels
2,500 lbs. of waste oil absorbents
1,000 lbs. of restroom handtowels
1,000 lbs. of mop heads
500 lbs. of filter bags



ITU AbsorbTech®
Creating Value Through Reuse

ITU AbsorbTech's unique SorblIts® Waste Free Absorbent System, Cotton Roll Towels, Mop Heads and Filter Bag processing are integral to sustainability philosophies that balance economic, environmental and social responsibilities.

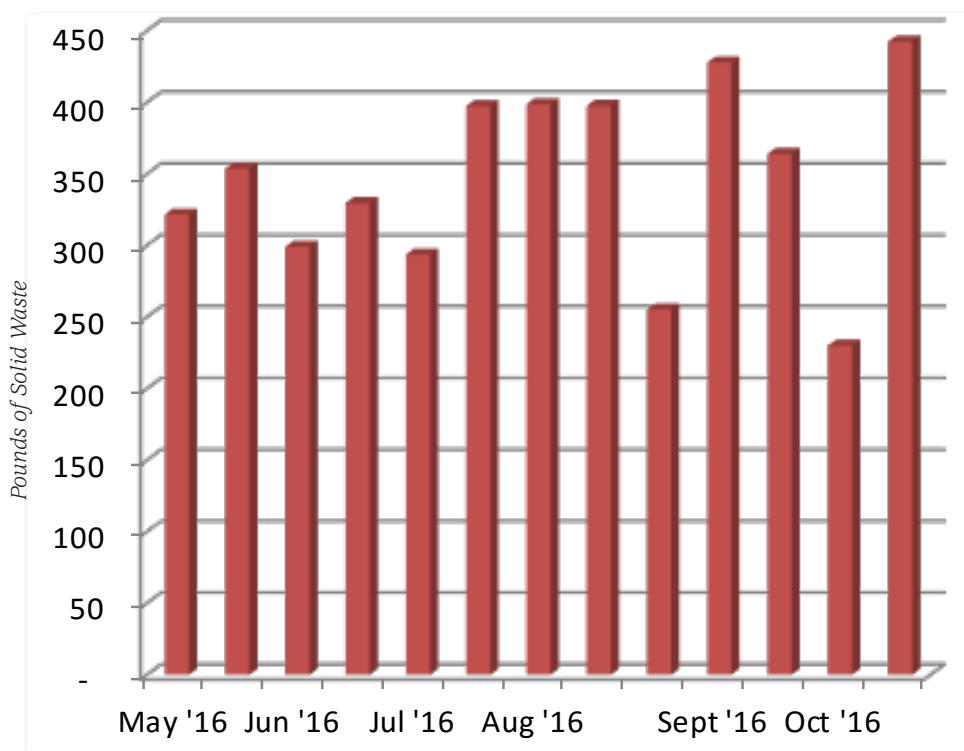


Sample 2015 Waste Reduction Certificate



Sustainability Impact of SorblIts® Towels

at New Excelsior, Inc.



Jodi,
 Environmental Engineer

21 years
 NEW BERLIN, WI



Our Customer Response Center

- Empowered to answer questions and manage your requests quickly.
- Speak to a live, local person
- 85% of all customer requests fulfilled immediately
- Experienced team with average tenure of 18 years

888-729-4884 or
CRC@ITUAbsorbTech.com

Family of Services

For over 80 years, ITU AbsorbTech has provided managed service programs for launderable, reusable textile products in support of cleaner, safer and more productive work environments.



**It's a pleasure to provide
 Genuine Service Excellence to
 New Excelsior, Inc!**



Val
 10 years



Margaret
 28 years



Carolyn
 1 year



Customer Response Center Team



Family-Owned and Operated Since 1930

888-729-4884 ▪ ITUAbsorbTech.com

All our processing facilities are registered to **ISO 14001:2004**.
 South Bend processing facility also registered to **ISO 9001:2008**.