

## MEGA Successes With The SCOTT® MEGACARTRIDGE Napkin System

SCOTT®  
MEGACARTRIDGE



SCOTT® MEGACARTRIDGE is changing the way customers think about foodservice napkins and the way users obtain them. Let these successes whet your napkin sales appetite.

### Sacking Napkin Problems In Cincinnati Stadium

One of the largest concerns at Paul Brown Stadium, home of the NFL's Cincinnati Bengals, was waste from grabbing too many napkins and the constant need to refill dispensers. This served as the perfect entree for David Eha, Cincinnati district manager, to present the SCOTT® MEGACARTRIDGE Napkin System. "These employees needed to spend more time making nachos and hot dogs than refilling napkin dispensers," says David. "I explained the system's greater capacity, the one-at-a-time dispensing to control usage and the reduced need to refill, plus the hygienic benefits for fans of touching only the product they will use. I also pointed out the quality of the UCTAD base sheet."

David's recommended sales tips:

- Keep the system covered
- Ask what the customer's napkin issues are
- Unveil the system and demonstrate how it solves the customer's problems
- Let the customer try the system in their own facility

The result of David's efforts? An initial order of 100 cases and calls from four other Aramark regional managers in other cities seeking out the system.

Sales Successes

## MEGACARTRIDGE Hits a Homerun at Baltimore Ballpark

Fans taking more napkins than they need and constant napkin run-out from standard countertop dispensers was also an issue at Grove Stadium, Frederick, MD, home to Triple A baseball team, the Frederick Keys. Not anymore, thanks to Rob Stofko, market manager, Baltimore District, and SCOTT® MEGACARTRIDGE.

Rob's recommended sales tips:

- Demonstrate how the product works.
- Point out the fact that it is a self-contained cartridge dispensing one napkin at a time.

The result? "After putting up 20 MEGACARTRIDGE Systems, the stadium has achieved a 35 percent reduction in usage in three months," says Rob.

## Greater Security with New System in Baltimore Office Building

In contract foodservice applications a large number of employees need to be fed in a short period of time. So there's no time for napkin run-out, according to Rob Stofko. Rob saw this as the perfect opportunity to sell the SCOTT® MEGACARTRIDGE System to the Social Security Administration building in Baltimore.

Rob's recommended sales tips:

- Point out that there are over 800 napkins in the dispenser.
- Explain how one-at-a-time dispensing results in the three R's—reduced usage, reduced waste and reduced expenditure.
- Let the customer experience the system.

The result of Rob's efforts? An estimated annual order of 350 cases.

## Lunchroom Dressed for Success At Clothing Manufacturer

A clothing manufacturer is probably not the first place you'd go to make a sale of the SCOTT® MEGACARTRIDGE Napkin System, but Roger Jenkins, market manager, Los Angeles District, has found a plant environment is the perfect place when there's an in-house foodservice

operation and lots of people who need to grab a napkin fast and eat quickly. Such was the case at St. John Knits, one of the largest manufacturing sites in Orange County, CA. Already a Kimberly-Clark towel and tissue customer, Roger moved into the lunchroom with our napkin system. "I shared the high capacity and controlled dispensing features of the product and St. John conducted a small test followed by an even larger test," says Roger. "Both were successful."

Roger's recommended sales tips:

- Point out the ease of installation and loading and the total number of napkins in the system.
- Demonstrate the ease of use of the system.

The result of Roger's efforts? A switch from two competitive napkins to one system and a 500-case annual sale. Plus a system jan-san distributors can offer that foodservice distributors can not.

## Riding High in the Amusement Parks

Space is a commodity, especially in concession stands at amusement and water parks. This proved a key element in the sale of SCOTT® MEGACARTRIDGE by Ed Cirra, account manager, Pittsburgh District. At Idlewild Park, Ligonier, PA, and Kennywood Park, West Mifflin, PA, the counter space was already extremely cluttered.

Ed sold the system by:

- Demonstrating how it could be mounted on walls and posts.
- Showing how convenient and easy it is for patrons to get napkins.
- Demonstrating how users would take fewer napkins through controlled dispensing.

The result of Ed's efforts? An annual sale of 100 cases at each park during the summer season.

## The Product

Code	Name
98906	SCOTT® MEGACARTRIDGE Napkins