



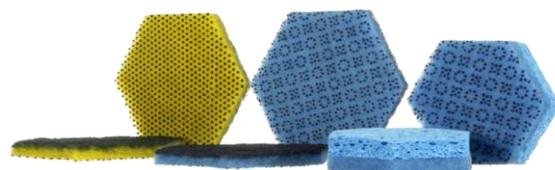
Scotch-Brite™ HEX Series of scouring pads and sponges

3M Solution

Unique power dot technology applied to three different scouring pads – to help you blast through tough baked-on or burnt-on soils faster and more effectively. This technology allows for quicker rinsing and minimizes trapped food particles, keeping the scouring pads cleaner longer.

Key Features

- Two pads in one:
 - 96HEX & 2000HEX: The POWER DOT side is for scouring and the reverse is for polishing.
 - 3000HEX: The POWER DOT side is for scouring and the sponge side is for wiping and resists odor-causing bacteria.
- Proprietary POWER DOTS:
 - 96HEX: Engineered to quickly and effectively cut through baked-on or burnt-on food 5x faster* (*Than non-3M competitive medium duty scouring pads.)
 - 2000HEX & 3000HEX: Engineered to quickly and effectively power through tough messes with less visible scratches.
- Proprietary hexagon shape is a better fit in your hand, and the extra corners help clean hard to reach areas.
- Rinses clean easily: The POWER DOT side is specifically engineered to prevent large food particles from getting trapped, so it rinses clean -- fast.
- HACCP International Certified: certified as food-safe and a suitable aid to cleaning in food handling facilities that operate in accordance with an HACCP based food safety program.



Kitchen Manager Problems We Can Solve

Rising labor cost is a top concern for the kitchen manager, thus they are always looking for ways to save time and labor costs. Kitchen staff spend hours scrubbing through burn on food, grease, lipstick among other soils. This is a dreaded and time consuming job that requires a lot of “elbow grease” when using the wring tools.

The HEX scouring pads and sponges are designed to quickly and effectively cut through baked-on or burnt-on food, leading to less time spent at the sink and more time spent in other more center of the plate related tasks.

They are also a safer tool than traditional stainless steel scrubbers as they do not leave behind pieces of metal that could contaminate food.

| | Uses | Target Audience | Value Prop |
|---|---|--|--|
|  | Delicate cooking surfaces and fixtures such as water faucets, drinking fountains and sinks. | Commercial Kitchen Operators (Chains, Independent Restaurants, Cafeterias) | <ul style="list-style-type: none"> • Improve productivity - employees spend less time cleaning • Reduce unwanted scratching • Food Safety |
|  | Great for countertops, fixtures, baseboards and water fountains | Facility Managers (Hospitals, Nursing Homes, Education, Hospitality) | <ul style="list-style-type: none"> • Improve productivity – employees spend less time cleaning • Reduce unwanted scratching |
|  | Ideal for baked-on foods in pots and pans, casserole dishes and other aluminum surfaces. | Commercial Kitchen Operators (Chains, Independent Restaurants, Cafeterias) | <ul style="list-style-type: none"> • Improve productivity – employees spend less time cleaning • Food Safety |

Sales Guide for 3M Sales Team

Scotch-Brite™ HEX Series of scouring pads and sponges

Making the sales call

STEP 1: Ask the following questions to help assess the existing cleaning processes and products used:

1. Describe the cooking equipment and utensils you use? Stainless Steel, aluminum, non-stick, etc.
 2. What scouring tools do you use to clean them? i.e, stainless steel scrubbers, scouring pads, sponges.
 3. On average how long does it take you or your employees to clean your dirty equipment and/or utensils?
 4. Tell me about what you like about the existing process and tools you use?
 5. If you could change one thing about the existing process and tools, what would it be?
 6. How often do you replace your cleaning tool?
 7. How do you determine your cleaning tool needs to be replaced?
 8. Have you had instances where your food has been contaminated by metal pieces that fall off your cleaning tools?
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STEP 2: Ask to do a demo of Hex scouring pads and/or sponges in their kitchen. If kitchen is not an option, conduct a soil bar demo.

For conducting the demo you will need:

1. A Scotch-Brite™ HEX Series scouring pad/sponge. Use 2000HEX or 3000HEX for delicate surfaces like stainless steel or glass and 96 HEX for aluminum surfaces.
2. Whatever scouring tool the customer is using in their kitchen.
3. A soil bar and competitor scouring pad samples (if conducting a soil bar demo)
4. Timer (if available) other wise be ready to count the number of strokes it will take to remove the food soil from the surface

Before conducting the demo:

1. Survey the kitchen to find an optimal area to clean with the scouring pads/sponges. Generally the sink is the perfect place to find different types of dirty cooking utensils or pots and pans. Also look for the inside of ovens, griddle backsplashes (make sure the griddle is not on), outside of fryers or kettles.
2. If conducting a soil bar demo, ask customer for one of the scouring tools they are using or use a competitor scouring pad sample

To conduct the demo in the kitchen:

1. Take the scouring tool customer is currently using and use it to scour half of the area you are looking to clean. Time or count the number of strokes it takes to remove the food soil.
2. If the tool is a scouring pad, show customer how loaded the pad has become and try to rinse it off.
3. Take a Hex series scouring pad/sponge and using the POWER DOT side, scour the other half of the area you are looking to clean. Time or count the number of strokes it takes to remove the food soil.
4. Once you have removed the burnt on food, hold the POWER DOT side under the faucet and show how easily food rinses off of the surface.
5. Flip the scouring pad/sponge over to remove any small particles or grease from the surface.
6. Compare the time it took to remove the soil with the tool they currently use versus the time it took with the Hex series pad or sponge.
7. Multiply the time savings by the average hourly rate to show how the time savings can represent money savings.

To conduct the soil bar demo:

1. Take the scouring tool customer is currently using or a sample of a competitor pad and use it to scour a section of the soil bar until the stainless steel surface starts to reveal. Time or count the number of strokes it takes to remove the food soil from the soil bar.
 2. Take a Hex series scouring pad/sponge and using the POWER DOT side, scour a different section of the soil bar until the stainless steel surface starts to reveal. Time or count the number of strokes it takes to remove the food soil. You should need half or less more strokes with the POWER DOT side.
 3. Flip the soil bar to the side that is not coated and use the competitor pad or tool that the customer is currently using to show how it scratches the surface. Then use the 2000HEX or 3000HEX POWER DOT side to show that these products produce minimal scratches.
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Sales Tools:

1. Testimonial video – Vegas Strip testimonial
 2. FAQ document.
 3. Sales Sheet
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Common Objections/Questions:

1. Can this pad be washed through a dishwasher? Yes
 2. When should I discard the pads: When the power dots start to wear down it is a good time to replace the pad.
 3. Will the dots fall off?: If the power dot side is run over a sharp edge or surface, the dots can be torn off.
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August 2019 78-8134-0837-0

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