

2006: A good year for Clover distributors

As 2006 draws to a close, Clover Chemicals Ltd is looking back on a year in which distributors have reported enjoying a growth in business, with many new customer accounts being gained. This has led to an increase in sales of Clover products across our distributor base. Business this year has therefore been busy at Clover House, both with production and with the following development of products and services:

New Product Launches

The Ultra Dose system has really taken off, with sales increasing steadily throughout the year. Distributors have been discovering the benefits of using this system to open new accounts and widen their customer base. With free promotional brochures provided by Clover as a sales aid, Ultra Dose systems are now being sold into a wide variety of accounts, the most popular being leisure centres, schools, colleges, kitchens and contract cleaners.



Nine of Clover Chemicals' skincare products have been repackaged in a new 300ml clear bottle with pump dispenser. This attractive new pack is perfect for establishments such as hotels and restaurants, where customers expect a more sophisticated style of packaging that is in-keeping with the upmarket environment.

New Website

Since its improvement and relaunch, our website now receives over 15000 hits every week, as distributors use it as a valuable information resource. Designed to be particularly user-friendly, the site provides easy access to an online catalogue, with Product Information sheets, Material Safety Data Sheets (MSDS), Test Reports and Marketing leaflets available to download.



Factory improvements



This year, an extra 250 pallet spaces have been created in our factory for storage of finished goods. Further process facilities are also currently being installed, in order to increase the throughput rate of products in 2007.

Customer Training

2006 has seen over 150 of our distributors' sales staff attend the free Clover Training School held at Clover House, Whaley Bridge. A questionnaire sent out to attendees revealed that the training continues to be highly valued by distributors, as it increases the knowledge and confidence of the sales force, enabling them to boost sales.

And so to 2007...

Further innovations and developments at Clover Chemicals are in the pipeline for next year. Among plans for 2007 are a number of major new product launches, as well as the Clover team going out and about to meet, train and share developments with distributors. Watch this space for more details!

 **Clover Chemicals would like to wish all distributors a Merry Christmas and a happy and prosperous New Year!** 

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CLOVER News