

Distributor Finds GlossTek Opens Doors to New Accounts

The Problem

As a distributor, Horwitz Supply faces stiff competition for new business. The company often looks for innovative technologies to allow them to crack new accounts.

The Solution

GlossTek 100, the ultra-durable urethane floor finish from Ecolab, is proving to be a revolutionary new offering that gets customers' attention.

"GlossTek is *amazing!*" stated Paul Hackett an Account Executive with Horwitz Supply in Elmira Heights, New York. "I've never seen anything like it."

Paul has been with Horwitz for 10 years. The janitorial supply company, founded in 1908, has two branches, one in Elmira Heights and the other in Albany. A third branch, in Syracuse, is set to open soon.

"We've done demos at three accounts," Paul explained, "and two of them have already become customers. The third is planning to use GlossTek, but has not placed their first order."

One particular account has tremendous potential: the Carousel Center mall in Syracuse. "Right now, they have a test application by one of their high traffic entrance-ways," Paul explained. "They've been blown away by the results, how GlossTek has maintained its high gloss with just daily autoscrubbing. They plan to apply it throughout the mall."

In addition to the Carousel Center, a local BSC has purchased more GlossTek finish. "The BSC originally did a test application in their own facility, and just ordered some more to complete the building. They now plan to show GlossTek to all of their accounts. They see that it will give them a competitive advantage in winning new business."

That advantage comes from the tremendous labor savings that GlossTek provides. This is what Paul pitches to new accounts when he first presents the product. "I use an ROI calculator to show the savings that a facility can achieve," Paul said. "Often, they're looking at labor reductions of 30 to 40% or more!"

Horwitz already carried four other floor finishes before adding the GlossTek line. When asked how GlossTek compared to these other brands, Paul stated: "There is no comparison. This is a unique product. I've been in the industry for 10 years, and I've never seen anything work like this. It belongs in its own category."

Paul is finding GlossTek to be an effective door opener. "I've already met with a number of accounts that wouldn't give me the time of day before. When I explain the type of labor savings they can achieve, that gets their attention."

"Everyone is understaffed today. Nobody has the manpower to keep the floors shiny, but they're still expected to maintain a high gloss. Before GlossTek, that was a classic Catch-22. But now, with only daily autoscrubbing required, they can maintain a high gloss level ...and still have the resources to do all the other tasks required. You never have to buff or burnish – ever. And all it takes is one coat, once per year. That's it."

"We pride ourselves on being able to take a new product and really run with it. Our company is great at finding the market. And GlossTek is so new, and so revolutionary, that it's a perfect match. I was the first sales rep to get interested in it. Others were a bit skeptical. Like me, they'd heard about *miracle* products before. But now, because of my high hit rate with new prospects, it's got everyone's attention."



GlossTek™

Ultra Durable Floor Finish

Paul anticipates, based on the initial market reaction, that GlossTek could become Horwitz' number one floor finish. "I just showed it to a local hospital and they're already talking about putting it down in 19 different clinics that surround the main building. These were facilities where Horwitz never sold floor finish. Now, they're my accounts."

Today, chemicals make up about half of Paul's sales. This means that for every account that Paul wins with GlossTek, he has the potential of doubling his business at that account in a short period of time.

Paul focuses a lot of his effort on healthcare facilities. "GlossTek can be used in ICUs, patient rooms, hallways and rest rooms. It allows me to tackle a broad range of hospital applications, so if one department isn't interested, I can offer it to another and still penetrate the account.

"And the beauty of GlossTek in a hospital is that it eliminates all the burnishing required to maintain a patient room's gloss. With hospitals running at 80 to 90% occupancy, as they have been recently, it's impossible to get into a room and burnish it. This means, with acrylic, the gloss is quickly lost and the room looks bad. GlossTek lets the hospital maintain its high level of occupancy and a high level of gloss. All with less labor! That's a very attractive offer to hospitals, and I'm finding it opens a lot of doors."