



PLASTICS **IN FOOD DISPOSABLES**

SALES & SAFETY TRAINING

GENET WESTERN, INC.

What is Plastic?

Plastic is a versatile material, typically synthetic polymers, that can be molded into solid forms when heated, retaining that shape when cooled, making it useful for countless products, from bottles to insulation.

Plastics are lightweight and durable, making them widely used in packaging, construction, consumer products, and foodservice applications.

Two Main Categories of Plastics

are primarily classified by how they react to heat:

1 THERMOPLASTICS

These soften when heated and harden when cooled, allowing them to be melted and remolded multiple times

EXAMPLES:

- Polyethylene (PE)
- PVC
- Polystyrene (PS)



**CAN BE MELTED AND
REMOLDED REPEATEDLY**

2 THERMOSETS

These undergo a chemical change when first heated and molded. Once set, they cannot be remelted or reshaped; if reheated, they will decompose or burn rather than melt.

EXAMPLES:

- Bakelite
- Epoxy



**CAN'T BE REMELTED OR
RESHAPED AFTER SETTING**

Plastics in Food Disposables

Plastics are widely used in foodservice because they protect food, prevent leaks, and reduce breakage. Each plastic has unique properties, so selecting the right material for its intended use is essential for safety and functionality.

These are commonly used for cups, lids, containers, clamshells, cutlery, straws, etc. with different types suited for specific applications: some perform well with heat, others are ideal for cold items, and some offer flexibility for packaging.

Commodity Plastics

About 80% of global plastic production is made up of commodity plastics. These are low-cost, mass-produced plastics used in packaging, food containers, and single-use items.

Most are identified by Resin Identification Codes (RICs), a standardized system developed by ASTM International. The common plastics used in foodservice are:



Polyethylene Terephthalate (PET / PETE)

- Clear, strong, and lightweight
- Impact and moisture resistant
- Ideal for cold beverages and food containers



High-Density Polyethylene (HDPE / PE-HD)

- Rigid and durable
- Moisture-resistant
- Handles liquids effectively
- Resists chemical reactions



Polyvinyl Chloride (PVC / V)

- Flexible and strong
- Sensitive to chemicals
- Limited food-contact applications
- Limited recycling options



Low-Density Polyethylene (LDPE / PE-LD)

- Soft and flexible
- Lightweight
- Commonly used for bags and films
- Ideal for squeezable packaging



Polypropylene (PP)

- Durable and versatile
- Chemically resistant
- Commonly used for containers, lids, and bottles



Polystyrene (PS)

- Rigid or foam
- Brittle and lightweight
- Common in disposable cups, clamshells, and cutlery



Other / Specialty Plastics (OTHER)

- Includes polycarbonate, bioplastics, and compostable blends
- Properties vary widely; check the material type before use

Commodity Plastics

RIC	RESIN	COMMON FOODSERVICE USE	HEAT RESISTANT	MICROWAVE SAFE	RECYCLABLE	FREEZER SAFE
	PET / PETE	Cold cups, parfait cups, salad containers				
	HDPE	Milk & juice bottles, thick liquid containers				
	PVC	Rarely used in foodservice			LIMITED	
	LDPE	Bread bags, cling film, squeeze bottles	LIMITED	LIMITED		
	PP	Soup containers, deli containers, hot cup lids				
	PS	Foam cups, clamshells, cutlery			LIMITED	
	OTHER	Polycarbonate, bioplastics, compostable blends	VARIABLES	VARIABLES	VARIABLES	VARIABLES

Plastic Disposable Safety Guidelines

Heat & Microwave Safety

- ✓ Check resin type before microwaving; only PP (♻️5) is generally microwave-safe.
- ✓ PET, PS, PVC, and LDPE may melt or release chemicals when heated.
- ✓ Avoid microwaving foam cups (PS) or cling film (LDPE) directly with high heat.
- ✓ For hot liquids, use only containers rated for heat to prevent deformation or leaks.

Freezer Safety

- ✓ Freeze only freezer-safe plastics (e.g., PP, HDPE, PET)
- ✓ Avoid PS foam and PVC, which can crack or release chemicals at low temperatures
- ✓ Do not overfill containers before freezing; plastics can expand and crack

Plastic Disposable Safety Guidelines

Chemical & Food Safety

- ✓ Single-use plastics should not be reused for food to prevent bacterial growth
- ✓ Avoid contact with strong acids, oils, or alcohol in plastics not rated for chemical resistance (e.g., PS, PVC)
- ✓ Do not use damaged or scratched plastics for food; they may leach chemicals more easily

Environmental & Recycling Precautions

- ✓ Separate by resin code for proper recycling
- ✓ Rinse containers before recycling to prevent contamination
- ✓ Avoid burning plastics; they release toxic fumes
- ✓ Legal restrictions: Some plastics (PS foam, certain #7 plastics) are banned in some cities or states

Handling & Storage

- ✓ Store plastics away from direct sunlight to prevent weakening or warping
- ✓ Keep away from open flames and high-heat sources
- ✓ Avoid stacking heavy items on lightweight disposables; they can crack or collapse

Special Considerations

- ✓ For bioplastics or compostables (♻️7), confirm industrial vs. home composting requirements; many need high heat to break down
- ✓ Minimize PVC and PS foam for food use due to chemical concerns (e.g., phthalates, styrene)
- ✓ PVC (#3), PS (#6), and some #7 plastics may release harmful chemicals, especially with hot, fatty, or acidic foods

The Strategy for Selling Plastics Successfully

THE SALES PROCESS (SIMPLIFIED)

Step 1: Get to Know Your Customer

- RESEARCH
 - Look at the prospect's online menu/website/social media before walking in or contacting.
- IDENTIFY
 - Are they serving hot soups (requires PP), cold grab-and-go salads (requires PET), or heavy entrees?
- CHECK REGULATIONS
 - Verify if the prospect is in a city with Styrofoam (PS) bans, creating an immediate opportunity to upgrade them to Polypropylene (PP).

Step 2: Ask the Right Questions

- "Are you currently seeing any cracking or melting when customers reheat your containers?" (*Opens the door for Microwave-Safe PP*)
- "How important is product visibility for your grab-and-go section? Do customers need to see the freshness?" (*Opens the door for Crystal Clear PET*)
- "Are you dealing with leaks or spills during delivery trips?" (*Opens the door for tight-seal, durable plastics like HDPE or PP*)

Step 3: Recommend & Match Material to Application

Use the approach to ensure safety and performance:

For Hot Foods / Microwaving / Oily Items:

- **Recommend:** Polypropylene (PP/#5)
- **Why:** It is tough, chemically resistant, and the only resin generally safe for microwaving. It won't melt or deform with hot liquids.

For Cold Display / Salads / Smoothies:

- **Recommend:** PET/PETE (#1)
- **Why:** It provides "glass-like" clarity for merchandising, is strong, and resists impact. Warning: Never use for hot food.

For Back-of-House / Storage:

- **Recommend:** HDPE (#2) or LDPE (#4).
- **Why:** HDPE is rigid and moisture-resistant for bulk storage. LDPE is ideal for flexible bags and squeeze bottles.

Step 4: Test Lid Fit Before Full Rollout

- Plastic's biggest advantage is the seal. Offer a sample run specifically to test leak resistance.
- Demonstrate the "Snap" of a PET lid or the secure seal of a PP container to prove it survives a delivery driver's handling.

Step 5: Close Sale: Sell the Value, Not Just the Price

- Don't just sell a container; sell Merchandising (food looks better in clear PET) and Experience (food arrives hot and spill-free in PP).

Managing Common Objections

"Foam is cheaper, why should I switch?"

Response: "Foam is cheaper upfront, but it's brittle and often banned due to chemical concerns like styrene leaching. Plastic offers a much tighter seal to prevent spills, and clear plastic (PET) actually drives sales by making your food look more appetizing."

"Plastic isn't eco-friendly."

Response: "Actually, commodities like PET (#1) and HDPE (#2) have some of the highest recycling rates and infrastructure in the world. Unlike soiled paper which often goes to landfill, clean PET is highly sought after for recycling. We can also look at options with post-consumer recycled content."

"Can't I just use one container for everything?"

Response: "You can try, but using the wrong plastic is a safety risk. A cold-cup plastic (PET) will melt or release chemicals if you put hot soup in it. Using a universal PP container is the safest bet if you need one container for both hot and cold, as it handles both extremes well."

Quick Fit Matrix

(Match to Customer Type)

Customer Type	Pain Point	Your Pitch	Recommended SKU
Deli / Supermarket	Product visibility & Shelf appeal	"Customers buy with their eyes. Switch to high-clarity PET to boost grab-and-go sales."	Clear PET Bowls & Hinged Containers
Chinese / Thai Takeout	Leaks & Heat retention	"Stop double-bagging to prevent leaks. Use a chemically resistant container that handles hot oil without melting."	Microwavable PP Rounds/Rectangles
Smoothie / Juice Bar	Condensation & "Soggy" cups	"Paper cups get soft. Plastic stays rigid and shows off the bright colors of your product."	PET Cups & Dome Lids
Institutional / Cafeteria	Cost & Durability	"You need something that won't crack if dropped but fits the budget."	Impact-Resistant PP or PS (if budget is tight)



Molded Fiber & Bagasse Foodservice: STRATEGIC OVERVIEW

DANBREE CORPORATION

Why This Market Matters

THE MEGA-TRENDS DRIVING URGENT CHANGE

REGULATORY MANDATES

California PFAS Enforcement (Active Now)

- PFAS rules are actively enforced.
- Non-compliance can result in \$100+ fines per violation.
- Distributors and operators share liability risk.

Oregon & Rhode Island (2024–2025)

- State-level bans on PFAS in food packaging enacted.
- Restricts sale of items with intentionally added PFAS.
- More states expected to follow.

EU PPWR (2026)

- European Union packaging regulation tightening sustainability rules.
- Compostability/recyclability standards expanding.
- Impacts exporters and global brands.

Global Plastic Restrictions (2025+)

- Single-use plastic bans accelerating worldwide.
- Foam, multilayer plastics, and PFAS-treated paper targeted.
- Compliance complexity increasing.

U.S. Food and Drug Administration PFAS Action

- Long-chain PFAS phased out.
- Short-chain alternatives under scrutiny.
- Future regulatory risk remains high.

MARKET SIZE & TRAJECTORY

2025 GLOBAL MARKET VALUE	2032-2035 GLOBAL MARKET VALUE	CAGR
\$10.15B	\$14.87B - \$19.69B	4.8–6.8%

MOLDED FIBER BOWLS	2024 MARKET VALUE	2033 MARKET VALUE	CAGR
	\$2.5B	\$4.8B	7.2%

Why This Market Matters

BAGASSE CONTAINERS

- 8.5% CAGR (highest growth among all materials)

NORTH AMERICA FOODSERVICE

- 8 billion units annually (\$866M)

TOP GROWTH DRIVERS

- Takeout Containers (35% of volume, 2.8B units)
- Bowls (15%, 1.2B units—fastest growing)
- Trays (30%, 2.4B)

CONSUMER & BRAND PRESSURE

- 73% of consumers are willing to pay premium for sustainable packaging.
- Corporate sustainability commitments (Starbucks, McDonald's, etc.) mandate PFAS-free suppliers
- Retailer requirements: Whole Foods, Trader Joe's, major chains now require no-added PFAS documentation.

SUPPLY CHAIN REALITY

- Legacy foam/plastic packaging becoming liability (regulatory risk, PR risk, landfill risk)
- Molded fiber now proven for high-performance applications (oily foods, delivery, heat)
- Technology parity achieved (PFAS-free coatings perform as well as PFAS-laden versions)

BOTTOM LINE:

This is not a nice-to-have. Buyers **MUST** switch in next 12-24 months or face fines, retailer delisting, and reputational damage. Your job is helping them do it proactively rather than reactively.

What You're Selling (WHAT)

MARKET BREAKDOWN BY PRODUCT TYPE

Product Category	Annual Volume (North America)	Growth Rate	Key Applications
Takeout Containers/ Clamshells	2.8 billion units (35%)	7.2% CAGR	QSR, delivery, fast-casual, convenience
Food Trays	2.4 billion units (30%)	6.8% CAGR	Produce, bakery, deli, cafeterias, retail
Bowls	1.2 billion units (15%)	8.1% CAGR ★	Soup, salads, noodles, grains, Asian cuisine
Plates	800 million units (10%)	5.9% CAGR	Catering, institutional dining, events
Cup Carriers/Trays	480 million units (6%)	4.5% CAGR	Coffee shops, beverage service
Specialty Items	320 million units (4%)	6.2% CAGR	Egg cartons, pizza boxes, custom designs

Molded Fiber Types

1 Type 2 (Transfer Molded)

- 3-5mm thickness
- Standard foodservice workhorse
- Best for cost-effective applications, standard items
- Works well for dry items, moderate heat/moisture.
- Most common type in current use



2 Type 3 (Thermoformed)

- 2-4mm thickness, smooth finish
- Premium performance, plastic-like appearance
- Best for oily/hot foods, delivery, upscale branding
- Superior grease and moisture resistance
- Higher cost but justifies with reduced refunds or complaints.



3 Type 4 (Processed)

- Custom secondary treatments.
- Hot-press, die-cut, emboss, print, color, custom coatings.
- Best for brand differentiation and upsells.
- Specialty formulations for specific requirements



PFAS-Free Technology (The Competitive Advantage)

Modern PFAS-free coatings deliver performance parity with legacy PFAS systems:

Coating Technology	Supplier	Key Performance	Best For
FluoZero®	YUTOECO	-34°C to 220°C; 8-hr grease protection; plant-based	Hot/oily Asian cuisine, delivery
FibraLAST®	AGC Chemicals	Wet-end additive; 80°C water/oil holdout; no extra equipment	Standard applications, easy retrofit
FennoGuard™	Kemira	Water-based dispersion; oil/grease barrier	Trays, produce, bakery items
OLEO-PAK 4100	Impermea	Outperforms PE films; 100% PFAS-free	Premium applications, plastic-free positioning
Kymene™	Solenis	Ultra-low byproducts; BfR-compliant; wet-strength focus	Specialty formulations, compliance-driven

Key Point: All modern PFAS-free systems are FDA-approved and pass composability testing (BPI, EN 13432, OK Compost).

Manufacturers You'll Encounter (13 Major Players)

DOMESTIC SUPPLIERS

(Fast supply, domestic mandate preference)



Sabert

- Pulp Ultra line
- Oven-safe to 400°F
- Premium grease resistance, hot/oily foods



Genpak

- Harvest Fiber
- Snap-It closures
- Microwave-safe
- Cost-effective



Dart

- Dry molded fiber (80% CO2 reduction)
- Sustainability story
- Innovation leader



Genera

- U.S. grass-based
- Carbon-negative
- Domestic content mandates



Southern Champion Tray

- Broad U.S. distribution
- Institutional focus

Manufacturers You'll Encounter (13 Major Players)

GLOBAL/IMPORT SUPPLIERS

(Cost advantage, high capacity)



Zhongxin Environmental Protection

- 4 plants, 52 lines, 160k tpa
- Custom printing
- 80+ countries



Luzhou Pack (Shaoneng Group)

- 3 bases, 60+ lines, 150k tpa
- Home compostable (3-4 weeks)
- Extensive certifications



Huhtamaki/Chinet

- Global scale
- Egg cartons, Beverage carriers
- Recovered fiber focus



Bioleader

- PFAS-free coating technology
- High-capacity import alternative



Your Green 2 Go

- Independent operator focus
- Regional distribution



Sumkoka

- OEM/ODM custom manufacturing
- Private label options

How to Sell It (HOW)

THE SALES PROCESS (SIMPLIFIED)

Step 1: Do your homework.

- Research prospect's menu and regulatory landscape (state PFAS/plastic bans)
- Identify top 2-3 packaging pain points (leaks, soggy items, heat loss, complaints)
- Calculate potential savings (refund reduction, waste disposal, eco-RFP eligibility)

Step 2: Ask the Right Questions

- "Which menu items cause the most packaging complaints?"
- "What's your current annual cost of refunds/replacements from packaging failures?"
- "Any upcoming audits, retailer requirements, or sustainability mandates?"
- "How important is PFAS-free, compostable, or domestic supply to your procurement?"

Step 3: Recommend & Match Material to Application

Oily/hot entrees

- Type 3/4 with premium PFAS-free barrier (Sabert Pulp Ultra, FluoZero-backed options)

Delivery/takeout

- Type 3 with secure lids and condensation management

Microwave/bake

- Verify heat specs; Sabert to 400°F, most bagasse to 220°F.

Cold/grab-and-go

- Standard Type 2 with clear lids for brand visibility.

Produce/retail

- Cascades trays with SurfSHIELD coating.

Institutional

- Domestic suppliers (Genera, Sabert) for supply reliability

Step 4: De-Risk with Pilot (30 days, 2-3 high-friction SKUs)

- Track: leak rate, complaint volume, refund \$, delivery rating, customer feedback
- Provide PFAS-free documentation packet (no-added-PFAS letter, fluorine test, FDA approval, BPI/OK Compost cert)
- Run side-by-side comparison if switching from foam/plastic.
- Weekly check-ins; final ROI report

How to Sell It (HOW)

Step 5: Close & Implement (Quantify value and scale)

- Present pilot results showing refund reduction, delivery rating lift, and compliance achieved.
- Finalize SKU list, forecast, and pricing.
- Implement dual-source supply (domestic 60-70%, import 30-40% for cost balance)
- Provide onboarding (stacking/venting SOPs, label templates, staff training)

Managing the 5 Most Common Objections

1. *"It's more expensive"*

Response: "Unit cost is 15-20% higher but eliminates \$12K-16K annual refunds from leaks. Let's pilot for 30 days to prove ROI. Often break even in 90 days with volume."

2. *"We tried molded fiber before and had leaks"*

Response: "Pre-2022 Type 2 fiber couldn't manage oily items. New Type 3 thermoformed with modern PFAS-free coatings (FluoZero, FibraLAST) evaluated to 8 hours. Let's evaluate your top oily SKUs side-by-side."

3. *"We don't know if we're required to switch yet"*

Response: "California PFAS enforcement is active now. Oregon and Rhode Island have bans. EU PPWR requires composability by 2026. Switching 12-18 months ahead costs 30-40% less than emergency sourcing. Shall we map your timeline?"

4. *"We're happy with our current supplier"*

Response: "That's good. Can they provide PFAS-free documentation and fluorine test results California requires? We can dual-source them for standard items, us for high-compliance hot/oily foods. Pilot on your highest-complaint SKUs?"

5. *"Send me information"*

Response: "Happy to, but email doesn't capture menu-specific recommendations. A 20-minute call where you walk me through your top sellers is faster. Thursday at 2 PM work?"

Quick Fit Matrix

(Match to Customer Type)

Customer Type	Pain Point	Your Pitch	Recommended SKU
QSR Chains	Delivery complaints, PFAS mandates	Reduce refunds 60-80%; hit retailer requirements	Type 3 premium for delivery items, Type 2 for standard
Fast-Casual	Premium perception, sustainability claims	Match brand positioning; compostable with heat	Type 3 thermoformed, highlight domestic supply
Institutional	Cost control, supply reliability	Dual-source strategy, domestic-first, bulk pricing	Type 2 standard, Genera/Sabert for reliability
Retail/Grocery	Shelf appearance, consumer perception	Premium look, no leakage, compostable claim	Type 3 for premium items, trays for produce
Delivery Platforms	Economics per order, complaint rate	Reduce chargeback rate = higher margin	Type 3 with secure lids, proven 2-hour hold

The Takeaway

Why

Regulations are tightening fast. PFAS bans, plastic restrictions, and composability mandates are NOW. Buyers must switch or face fines and retailer delisting.

What

Molded fiber/bagasse is the only fully compliant solution. Modern PFAS-free coatings deliver performance parity. Thirteen manufacturers across domestic/import spectrum ensure supply security.

How

Follow the 5-step process (prepare → discover → recommend → pilot → close), handle objections with data, run 30-day pilots on high-friction items, and scale with confidence.

The Opportunity

\$10-20B market, 4.8-6.8% CAGR, accelerating. Reps who master WHY/WHAT/HOW will dominate as regulations drive adoption over next 3-5 years.

Glossary (Quick Reference)

Bagasse

Sugarcane byproduct; renewable fiber, superior grease resistance, 45-50% of foodservice molded fiber.

BPI

Biodegradable Products Institute certification for ASTM D6400 industrial composability. De facto requirement in most U.S. states.

"No Added PFAS"

Manufacturer declaration + total fluorine testing verification (<100 ppm threshold via XRF method).

Dry Molded Fiber (DMF)

Dry forming (PulPac Scala) reducing CO2 emissions 80-90% vs. wet molding. Technology leadership story.

"No Added PFAS"

Manufacturer declaration + total fluorine testing verification (<100 ppm threshold via XRF method).

Dry Molded Fiber (DMF)

Dry forming (PulPac Scala) reducing CO2 emissions 80-90% vs. wet molding. Technology leadership story.



Glossary (Quick Reference)

EN 13432

European industrial composability standard, required under EU PPWR.

FDA Compliance

U.S. Food & Drug Administration approval for direct food contact. Mandatory for all foodservice packaging.

PFAS ("Forever Chemicals")

Per- and polyfluoroalkyl substances historically used for oil/water resistance. Health risks: cancer, immune suppression, reproductive harm. Now banned in CA, OR, RI, EU.

Type 2 (Transfer Molded)

3-5mm, standard foodservice. Workhorse product.

Type 3 (Thermoformed)

2-4mm, premium finish. Best for hot/oily/delivery.

Type 4 (Processed)

Secondary treatments (hot-press, print, color, custom coatings) for branding/performance.

OK Compost (HOME/INDUSTRIAL)

Compostability certifications for home or commercial systems.

Dual-Source Strategy

Primary supplier 60-70% volume (reliability), secondary 30-40% (cost balance + backup).

Pilot Program

30-day test on 2-3 high-friction SKUs tracking leak rate, complaints, refunds, delivery rating to de-risk adoption.



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PRESSURE-SENSITIVE TAPES

SALES TRAINING MANUAL

RPMco



Purpose of This Manual

This manual is designed to train new sales professionals on four core tape categories:

- Carton Sealing Tape
- Masking Tape
- Filament Tape
- Duct Tape

By the end of this training, you should be able to:

- Understand how each tape works
- Identify common customer applications
- Recommend the correct tape for specific needs
- Confidently explain value, performance differences, and pricing

Fundamentals of Pressure-Sensitive Tape

All pressure-sensitive tapes consist of three key components:

1. Backing

The carrier material (film, paper, cloth, or fiberglass)

2. Adhesive

The bonding agent (acrylic, rubber, hot melt)

3. Release

How the tape unwinds and handles during application

Key Performance Terms

Adhesion

How well tape sticks to a surface

Tack

How quickly the tape grabs on contact

Shear

Resistance to slipping under load

Tensile Strength

Resistance to breaking when pulled

Temperature Resistance

Performance in hot or cold environments

Understanding these terms will help you diagnose customer problems and recommend solutions.

Carton Sealing Tape

Carton sealing tape is primarily used to close corrugated boxes for shipping, storage, and distribution.

Common Backings

- **BOPP (Polypropylene)** – Most common
- **PVC** – Quieter unwind, stronger, more flexible

Common Adhesives

- **Acrylic** – Best for long-term storage and cold environments
- **Hot Melt Rubber** – High tack, fast adhesion, economical
- **Natural Rubber** – Excellent adhesion to recycled or dusty cartons

Typical Applications

- Shipping boxes
- Warehouse fulfillment
- E-commerce packaging

Selling Points

- Consistent performance
- Cost efficiency per box sealed
- Compatibility with hand dispensers and machines

Common Customer Questions

- "Will it stick in cold weather?"
- "Is it machine-grade or hand-grade?"
- "How many boxes per roll?"

Upsell Opportunities

- Machine tape vs. hand tape
- Thicker mil tape for heavier cartons
- Custom printed tape for branding and security

Masking Tape

Masking tape is a paper-backed tape designed for temporary applications and clean removal.

Common Adhesives

- **Rubber-based adhesive**

Key Characteristics

- Easy tear by hand
- Clean removal (from hours to several days)
- Low to medium adhesion

Typical Applications

- Painting and surface protection
- Labeling and marking
- Light bundling

Grades of Masking Tape

- **General Purpose** – Short-term indoor use
- **Painter's Grade** – Clean removal, UV resistance
- **High-Temperature** – Automotive and industrial painting

Selling Points

- Prevents residue
- Protects surfaces
- Saves time on cleanup

Common Customer Questions

- "How long can it stay on?"
- "Will it pull paint off?"
- "Is it UV resistant?"

Filament Tape

Filament tape is a reinforced tape with fiberglass strands designed for high-strength bundling and reinforcing.

Backing and Adhesive

- Backing: **Polypropylene with fiberglass filaments**
- Adhesive: **Synthetic rubber**

Types of Filament Tape

- **Mono-directional** – Strength in one direction
- **Bi-directional** – Strength in both directions

Typical Applications

- Bundling heavy items (pipes, lumber)
- Pallet reinforcement
- Carton reinforcement



Selling Points

- Extremely high tensile strength
- Resists splitting and tearing
- Reliable for heavy-duty applications

Common Customer Questions

- "How much weight can it hold?"
- "Can it replace strapping?"
- "Does it leave residue?"

SALES TIP

Position filament tape as a problem-solver when customers experience box failures or shifting loads.

Duct Tape

Duct tape is a cloth-backed tape with aggressive adhesion designed for general-purpose and heavy-duty applications.

Construction

- Backing: **Polyethylene-coated cloth**
- Adhesive: **Rubber-based**

Key Characteristics

- High tack
- Water-resistant
- Flexible and conformable

Typical Applications

- Temporary repairs
- Sealing and patching
- Maintenance and construction

Grades of Duct Tape

- **Utility Grade** – Light-duty, low cost
- **Industrial Grade** – Higher adhesion and strength
- **Professional/Contractor Grade** – Maximum durability

Selling Points

- Versatility
- Strong initial bond
- Works on rough surfaces

Common Customer Questions

- "Is it waterproof?"
- "Will it leave residue?"
- "Is it outdoor rated?"

How to Recommend the Right Tape

Ask these diagnostic questions:

1. What surface are you sticking to?
2. How long does the tape need to stay on?
3. What environment (temperature, moisture, UV)?
4. How much weight or stress is involved?
5. Is clean removal important?

Match the answers to the tape's strengths.

Objection Handling

"This tape is too expensive."

Respond with cost-per-use and performance reliability.

"We've always used the same tape."

Ask about problems they tolerate and offer a trial.

"Cheaper tape works fine."

Discuss failure costs (rework, damage, labor).

Safety and Handling

- Use dispensers to avoid cuts
- Store tape in a cool, dry area
- Rotate inventory (first in, first out)

Key Takeaways

- Not all tapes are interchangeable
- Application drives tape selection
- Asking the right questions builds trust
- Selling value beats selling price



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STRETCH FILM **(Pallet Wrap)**

SALES TRAINING MANUAL

RPMco

Purpose of This Manual

This manual trains new sales professionals on stretch film (pallet wrap), with focus on:

- Cast vs. Blown stretch film
- Hand-grade vs. Machine-grade film
- Application-based selling

By the end of this guide, you should be able to:

- Explain how stretch film works
- Identify the correct film for customer loads and equipment
- Sell on performance, not just price
- Troubleshoot common load containment issues

What Is Stretch Film?

Stretch film is a highly stretchable plastic film used to secure and stabilize palletized loads during storage and transportation. It holds products together, protects from dust and moisture, and reduces load shifting.

How Stretch Film Works

Stretch film applies containment force—the inward pressure created as the film stretches and tries to recover. Proper stretch equals:

- Stable loads
- Less product damage
- Lower film usage

Stretch Film Fundamentals

Key Performance Terms

Gauge (Thickness)

Film thickness (expressed in gauge or microns)

Stretch Percentage

How much the film elongates before breaking

Load Holding Force / Containment Force

Strength holding the load together

Puncture Resistance

Resistance to tearing from sharp edges

Cling

Film's ability to stick to itself

Memory

Ability to tighten back around the load after stretch

Understanding these terms is critical when diagnosing customer problems.

Cast Stretch Film

Cast stretch film is produced by casting molten resin through flat dies and cooling quickly.

Key Characteristics

- Clear and glossy
- Quiet unwind
- Consistent thickness
- High cling

Advantages

- Easy to apply
- Excellent load appearance and barcode scanability
- Lower cost

Limitations

- Lower puncture resistance than blown film
- Less effective on irregular or sharp loads

Typical Applications

- Uniform pallet loads
- Cartons and boxed goods
- Retail and distribution centers

Sales Positioning: Sell cast film on ease of use, clarity, and cost efficiency.

Blown Stretch Film

Blown stretch film is manufactured using a blown extrusion process, creating a tougher film structure.

Key Characteristics

- Hazy appearance
- Noisy unwind
- Excellent puncture and tear resistance
- Strong memory

Advantages

- Superior load containment
- Performs well on irregular or heavy loads
- Better resistance to tears and abuse

Limitations

- Higher cost
- Reduced clarity

Typical Applications

- Heavy or irregular loads
- Sharp-edged products
- Industrial and outdoor storage

Sales Positioning: Sell blown film as a problem-solver for damaged loads or film breaks.

Hand Stretch Film

Hand stretch film is applied manually using hands or handheld dispensers.

Common Specifications

- Width: Typically 12–18 inches
- Gauge: 60–80 gauge common
- Stretch: 100–150%

Advantages

- Low equipment cost
- Flexible for small operations

Limitations

- Inconsistent stretch
- Higher labor fatigue
- Higher film usage

Typical Customers

- Small warehouses
- Low pallet volumes
- Mobile or job-site wrapping

Sales Positioning: Recommend dispensers to improve tension and reduce injuries.

Machine Stretch Film

Machine stretch film is applied using semi-automatic or automatic stretch wrapping machines.

Common Specifications

- Width: Typically 20 inches
- Gauge: 50–90 gauge
- Stretch: 200–300%+

Advantages

- Consistent wrap force
- Reduced film usage
- Improved load stability
- Lower labor costs

Limitations

- Requires capital equipment

Typical Customers

- High-volume shippers
- Distribution centers
- Manufacturers

Sales Positioning: Focus on cost per pallet, not cost per roll.

Cast vs. Blown: Quick Comparison

Feature	Cast	Blown
Clarity	Excellent	Moderate
Puncture Resistance	Moderate	High
Noise	Quiet	Loud
Cost	Lower	Higher
Best For	Uniform loads	Irregular/heavy loads

Hand vs. Machine Film: Quick Comparison

Feature	Hand Grade	Machine Grade
Application	Manual	Automated
Stretch Consistency	Low	High
Labor	High	Low
Cost Per Pallet	Higher	Lower

How to Recommend the Right Stretch Film

Ask these questions:

1. What are you wrapping (weight, shape, sharp edges)?
2. How many pallets per day?
3. Hand wrap or machine wrap?
4. Indoor or outdoor storage?
5. Are loads failing or shifting?

Match film type, gauge, and stretch to the application.

Objection Handling

"Your film costs more."

Discuss reduced film usage and load failures.

"We've always used the same film."

Ask about tolerated problems and propose a trial.

"Cheaper film works fine."

Compare cost per pallet, not cost per roll.

Safety and Handling

- Use dispensers or machines properly
- Avoid over-stretching
- Store film away from heat and UV
- Use ergonomic practices to prevent strain



Key Takeaways

- Stretch film selection is application-driven
- Containment force matters more than thickness
- Blown film solves tougher load challenges
- Machine film delivers the lowest total cost

Next Steps for New Sales Reps

- Observe hand vs. machine wrapping
- Review film datasheets
- Practice load analysis
- Conduct wrap audits with experienced reps



PAPER **SALES GUIDE**

TRAINING MANUAL

GROUP W



Napkin Sales Guide

Napkin Type	Description	Typical Size (Unfolded / Folded)	Applications	Selling Points
1/8 Fold 2-Ply Dinner Napkins	Pre-folded in an 1/8 configuration (folded multiple times for compact stacking); 2-ply for added strength and absorbency; often in white or kraft.	15-17" x 15-17" / ~4" x 8"	Formal dinners, restaurants, events, or wrapping utensils; ideal for sit-down meals with potential spills like sauces or drinks.	Premium durability reduces tearing; enhances table presentation for upscale settings; cost-effective alternative to cloth; promotes hygiene with disposable design.
1/4 Fold 2-Ply	Quarter-folded (halved vertically and horizontally); 2-ply for better absorbency; suitable for mid-range use.	12-15" x 12-15" / ~6" x 7.5"	Luncheons, casual dining, offices, or healthcare; great for rolling silverware or general cleanup.	Balances economy and quality; absorbent for everyday messes; easy to dispense and store; appeals to budget-conscious businesses seeking reliability.
1/4 Fold 1-Ply	Similar quarter-fold but 1-ply for lighter weight; economical option.	12-15" x 12-15" / ~6" x 7.5"	Quick-service restaurants, takeout, or high-volume events; used for basic wiping or lining trays.	Low-cost solution for fast-paced environments; reduces waste in grab-and-go scenarios; eco-friendly options available in recycled materials.
1/8 Fold 2-Ply	1/8 fold with 2-ply construction; compact and sturdy.	15-17" x 15-17" / ~4" x 8"	Similar to dinner napkins; banquets, hotels, or catering where presentation matters.	High absorbency for tough jobs; folds neatly for elegant setups; minimizes restocking needs in busy venues.
1-Ply Beverage	Small, 1-ply napkin, often 1/4 folded; lightweight and basic.	9-10" x 9-10" / ~4.5" x 4.5"	Bars, cafes, events; placed under drinks to catch condensation or for quick wipes.	Affordable for high-turnover spots; prevents table rings; customizable prints add branding opportunities.
2-Ply Beverage	Beverage size with 2-ply for extra absorbency.	9-10" x 9-10" / ~4.5" x 4.5"	Cocktail parties, restaurants, or lounges; handles spills from beverages effectively.	Superior softness and strength; reduces napkin usage per customer; elevates casual drink service.
1-Ply Luncheon	1-ply, typically 1/4 folded; medium size for light meals.	12-13" x 12-13" / ~6" x 6.5"	Lunches, birthday parties, casual gatherings; suitable for sandwiches or snacks.	Economical for volume use; easy to fold or dispense; ideal for informal settings without heavy messes.

Napkin Sales Guide

Napkin Type	Description	Typical Size (Unfolded / Folded)	Applications	Selling Points
Interfolded Napkins	Accordion-style interfold for one-at-a-time dispensing; available in 1- or 2-ply, white or kraft.	Varies (e.g., 12-16" x 12-16") / Compact stack	Diners, pizza shops, convenience stores; high-traffic areas with dispensers to cut waste.	Reduces overuse by 25%; hygienic and efficient; lowers labor costs for refills; great for eco-conscious sales pitches.
Low Fold	Low-hanging fold for easy grabbing; often 1-ply; compact design.	~6-7" x 13" / Low stack (~3" x 7")	Casual dining, coffee shops, lunchrooms; ideal for tables or counters.	Affordable for high-traffic; prevents waste with controlled access; perfect for cautious customers in self-serve setups.
Tall Fold	Folded tall for space-saving dispensers; 1- or 2-ply.	~7" x 13.5" / Tall stack (~3.5" x 7")	Pizza parlors, delis, quick-service; maximizes counter space.	Fast access in busy environments; high absorbency options; compact storage appeals to small venues.
Airlaid Flat Pack	Airlaid material (soft, linen-like from air-bonded pulp); arrives flat and crease-free; 1-ply equivalent in thickness.	14-16" x 14-16" / Flat (no pre-fold)	Basket liners, silverware wraps, custom folding for events; upscale casual or formal without pre-folds.	Luxurious feel mimics cloth; highly absorbent; versatile for creative uses; eco-friendly from recycled materials; ready to fluff or wrap.
Airlaid Folded	Pre-folded airlaid (e.g., 1/4 or 1/8 fold); soft and thick.	12-17" x 15-17" / ~4-8" depending on fold	Dinners, weddings, galas; replaces linen for disposable elegance.	Premium texture and absorbency; pre-folded saves time; bright prints possible; positions as a high-end, hassle-free alternative to cloth.

Key Sales Insights

For cost-sensitive or high-turnover customers

→ Recommend standard paper (1/4 fold 1-ply, beverage, interfolded) for efficiency and low waste concerns via dispensers.

For mid-to-upscale venues

→ Push airlaid (flat pack or folded) as the sweet spot: linen-like elegance + disposable convenience. It often outperforms basic paper in absorbency/strength while avoiding cloth's labor/disposal drawbacks.

Perception boost

→ Cloth (or airlaid mimicking it) can justify higher menu prices—diners expect to pay more and perceive better quality/service.

Hybrid approach

→ Many businesses use paper/airlaid for everyday and cloth for special events.

Why disposable napkins over linen?

Category	Paper Napkins (Standard 1-ply/2-ply)	Premium Airlaid Paper Napkins	Cloth Napkins (Cotton/Linen)	Sales Talking Points
Upfront Cost	Very low (\$0.01–\$0.05 per napkin for basic; \$0.03–\$0.18 for higher-end 2-ply)	Moderate (\$0.07–\$0.20+ per napkin)	High initial (\$1–\$5+ per napkin, or rental ~\$0.08–\$0.20 per use)	Paper wins for budget/startup venues; airlaid offers premium without big investment; cloth requires laundry setup or rental contracts.
Long-Term Cost	Higher due to volume use (customers often grab 2–3 per meal); ongoing purchase + disposal fees	Lower than basic paper in high-use settings (better absorbency = fewer needed)	Often lower over time (1 napkin per meal lasts hundreds of uses; breaks even after 50–100 cycles)	Highlight: In restaurants, diners use ~2.5 paper vs. 1 cloth per meal—cloth can save money long-term; airlaid reduces waste vs. basic paper.
Absorbency & Performance	Good for light messes; 2-ply better than 1-ply; can tear or stick when wet	Excellent—cloth-like strength, high absorbency, doesn't tear easily; handles spills/sauces well	Superior—very absorbent, sturdy, no tearing; best for heavy messes	Airlaid often matches or exceeds cloth in feel/absorbency for disposables; pitch airlaid as "upscale disposable" for messy foods without cloth maintenance.
Feel & Presentation	Basic to decent; can feel rough/thin; wrinkles or looks casual	Luxurious, soft, linen-like texture; elegant drape and appearance	Premium—soft, sophisticated, classy; elevates dining experience	Customers associate cloth with better ambiance/food quality/service (studies show 75–88% preference); airlaid provides 80–90% of that look/feel without laundering—ideal upsell for events/catering.



Category	Paper Napkins (Standard 1-ply/2-ply)	Premium Airlaid Paper Napkins	Cloth Napkins (Cotton/Linen)	Sales Talking Points
Convenience & Labor	No washing; easy storage/dispensing; quick turnover; ideal for takeout/events	Same as paper—no laundry; pre-folded options save setup time	Requires washing, ironing, folding; labor-intensive or outsourced (rental services add logistics)	Paper/airlaid excel in fast-paced or mobile setups (catering, QSR); cloth suits steady venues with in-house laundry.
Hygiene	Single-use = perceived freshest; no cross-contamination risk; compostable options	Same single-use benefit; high cleanliness perception	Professionally laundered = very clean; but requires strict protocols to avoid issues	Paper wins for "fresh every time" pitch (great for health-conscious customers); modern laundering makes cloth hygienic too.
Environmental Impact	Lower production footprint (esp. recycled); but high waste volume; landfill burden	Better than basic paper (thicker = less per use); some recycled; still disposable	Lower long-term (reusable 100–300+ times); but high water/energy in production/washing	Mixed—single-use paper has lower per-item emissions/water (~10g CO ₂ , 0.3L water), but cumulative waste hurts; reusable cloth/airlaid hybrids win for sustainability sales angles (reduced trash, lower overall footprint over time). Recycled paper options strengthen eco-pitch.
Best Applications	Quick-service, casual dining, takeout, high-volume events, bars (beverage/low-fold)	Upscale casual, weddings, banquets, restaurants wanting elegance without laundry	Fine dining, hotels, country clubs, venues prioritizing luxury/image	Match to customer: Basic paper for cost/fast turnover; airlaid for premium disposable appeal; cloth for established high-end spots.

Key Sales Insights

For cost-sensitive or high-turnover customers

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For mid-to-upscale venues

→ Push airlaid (flat pack or folded) as the sweet spot: linen-like elegance + disposable convenience. It often outperforms basic paper in absorbency/strength while avoiding cloth's labor/disposal drawbacks.

Perception boost

→ Cloth (or airlaid mimicking it) can justify higher menu prices—diners expect to pay more and perceive better quality/service.

Hybrid approach

→ Many businesses use paper/airlaid for everyday and cloth for special events.

Paper Towel Sales Guide

Towel Type	Description	Typical Dimensions	Applications	Selling Points
Universal Roll Towels	Hardwound rolls compatible with most standard dispensers; 1-ply or 2-ply; often embossed for better absorbency; available in white or natural kraft. Common lengths: 350', 600', 800', 1000'.	Width: 7.5-8"; Length: 350-1000' (e.g., 8" x 800')	High-traffic restrooms, kitchens, offices, industrial cleaning; general hand drying and spill cleanup.	Versatile compatibility reduces dispenser costs; high capacity minimizes refills; eco-friendly recycled options; cost-effective for volume use.
Proprietary Roll Towels	Hardwound rolls designed for branded dispensers (e.g., Scott Slimroll, Valay); 1-ply or 2-ply; optimized for controlled dispensing. Common lengths: 580', 700', 950', 1150'.	Width: 8"; Length: 580-1150' (e.g., 8" x 950')	Commercial restrooms, hotels, foodservice; where waste control is key.	Reduces overuse by up to 20% via proprietary systems; premium softness in TAD variants; hygienic touchless options; long-term savings on consumption.
Multifold Towels	Z-fold or M-fold design for one-at-a-time dispensing; 1-ply or 2-ply; interfolded to prevent contamination.	Sheet: 9" x 9.4" (e.g., 9.2" x 9.4"); Packs: 150-250 sheets/pack, 16 packs/case	Restrooms, public facilities, offices; hand drying in medium-traffic areas.	Less waste (users take one); absorbent and strong; fits universal dispensers; chlorine-free and recycled options appeal to green buyers.
Single Fold Towels	Single-folded for basic dispensing; 1-ply; economical and absorbent.	Sheet: 9" x 9.45" or 10.25" x 9.25"; Packs: 250 sheets/pack, 16 packs/case	Low-traffic restrooms, budget settings, industrial hand drying.	Affordable entry-level option; simple dispensing; natural or white colors; good for quick, light-duty use without excess features.

Paper Towel Sales Guide

Towel Type	Description	Typical Dimensions	Applications	Selling Points
C-Fold Towels	C-shaped fold; 1-ply; embossed for grip and absorbency.	Sheet: 10" x 13" or 10.13" x 13.15"; Packs: 150-200 sheets/pack, 16 packs/case	Washrooms, public facilities, healthcare; general drying.	Larger sheet size for better coverage; stacks neatly in dispensers; absorbent and durable; cost-effective for high-volume needs.
Centerpull Towels	Perforated roll with center-pull dispensing; 1-ply or 2-ply; hygienic as users touch only their sheet.	Width: 7.5-8"; Length: 400-1000' (e.g., 8" x 600'); or 500-700 sheets/roll	Kitchens, restrooms, janitorial; spill cleanup and hand drying in sanitary environments.	Touchless to reduce cross-contamination; high absorbency; easy one-hand use; mini versions for space-saving.
Airlaid Towels	Premium airlaid material (soft, cloth-like from air-bonded fibers); often in centerpull format; 1-ply equivalent thickness.	Length: 400' (e.g., centerpull roll); Width: 8"	Upscale restrooms, hospitality, foodservice; where luxury feel matters.	Linen-like softness and superior absorbency; eco-friendly and durable; reduces usage per task; positions as high-end disposable alternative.

Paper Types

Material Type	Description & Common Variants	Absorbency & Performance	Softness & Strength	Color / Appearance	Cost (Relative)	Environmental Impact	Selling Points & Best Applications
Recycled White	Made from recycled fibers, bleached for brightness; common in multifold, C-fold, universal rolls.	Good but often 15-30% lower than virgin; sufficient for hand drying/spills.	Moderate strength; shorter fibers can lead to more tearing when wet.	Bright white, clean / professional look.	Low to moderate (cheaper production)	Lower deforestation, reduced energy/water use vs. virgin; diverts waste from landfills; often highest eco-credentials (e.g., 100% post-consumer).	Budget + green appeal; ideal for offices, schools, high-traffic restrooms prioritizing sustainability certifications (FSC recycled, Green Seal). Pitch: "Eco-friendly without sacrificing basics."



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Material Type	Description & Common Variants	Absorbency & Performance	Softness & Strength	Color / Appearance	Cost (Relative)	Environmental Impact	Selling Points & Best Applications
Recycled Kraft	Recycled fibers, unbleached/natural brown; popular in universal/propriety rolls for eco-lines.	Similar to recycled white (good for general use but not premium).	Moderate; can feel slightly rougher.	Natural kraft / brown, earthy / rustic.	Low (minimal processing)	Excellent—saves trees, lower emissions; no bleaching chemicals.	Strong sustainability story; great for green-focused venues (cafes, eco-hotels); reduces visual "waste" perception in natural settings.
Virgin White	Fresh wood pulp, bleached; standard in many premium conventional towels.	High—long fibers excel at quick, high-volume absorption.	Strong and durable; less tearing, better wet strength.	Bright white, premium / clean.	Moderate to high.	Higher resource use (trees, energy, water); more deforestation / GHG if not certified (FSC virgin possible).	Superior performance for demanding tasks; sells to customers wanting "best drying experience" in upscale restrooms or kitchens.
Virgin Kraft	Fresh pulp, unbleached; less common but in some natural / premium lines	High absorbency like virgin white	Very strong / durable	Natural brown / kraft tone	Moderate	Similar to virgin white but no bleaching impact; still high tree use.	Balances performance + natural look; appeals to eco-conscious buyers avoiding bleach while needing strength (industrial, foodservice).
TAD (Through-Air Dried)	Premium process (usually virgin pulp, sometimes recycled blends); air-dried for bulk; common in high-end rolls (e.g., 550–700' lengths).	Superior—often 1.5–2x absorbency of standard; faster pickup, holds more liquid per sheet.	Very soft + strong; bulky without extra weight.	Usually white (premium feel).	High (premium pricing, but lower usage offsets).	Depends on base fiber (virgin TAD higher impact, but efficiency means fewer sheets used); lower basis weight for same performance.	Premium upgrade; "fewer towels per dry = cost/labor savings"; ideal for hotels, restaurants, high-end facilities wanting luxury hand-drying without waste. Pitch: "Soft like cloth, absorbent like magic."

Material Type	Description & Common Variants	Absorbency & Performance	Softness & Strength	Color / Appearance	Cost (Relative)	Environmental Impact	Selling Points & Best Applications
Airlaid	Nonwoven air-bonded fibers (often virgin or premium blends); cloth-like; in centerpull or specialty formats.	Excellent—high capacity, quick absorption; mimics cloth.	Luxuriously soft + very strong / tear-resistant.	White or natural; elegant drape.	High (premium material).	Variable (virgin-based higher impact, but durable = less usage); some recycled options emerging.	Upscale alternative to cloth; great for hospitality, spas, foodservice where feel matters; "disposable luxury" without laundry.
Standard Conventional (Baseline)	Wet-pressed process; most basic recycled or virgin towels (multifold, C-fold, etc.).	Moderate to good (benchmark for comparisons).	Decent but less bulky / soft than TAD / airlaid.	White or kraft.	Lowest.	Varies by fiber (recycled better); high volume use increases footprint.	Everyday reliable; default for budget / QSR / high-traffic; easy entry-level sell.

Key Sales Insights

Performance hierarchy

→ Standard conventional < Recycled < Virgin ≈ TAD < Airlaid (for absorbency/softness/strength).

Eco vs. Performance trade-off

→ Recycled (especially white/kraft) wins on sustainability (lower deforestation, energy); virgin/TAD/airlaid win on user experience (fewer sheets needed = potential net savings).

Color choice

→ White for professional/bright settings; kraft for natural/eco branding.

Upsell strategy

→ Start with recycled for green buyers; move to TAD/airlaid for premium venues wanting reduced consumption + better feel. Highlight: TAD/airlaid often justify higher per-unit cost via 20–50% less usage.

Hybrid pitches

→ Many suppliers offer TAD in virgin for max performance or recycled blends for balance.

Bath Tissue Sales Guide

Tissue Type	Description	Typical Dimensions (incl. Core/Coreless)	Applications	Selling Points
Standard Small Roll 1-Ply (96/500 Case)	Economical 1-ply; perforated; often recycled; standard case packs.	Sheet: 4" x 4"; Roll: 500 sheets; Core: 1.5–1.6" (cored); Case: 96 rolls. Coreless variants available (e.g., high-capacity SRB with spindle adapter).	Offices, schools, low-traffic restrooms; fits standard dispensers.	Low cost-per-use; high volume; septic-safe; eco-recycled; coreless options add capacity without changing dispensers.
Standard Small Roll 2-Ply (96/500 Case)	Softer 2-ply; embossed; similar packing.	Sheet: 4" x 4"; Roll: 400–500 sheets; Core: 1.5–1.6" (cored); Case: 96 rolls. Coreless high-capacity versions common (e.g., 1000+ sheets equiv.).	Hotels, healthcare, mid-traffic; comfort-focused.	Better softness/strength; premium feel; recycled options; coreless reduces refills and waste for greener appeal.
Cheater Small Roll (Small Roll Case)	Smaller sheets/fewer per roll for control; 1- or 2-ply.	Sheet: 4" x 3.5–4"; Roll: 350–450 sheets; Core: 1.5" (cored); Case: 96 rolls. Some coreless cheater-style for waste reduction.	High-traffic public restrooms, restaurants; cost-control.	Cuts overuse 20–30%; budget-friendly; fits standard; coreless variants enhance waste/minimalism pitch.
JRT 1-Ply Universal	Jumbo 1-ply; high-length economy; perforated or not.	Width: 3.5–4"; Length: 2000–3600'; Diameter: 9–12"; Core: 3–3.25" (cored universal); Case: 12 rolls. Coreless versions common (e.g., 2300').	Airports, stadiums, industrial; ultra-high traffic.	5x+ standard roll capacity; fewer changes; septic-safe; coreless adds 15%+ more tissue + no core waste.
JRT 2-Ply Universal	Jumbo 2-ply; softer with good capacity.	Width: 3.5–4"; Length: 750–1400'; Diameter: 9–12"; Core: 3–3.25" (cored); Case: 12 rolls. Coreless popular (e.g., 1150').	Office buildings, hotels, schools; capacity + comfort.	Superior comfort; high-capacity; universal fit; coreless for max efficiency, reduced labor, and eco-benefits.
JRT 1-Ply Proprietary	Branded JRT (e.g., Scott, GP); often coreless; 1-ply.	Width: 3.5–3.78"; Length: 1000–2300'; Diameter: ~9"; Coreless (or small keyed core); Case: 8–12 rolls.	Branded systems; high-traffic with control.	Fits specific dispensers (anti-theft/waste); reliable; often 100% recycled; coreless maximizes tissue + sustainability.
JRT 2-Ply Proprietary	Premium 2-ply in branded/coreless formats.	Width: 3.5–3.78"; Length: 750–1150'; Diameter: ~9"; Coreless common; Case: 8–12 rolls.	Upscale hotels, corporate; consistency-focused.	Luxury softness; high-capacity; waste features; coreless for fewer refills, less storage, and green certifications.

Key Sales Insights

Ply choice drives user satisfaction vs. cost control

→ Recommend 1-ply (especially JRT) for ultra-high-traffic venues (e.g., stadiums, airports, schools) where economy and minimal refills trump softness—customers often use more sheets anyway, so 1-ply keeps per-use costs lowest. Push 2-ply for mid-to-upscale settings (hotels, offices, healthcare) where comfort perception boosts reviews/ratings; studies show 2-ply preferred 4:1 in quality-focused environments.

JRT vs. Standard Rolls: The maintenance & cost winner

→ JRT (jumbo) delivers 4–5x the capacity of standard small rolls, slashing labor by reducing refills (critical in high-traffic spots—fewer changes mean janitorial staff can focus elsewhere). In high-volume facilities, JRT can cut overall costs 30–50% long-term via less product/labor; standard small rolls suit low-traffic or legacy dispensers but lead to frequent run-outs and higher waste.

Coreless as the modern upsell

→ Coreless rolls offer 12–15% more tissue per roll (no wasted core space), eliminate cardboard disposal (nearly 100% packaging waste reduction), and support zero-waste/green certifications (e.g., LEED, EPA guidelines). They reduce storage needs and changeovers (up to 50% fewer in some cases), appealing to sustainability-focused buyers. Pitch coreless JRT/proprietary for new installs or conversions—many dispensers adapt easily with spindles, yielding measurable annual savings (e.g., 18% waste cost reduction in hotels).

Proprietary vs. Universal: Lock-in vs. flexibility

→ Universal fits most existing dispensers (great for quick wins or budget buyers); proprietary (often coreless) excels in branded systems for waste/theft control, consistent quality, and bundled savings—ideal for long-term contracts or facilities wanting anti-overuse features.

Cheater rolls for extreme control

→ Use these in ultra-high-abuse settings (bars, events) to curb overuse without switching dispensers; combine with coreless for max efficiency.

Eco & market trends

→ Sustainability is booming (market growth ~3–5% CAGR through 2030+); highlight recycled content, septic-safe, chlorine-free/ECF options. Coreless + recycled JRT positions you as forward-thinking—customers increasingly seek green certifications to meet corporate/ESG goals.

Hybrid bundling

→ Offer starter kits: 2-ply standard for offices + JRT coreless for public areas; bundle with dispensers for proprietary upsell and loyalty.



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GUIDE TO MOPS

SALES TRAINING MANUAL

E.K.Lay



Cotton Mophead

- Used in general cleaning
- Good for absorption & retention
- Low unit cost, not most economical
- Must have break-in period
- Lengthy drying time
- Might mildew or degrade
- Preferred where laundering isn't available and upfront cost is of concern



Rayon Mophead

- Used in applying finishes, chemicals
- Great absorption & release
- Dries very fast
- Little retention
- Resists mildew and lint
- Preferred where laundering isn't available and upfront cost is of concern



Synthetic Mophead

- Used in applying liquids
- Great absorption & release
- Most durable
- Multiple colors available
- Resists linting
- Higher per unit cost
- **Healthcare



Cotton/Rayon/Synthetic Blend Mophead

- Used for general cleaning
- Great absorption & moderate retention
- Very durable
- Multiple colors available
- May shrink when laundered
- Greatest overall performance



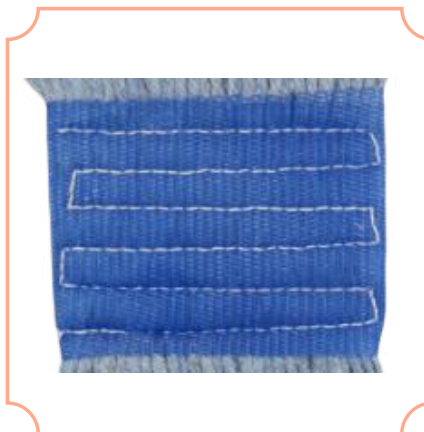
Cut-End Mophead

- As name says, ends are cut
- Lowest initial per unit cost
- Sized by ounces & numbers

Headband



NARROW
1.25" woven polyester



WIDE
5" polyester mesh



INDUSTRIAL FLAT



Looped-End Mophead

- As name says, ends are looped
- Covers twice the area in 1/2 the time
- Can be laundered
- Lasts up to 8 times longer

NOTE: Monthly costs could be reduced 20% - 50% using looped-end mopheads

Looped-End Mophead vs. Cut-end Mophead

Looped-End Mopheads Offer:

- Better performance
- More coverage
- Cost savings over the long run
- Labor costs cut over 50% (saves time)



Mophead Care and Maintenance

- Store in a mop holder facing down
- Store in a warm, dry area
- Rinse and wring out after each use
- Do not use strong chemicals that could cause yarn degradation
- Replace worn out mops
- Launder mopheads in net bags and dry them at less than 160 degrees until only slightly damp

Mop Handle

HEAD

Plastic or Metal Construction

Stirrup

slip-on style (narrow headband mops)

Jaws

clamp style (wide headband mops)

Industrial Flat

screw-on style (industrial flat mops only)



HANDLE

Wood or Fiberglass Construction

Lengths of 54" or 60" to fit the user

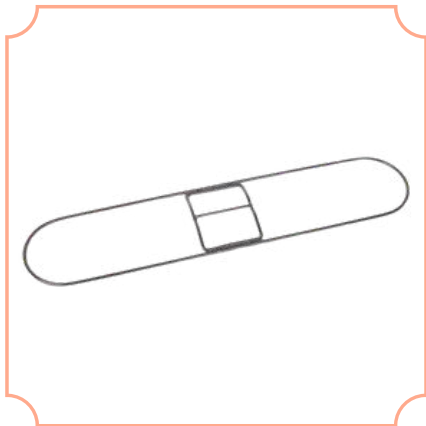




Dust Mop

- Dust destroys a floor's finish
- May be cut-end or looped-end with the same advantages and disadvantages as wet mops
- May be launderable or disposable
- May be cotton, synthetic, or blended
- Must fit the selected frame and handle

Dust Mop Frame and Handle



FRAME

Metal Construction
5" wide



HANDLE

Wood or Fiberglass
Metal clip-on head

Dust Mop Care and Maintenance

- Store in a holder facing away from wall
- Store in a warm, dry area
- Shake out thoroughly after each use
- Replace worn out mops



Color Flag Looped End Terry Style Micro Fiber

- One inventory for 4 Color Options
- Remove unwanted tab
- High Quality Nylon Hook & Loop
- Split Micro Fiber cleaning face
- Hundreds of wash cycles



Spun Loop Micro Fiber

- Higher absorption than conventional pads
- Able to use as wet or dry mop
- Cleans uneven surfaces
- Cleans heavier soiled floors
- Loop Micro Fiber captures more dirt

Micro Fiber Care & Use

CARE

- Do not use fabric softener
- Limit Bleach use
- Wash with like items, no high lint items
- Dry at low heat

USE

- Smooth & textured floor surfaces
- One way use system, figure eight pattern
- Small lightly soiled areas



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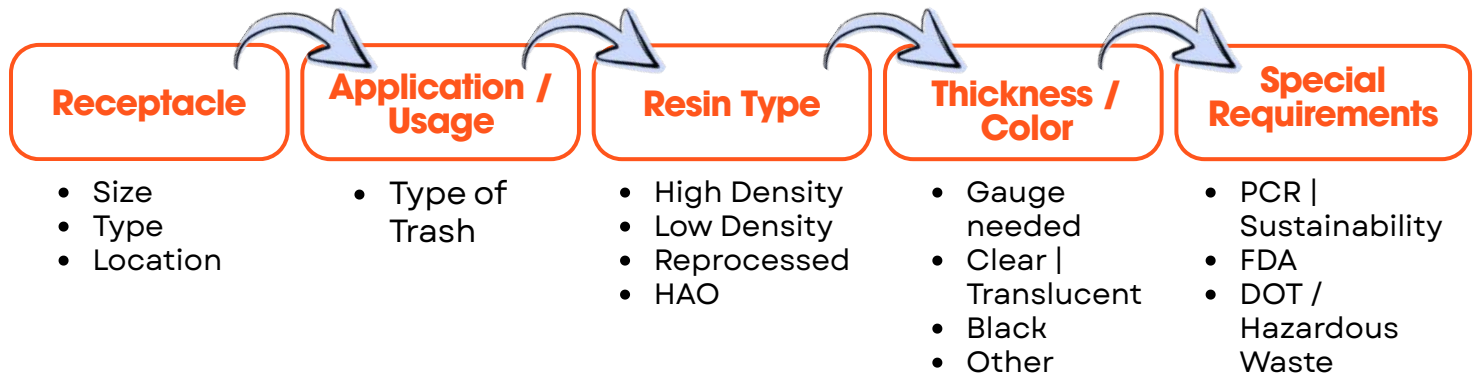
CAN LINERS

SALES TRAINING MANUAL
KENERSON ASSOCIATES

Selling Can Liners

Find the “RIGHT” liner.

The thinnest, strongest bag that correctly fits the container and will do the job 100% of the time.



Resins | Bag Applications

Linear Low Density (LLDPE)	High Density (HD, HMW, HDPE)	Recycled (Blended LLDPE)
• All-purpose liner • General refuse • Heavy/sharp waste	• Superior strength and load capacity • Handles heavy, wet, non-sharp waste	• Recycled content (10%+ PCR) • Thick, economical, heavy-duty liner
Bag Applications: • Multi-Family Properties • Industrial Maintenance Shop • Parking • Hospitality Restaurants • Healthcare • Buildings and Grounds • Manufacturing • Outside Building & Grounds • Parking Lots • MRO – Tool Crib	Bag Applications: • Hospitality Kitchens • Guest Rooms Hallways • Fitness Centers • Locker Rooms • Healthcare Patient Rooms • Multi-Family Properties • Public Sector- Schools • Dorm Rooms – Colleges • Restrooms • Casino’s • Shopping Malls	Bag Applications: • Public Sector Classroom • Stadiums • Gymnasiums • Parks • Hotel Lobbies • Shopping Centers • Legislative Requirements • Convention Centers • Gas Stations • Industrial Tool Crib • Manufacturing

The Right Resin & Gauge

What's going into the bag?



Sharp | Non-sharp
→ **LLDPE - HDPE**



Dry | Wet
→ **High Density**



Light | Heavy
→ **HDPE - LLDPE**



Odors
→ **High Density**



Special Need
→ **Healthcare**



Unknown
→ **LLDPE - HDPE**

Importance of the Right Size

Opportunity to reduce bags inventoried and container sizes used



Too Wide

- Tie off wastes' money & material
- Increases labor costs



Too Long

- Overhang wastes' money & material
- Potential safety risk
- Visually unattractive



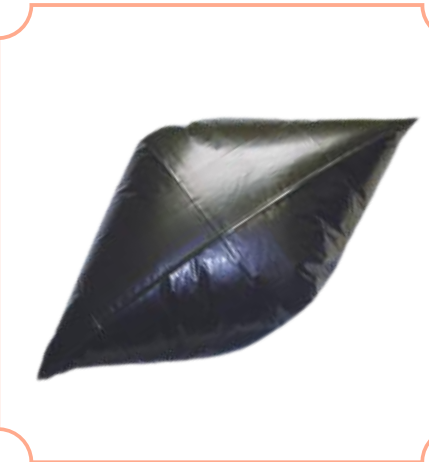
- Too Small
- Increased labor
 - Safety & hygiene risks

Bottom Seals



STAR SEAL

- Bottom is folded eight times and sealed in a star-like pattern.
- Helps distribute weight evenly
 - Minimizes leaking



FLAT SEAL

- Straight and constant across the bottom of the liner (like a pillowcase)
- Bag length not compromised
 - Standard bottom
 - Minimizes leaking



GUSSET SEAL

- Sides of the bag are tucked in before sealing
- Can be prone to leaks with wet trash

What size is the Receptacle?



General Use	Office, Kitchen, Restroom	Indoor, Outdoor	Outdoor
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Understanding what your competitor is selling!

Picture of their current liner label

→ the label needs to show the following info to meet National Weights & Measures requirements.

- Case Count
- Width and Length of the liner
- Case Wt or Net Poly Wt in the case
- Gauge – Thickness (Mil or Micron)
- Accurate labeling shown in page 6 – Inaccurate labeling shown in page 7

Sample of their liner

→ 2-3 is sufficient

- Use the samples to find the thickness – You will need the three measurements below to enter into the spreadsheet below.
 - Gram Wt – Use envelope digital scale with gram wt option
 - Measure length of liner
 - Open top of liner and measure width from left to right
 - Example in next slide – Gram Wt was 35.9g – Length was 48” – Width was 40” – The thickness can only be .62mil.
 - Offer your closest stock option to a 40x48 .62mil liner

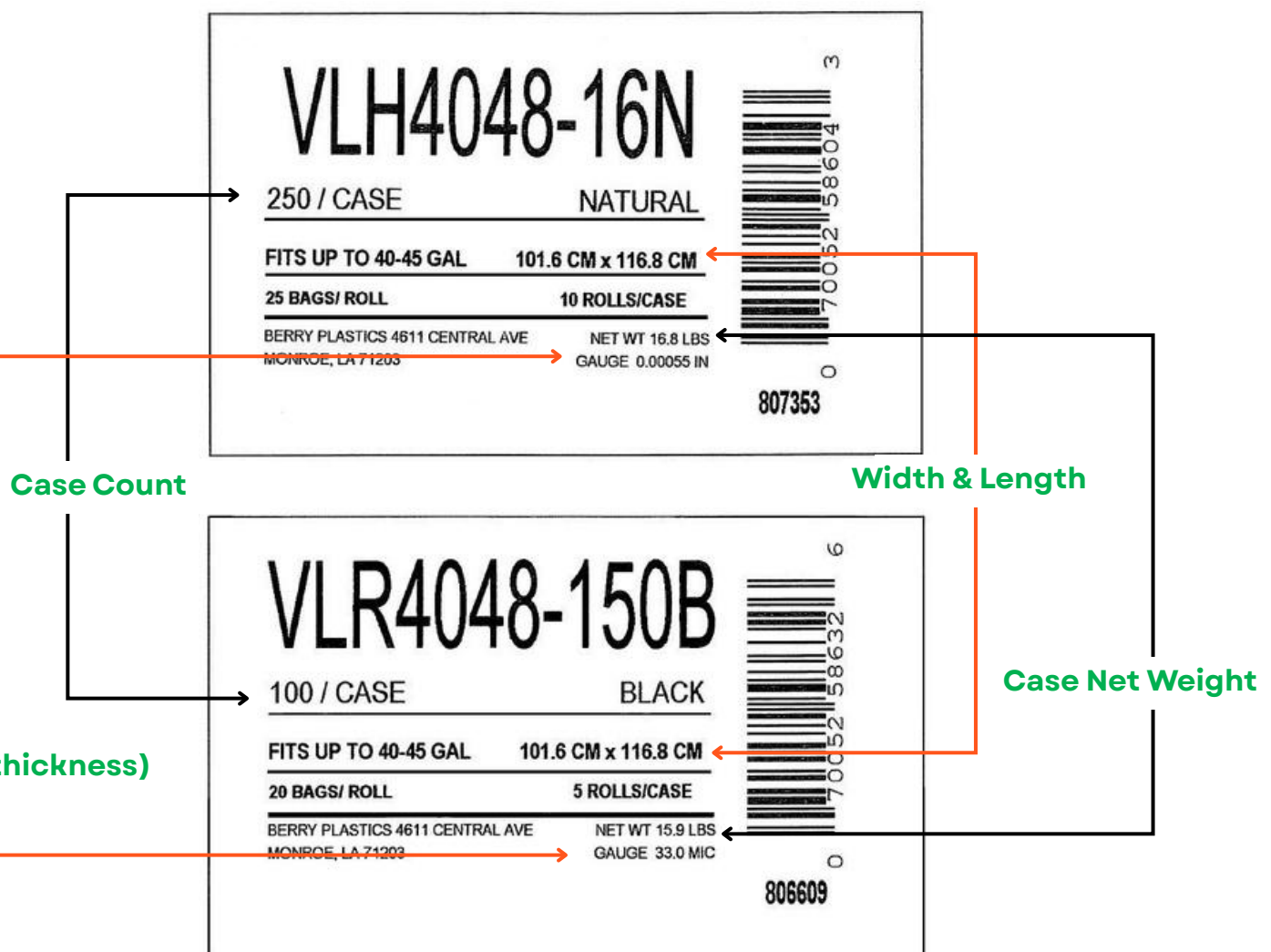
Calculation of Thickness

Label Calculations						
Width	Length	Gauge (Mil)	Gauge (Micron)	Bags per Case	Plastic Wt/Case	Gram Wt/Bag
40.00	48.00	0.62	16.00	250	19.78	35.90
Solve for Gauge						
Width	Length	Gauge (Mil)	Gauge (Micron)	Bags per Case	Plastic Wt/Case	Gram Wt/Bag
40.00	48.00	0.62		NA	NA	35.90

Solve for Bag Count						
Width	Length	Gauge (Mil)	Gauge (Micron)	Bags per Case	Plastic Wt/Case	Gram Wt/Bag
40.00	48.00	0.62	0.00	225	17.80	NA
Actual Compared to Label						
Width	Length	Gauge (Mil)	Gauge (Micron)	Bags per Case	Plastic Wt/Case	Gram Wt/Bag
0.0%	0.0%	0.0%	-100.0%	90.0%	-10.0%	0.0%

Value Line Labeling

These labels in green are required by National Weights & Measures – Also Known AS NIST – National Institute of Standards and Technology.

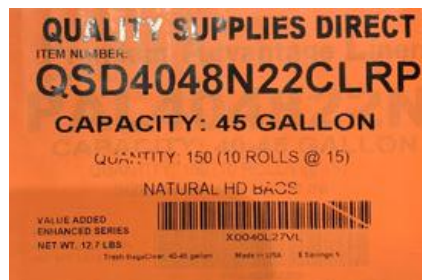


Value Line Labeling

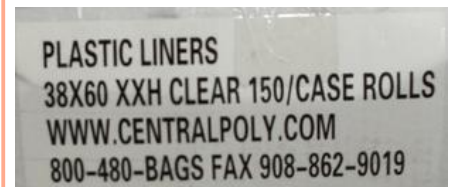
Examples of Missing Information Required by National Weights & Measures



- Gauge missing
- Net weight missing



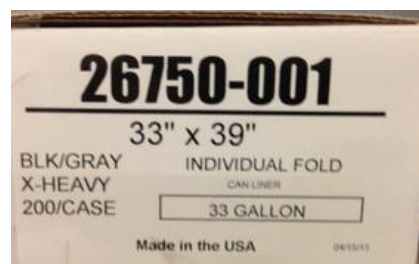
- Size missing
- Gauge missing



- Gauge missing
- Net weight missing



- Size missing
- Gauge missing
- Net weight missing



- Gauge missing
- Net weight missing



The Art of **PRINTING**

The Who, What & Why of Disposable Packaging

SALES TRAINING MANUAL

DJ PAYNE CORP

Meet the Expert

An insider's perspective on the world of custom packaging.

50 Years of Experience

Selling custom printed packaging, specialising in foodservice industries.

Ink in His Veins

Not a doctor – just a dedicated salesman with a passion for print.

Versatile Printing

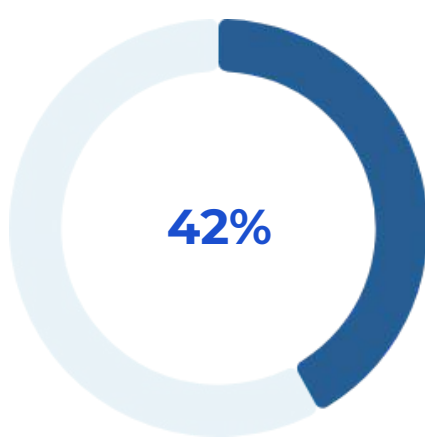
"I can print on anything!"

Industry Impact

"So many landfills are named after me – I must be doing something right."

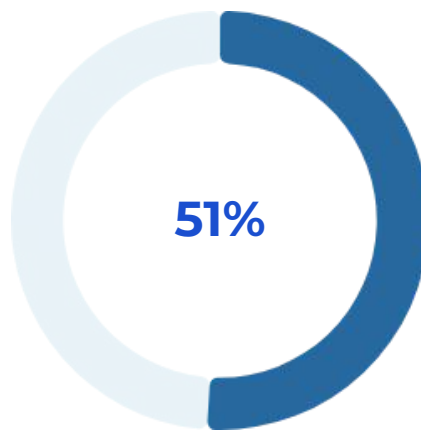
Consumer Trends: Eating Out & Bringing It Home

Key Statistics regarding dining and takeout habits



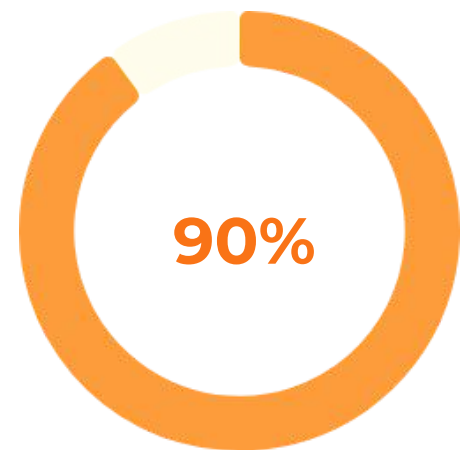
Dining Habits

Of consumers dine out at least once weekly



Takeout Necessity

View takeout as an essential part of their lifestyle



Packaging Impact

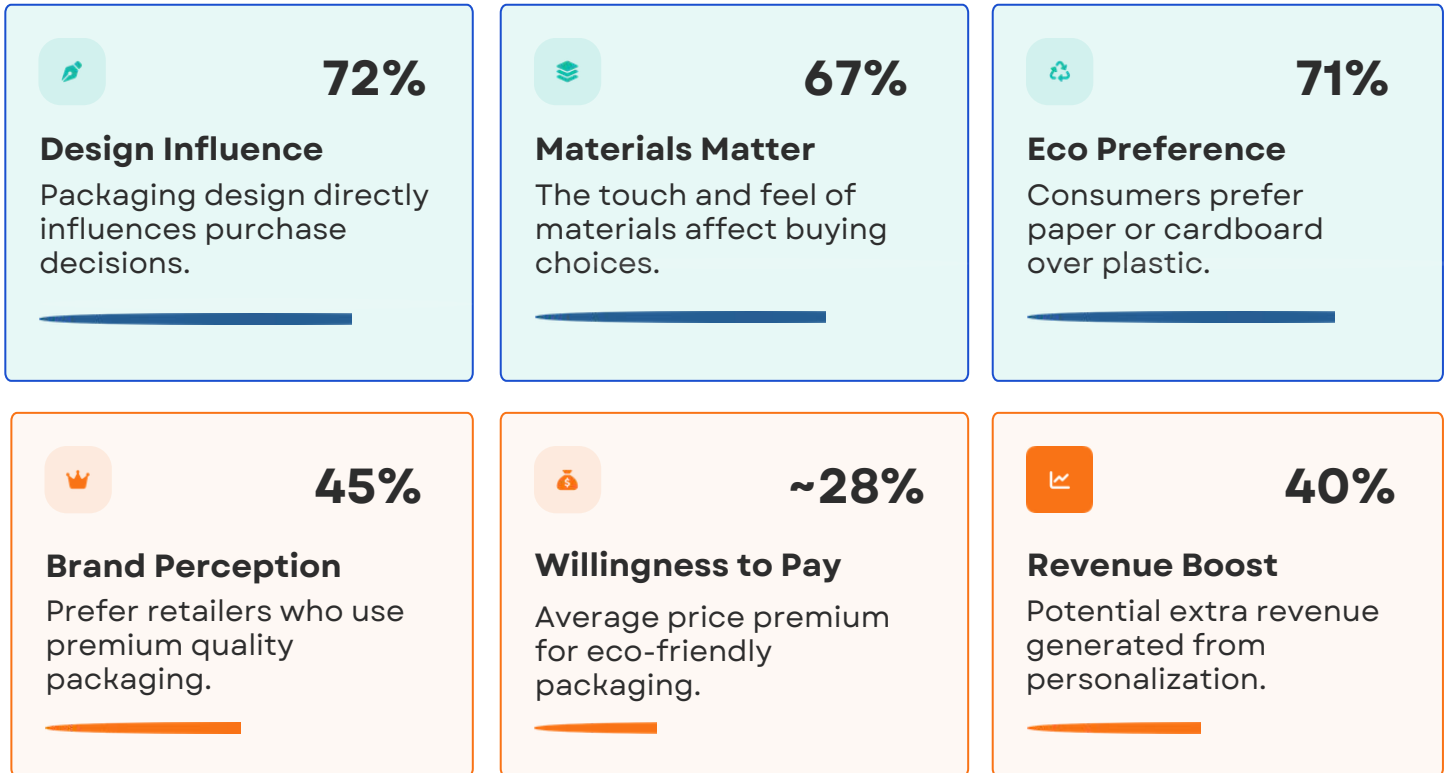
Would order more frequently if packaging improves

53% will pay more for quality packaging

Consumer Insights: Packaging Psychology & Buyer Behaviour

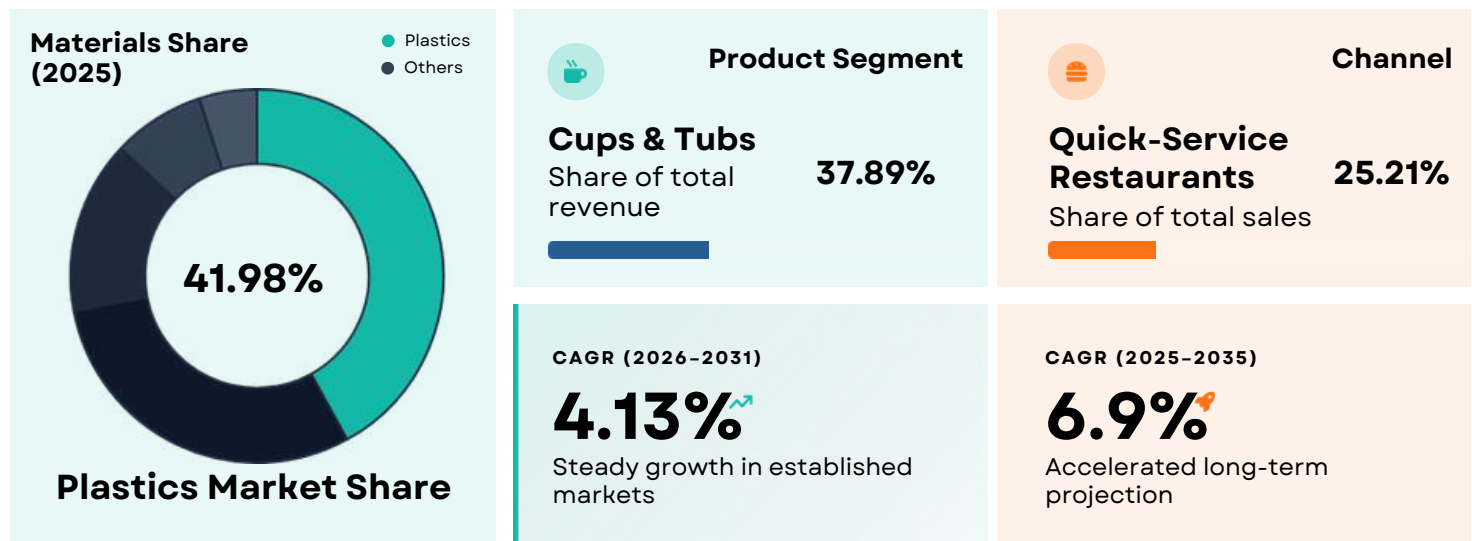
How packaging decisions drive revenue

- Consumer Preference
- Financial Impact



Industry Analysis: Market Growth & Segments

Data indicates strong shift towards sustainable materials in the QSR sector.
Forecast Period: 2025-2035



ROI & Brand Value: Profitability of Branded Packaging

Free Advertising

Every package that leaves your door is a mobile billboard. Enhanced brand recall drives organic growth without extra ad spend.

Customer Loyalty

Premium unboxing experiences create emotional connections. 45% of consumers prefer retailers with premium packaging.

Higher Margins

Eco-friendly materials aren't just good for the planet—they justify price premiums. Consumers are willing to pay ~28% more.



40%

Revenue Boost

Personalization and custom branding can significantly increase revenue potential.

Our Packaging Solutions



Paper Bags

Eco-friendly, brandable
Opportunity: **HIGH**



Plastic Cups

Clear & durable
Opportunity: **HIGH**



Plastic Bags

Durable, economical
Opportunity: **HIGH**



Paper Cups

Heat retention, customisable
Opportunity: **MEDIUM**



Deli Paper

Leak prevention, freshness
Opportunity: **HIGH**



Cushion Foil

Insulation, heat retention
Opportunity: **HIGH**



Pizza Boxes

Large canvas, delivery marketing
Opportunity: **HIGH**



Bakery Boxes

Presentation, protection
Opportunity: **HIGH**

Market Volatility: Tariffs & Supply Chain

The Challenges

Headwinds impacting the industry

Tariffs & Regulations

10% tariff on all imports starting 2025. Steel & aluminum tariffs doubled; de minimis rule eliminated.

Rising Material Costs

HDPE/LDPE +4% | Al Foil +3% | Containerboard

Global Pressures

Geopolitical tensions and persistent labour shortages disrupting logistics.

Our Response

Strategic actions to mitigate risk

Diversification

- Diversifying supplier base and adopting nearshore options to reduce reliance on single markets.

Material Agility

- Implementing material substitutions and flexible packaging designs to navigate shortages.

Operational Resilience

- Enhanced forecasting, increased safety stocks, and transparent surcharge models.

Cost Stabilization

- Locking in long-term contracts to shield partners from immediate market volatility.

Success Stories

01 Bakery Box Brilliance

A local bakery switched to custom printed boxes and saw a surge in repeat visits. The "Instagrammable" packaging led to organic social media shares.

02 Pizza Box Billboard

A pizza chain utilized full-colour boxes as mobile billboards. Customers posting unboxing videos online significantly boosted local brand awareness.

03 Cup Collector Craze

A café turned its cups into collectibles with limited-edition rotating designs. Customers returned weekly specifically to "collect them all."

Personal Branding Stories

Portillo's & Wrigley



Collaborative cutlery kit branding. By integrating the iconic Wrigley Field heritage with Portillo's distinct brand voice, we created a memorable unboxing experience that resonated deeply with Chicago sports fans and food lovers alike.



Joe's Catering

High-durability branded catering bags designed for large-scale event delivery. Focused on thermal insulation and reinforced handles to ensure food arrives hot and secure.



Kalahari & Great Wolf

Resort-specific pizza packaging for waterpark guests. Designed with moisture-resistant materials to withstand humid environments while showcasing fun, family-friendly graphics.



Connie's Pizza

Complete rebranding of pizza boxes and signature hot sauce packaging. Enhanced heat retention features while maintaining the authentic, classic pizzeria aesthetic.



Lettuce Entertain You

Multi-concept packaging solutions for a diverse portfolio of restaurants. Standardized quality across brands while allowing for unique visual identities for each distinct dining concept.

Conclusion & Next Steps

Packaging is Powerful

Design and materials are critical drivers of purchase decisions. 72% of consumers say design influences their buying choice.

Brand Loyalty & ROI

Premium, branded packaging isn't just a cost—it's an investment that drives repeat orders, loyalty, and higher margins.

Growth Opportunities

Foodservice and ready-to-eat segments are booming. Capitalize on the 4.13% CAGR market growth projected through 2031.

Strategic Agility

Stay ahead of tariffs and supply chain challenges by diversifying suppliers and adopting flexible material strategies.

Let's Print Success Together



Multi-Unit Operators

TRAINING MANUAL

SUNLIGHT SALES INC.

1. Identify the **company** (research online, ask questions)

a. Who are they?

- History
- # of units
- Headquarters
- CEO
- Purchasing manager

b. What is their history in the market?

- Understand what they are about (service, quality, food)
- What is their history? How did they grow and expand?

c. Who are their current suppliers/manufacturers?

- Know what competition you are up against
- Does their current manufacturer list, match up to any manufacturers we represent in like products?

d. Who are we calling on?

- Influencer?
- Decision Maker?
- What is the overall hierarchy of the organization?

e. Who is their distribution partner? Who is their sales rep?

f. Why is this an important call?

g. What is our goal for the call?

- Identify the need

2. Getting the **appointment**

a. Use a reference – end user, marketing person

b. Know your target, try to identify a potential need prior to the appointment

c. Offer a value proposition

- You are a packaging specialist that can help them solve their problems



- You are able to save them money
- You are able to provide localized service
- You are able to provide CREATIVE ideas
- You are able to provide manufacturer support

d. Be ready to provide specific examples of your value proposition

e. Find a connection

- Pay attention to what your prospect is saying. Listen for buying clues, or problems that you could help solve

3. Preparing for the call

a. Bring appropriate tools, literature, brochures, samples

b. Think ahead, Pre-plan for potential future opportunities based on research.

c. Be prepared to come up with product solutions

4. Making the call

a. Thank them for seeing you

- Recognize the value of their time
- Recognize that your time with them is equally important – YOU ARE THERE TO HELP SOLVE PROBLEMS

b. Set the agenda – Tell them why you are there, and what you plan to cover in the meeting

c. Ask questions about their business

- Ask open ended questions to get them talking. LISTEN LISTEN LISTEN
- Identify any problems or opportunities you may be able to help with
- Offer advice, whether it effects the sale or not
- If sales calls allows for a product presentation, know your product (lead times, minimums, how it performs against the competition)

d. Position yourself

- Who are we? (our scope)
- Why we are here
- How and why we do what we do



e. Pay special attention to the dynamics of the conversation. Your goal is to guide the conversation to a sale

f. Find a connection with your customer – Maintain that connection. Look for things in common in work and outside of work

g. In all cases, be up front and honest with what our manufacturers can and can't do.

h. Remember that misinformation always damages future possibilities

5. Outcome of call

a. If an opportunity/solution is determined, ask for the order/commitment and be prepared to follow through and prove value to the customer