



Service, support, & M30 sell ALDI Australia on Tennant

Since ALDI began operating its affordable grocery chain in Australia in 2001, Tennant has successfully secured roughly 50 percent marketshare of its retail stores. Currently operating close to 150 stores throughout the country, ALDI is scheduled to open 200 grocery stores in Australia by the end of 2008.

While the introduction of the T5 as a replacement for the 5400 in 2007 managed to secure commitment from ALDI to make the T5e with FaST[®] unit standard in all of their stores, we had yet to sell them an industrial machine.

However, ALDI began to realize that the American Lincoln or Hako industrial units used in its distribution facilities lacked the available parts, service and support needed and turned to us for a solution.

Initially, we recommended an M20 scrubber-sweeper to replace the indoor / outdoor sweeper and sweeper-scrubber at the distribution center near their headquarters. ALDI was impressed with the M20's performance compared to what the competition offered but needed a higher capacity machine. Hako, quickly realized that the winning machine would become the national specification for all of ALDI's distribution centers and reacted by attempting to supersede our M20 recommendation with a proposal for a Powerboss that (on paper) had more capacity. Fortunately, Hako did not have a unit available in Australia which gave us time to present the higher capacity M30 as an option.

Without ever showing them an M30 scrubber-sweeper, we sold ALDI on the machine by highlighting the following benefits:

- Efficiency
- Productivity
- Total cost of ownership
- Service
- Support

Finally, we committed to support ALDI with equipment in the event that their current machines failed before the M30 arrived in Australia.

As a result of this sale, our relationship with ALDI has been strengthened. We have secured commitment for an Australia-wide ALDI service and maintenance program which is rolling out in the next year. In addition, we are starting to approach them with coatings opportunities in their distribution centers and plan to present the new electrically activated water technology once equipment is made available in Australia.