

# MONSTER FUEL



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## The Dream Team



### ▲ Team Clean-Fit - Mentor, OH

The Dream Team (Brush Beauties) - Let's cut to the chase, these ladies run the place. Greg and John have the reps. buffaloed. From phones, order entry, credits, samples, literature, RMA's, coordination with Kathy B. in distribution. Almost forgot commissions....that too. They love technical questions....wrong. Without a doubt, all kidding aside, they are the deal. Get the heck out of the way LeBron! Pictured L/R: Lori Grusell- CSM, Traci Russell - CSR, Kathy Barrell - DC Manager, Christina Gorak - CSR, Tammy Arcaro - CSR, Fatties in the back Greg and John.



### ▲ Leming Supply - Indiana

**Brad Wood** Love the dry erase board on the stand-up. Sounds like that boy is selling some of them there STYLISH BM boxers. Got a Monster on your can?



### ▲ Silver Creek Supply - Boise, Idaho Ridgway & Associates

Brent Ulrich, Sales - Ridgway & Associates lands another one - 36" gondola. Way to roll Jason!



### ▲ Central Supply - Lafayette, IN Arrow Sales

Nancy Summers, Central Supply Receptionist. The customers line up to get a photo opportunity with the Monster.



### ▲ Lehman Pipe & Supply - Miami, FL Spirit Group

Elvira Pita-Mejia Crazy Guy! Brother...the BOXERS go on first! No telling what you're gonna see down in Miami. Ever since the hurricane, things are a little crazy.



▲ **Central Supply - Indianapolis, IN Arrow Sales**  
 (Right) Brad Wood Jeff, Central Supply - Inside Sales Arrow Sales again... 3 step sales strategy - sell gondola package, build it, smile for picture.



▲ **Central Supply - Bloomington, IN Arrow Sales**  
 (Left) Chris Wood (Right) Ishmail Brown, Central Supply Easy Money! You know why Chris Wood is smiling?? It's the sound of the cash register ringing. Gondola placement in prime real-estate. "That was easy!"



▲ **Central Supply - Fort Wayne, IN Arrow Sales**  
 Brian and Bill, Inside Sales I fully expect Brian and Bill to be hosting the "Price is Right" someday soon.



▲ **PIR Sales 2017 Show - Chandler, AZ PIR Sales**  
 PIR Sales host an annual trade show at their offices in Chandler, AZ. They reserve the very best location for the Blue Monster. (Taken before the doors opened.)



▲ PCA Show - Miami, FL Spirit Group, Inc.

Team Spirit: Randy, Luis and Elvira

This show was pure chaos, lined-up knee deep. I felt like I just survived a tornado. JK



▲ PIR Sales 2017 Show  
Chandler, AZ PIR Sales

Leslie Saylor, PIR Associate

That Monster stand-up - just one more angle on the world's most diverse sales tool.



▲ Meyers Plumbing Supply - San Mateo, CA Mersch Budco & Associates

Marc Santo - More gondolas...they just keep a'coming. The Monster is rolling in Northern CA.



▲ Central Supply - Indianapolis, IN Arrow Sales

Rocker... we are totally out of Blue Monster stickers. This guy painted his house with them. Just kidding! "We bring the party to the party."



▲ Baby Monster - Indianapolis, IN Arrow Sales

Reagan Wood - Nothing better than a dad that's a sales pro. Underneath that T-Shirt is some Blue Monster Industrial Grade Thread Sealant and One-Step Cement. She wanted to land her very first purchase order before leaving the maternity floor. She is beautiful Chris!

## Mill-Rose Sales Tip Contractor/Distributor/ Counter Sales Professional

### *Trip to the shoe store...*

What size Blue Monster tape do you wear? Same question would apply when you purchase a pair of shoes. What size thread? What size shoe?

The following demonstration is the ideal way to approach the sale of all Blue Monster thread seal tape widths. What you will need:

- Blue Monster Thread Seal Tape – All widths ½”, ¾”, 1”, 2”
- Steel Nipples – ½” thru 2”

The demonstration will start with ½” Blue Monster Tape and a 2” steel nipple. Apply the ½” tape to the 2” male thread – front to back, minimum of 3 revolutions per thread (3 wrap). This will take a minimum of 9 revolutions to complete. THEN wrap the opposite end of the nipple with 2” Blue Monster Tape, only 3 revolutions for complete coverage – The shoe fits. To further connect the tape width story to the various pipe sizes, use the balance of the nipples to align with the perfect size tape.

The demo says it all – the need for different widths of Blue Monster tape is clear?

When the distributor salesperson hears a customer request, “give me a roll of Blue Monster tape”. They respond with “what width?”.

## Technical

Does Mill-Rose have a pipe thread sealant that is FDA approved? Yes, we do. Blue Monster Thread Seal Tape.

The U.S. Food and Drug Administration, Title 21, Part 177, Section 177.1550 (indirect food additives - polymers). Polytetrafluoroethylene (PTFE), generally referred as Teflon®, is a synthetic, non-toxic, fluorocarbon-based polymer that is used in many applications. PTFE is FDA approved, and is often used in food and beverage, pharmaceutical, and cosmetic. Hence, the need to support an NSF certification is not needed. FDA web address...

[www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/CFRSearch.cfm?fr=177.1550](http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/CFRSearch.cfm?fr=177.1550)



## Mill-Rose Fact

On a daily basis, Mill-Rose produces brushes as small as 0.014” in diameter. To give you an idea of how small that is, the credit card in your wallet measures twice as thick at 0.031”. Mill-Rose is the only company in the world producing brushes this small and we owe it to our highly-skilled brush makers’ steady hands and bionic eyesite!



## ▲ Lehman Pipe & Supply - “New” Mega Location” Premo Self-Serve Counter Miami, FL Spirit Group

Elvira Pita-Mejia, Spirit Group, now holds the record for the longest BM Gondola (12 feet). Guinness World Book of Records will be on site for a photo shoot. How did she do it?? When they asked how much space do you want, well...she said 12 feet would be perfect. Ask for the world and you may get it.



## ▲ Northern California - Fashion Show Mersch Budco & Associates

Marc Santo Monster Super Model! Sure to make the cover of GQ magazine. Guaranteed to increase sales globally. Fabio...meet your replacement. If you are print qualified send your pic to [gregm@cleanfit.com](mailto:gregm@cleanfit.com) for future newsletter consideration. ▼

