

JD Earns Customer, Booth Accolades at ISSA

A constant stream of customers, a popular free-throw contest, product demonstrations - and an infectious enthusiasm - were the hallmarks of JohnsonDiversey's "best of show" booth at our industry's largest trade show of the year (ISSA).

Our 40 foot x 120 foot set-up won the "best booth" award, and the 94 JD employees who staffed it won the attention of our customers and prospective customers.

"This is an outstanding opportunity for establishing, maintaining and growing relationships with key customers," says Steve Schroeder, Vice President of Sales for North America (Central). "We had great top-to-top meetings with our business customers, and were able to thank people personally for their business with us."

The show, held Nov. 17 to Nov. 19 in New Orleans, featured some of our new and established product lines, including accelerated Hydrogen Peroxide and the PACE floor cleaning system.

Demonstrations of PACE and Taski floor care machines drew attention from prospective and current customers, as did a nearby basketball freethrow contest that showcased our long heritage of hardwood floor care. The booth also featured our Butchers-brand products, consumer-branded products and plenty of meeting space for our sales teams and executives to get to know our customers better.

A reception at New Orleans' celebrated Commander's Palace was a hit with our customers, who enjoyed exceptional food and entertainment as our thank you to them. "Customers loved it. They said it was the best entertainment and reception they've seen at ISSA," Steve says. "The booth, the reception, and all of the meetings were a terrific way to connect more closely with our customers, let them know how much we value them and look forward to continuing our strong relationships."