

# DUST PARTICLES

CREATED BY LAMBSKIN SPECIALTIES: MANUFACTURERS OF QUALITY PRODUCTS FOR THE JANSAN INDUSTRY

## CLEANING TIP OF MONTH: Auto Pro Buffer

Auto Pro Buffer works miracles on white boards that have mistakenly been written on with a permanent marker. [Learn more>>](#)

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## Windy City Wrap Up

ISSA/INTERCLEAN® Chicago demonstrated yet again that ISSA is the leading international meeting place for the cleaning industry. A strong field of exhibitors, distributors, and end user attendees, and a large range of interesting seminars, combined for another successful event.

Although the show officially opened October 15, ISSA attendees were able to get an early start with pre-convention workshops co-sponsored by ISSA and the education committee of the Consumer Specialty Products Association's Cleaning Products Division on the Monday.

The educational program seminars held this year were well received by all. The focus at this year's show was on how to differentiate one's services in the clients' minds.

Whether it was by adding more choice, product specialization, research, responsiveness, new technology, or by simply adding youth, each topic was addressed on some level during the seminars.

The first seminar led by distribution expert Michael Marks, was geared to manufacturers and their representatives. The highlight



## Lambskin.com New & Improved

If you are reading this story online, you have certainly discovered that the Lambskin Specialties website has been completely re-designed. As our company has grown to become more competitive and sophisticated, we have had to pay closer attention to our [Internet strategies](#). We took some of our own advice and looked at whether or not the site we were delivering was what was best for our customer.

So we got down to work, and here are some of the new features and improvements you can enjoy:

- Improved layout and navigation.
- Full site search facility.
- On site posted Newsletters
- Delicious Lamb Recipes
- Regional Contact information & more effective local inquiry referrals
- Important Industry Links
- And most importantly local Winnipeg time and weather!

was a panel discussion that featured Tim Wind of Wind Associates and Dick Friedman of the RTF Group. The Panel comprised of manufacturers and reps, covered topics ranging from best and worst practices, to product positioning strategies.



On Wednesday the action moved to the trade show floors. Visitors had an opportunity to see first hand what sets Lambskin Specialties apart in the industry. Myron Schultz Director of Sales and Marketing, Melvyn Pollins, Director of Production, and the newest member of the Lambskin Specialties family, Marketing Associate Jey-son Edwards, were available to meet all visitors and

review the full Lambskin Line.

Among the highlights showcased at the booth were the [DustWand](#) [Dusting Station](#), [Micro Fiber WindowPro Scrub Sleeves](#) and [WindowPro Squeegees](#) line.

**Look for us in New Orleans at ISSA 2004.**

The new site also offers expanded content and added site options, accessory pages for each product and application, and downloadable print ready images making it easy to create personalized promotional material.



Using all new drop-down menus, nearly every page on the site is accessible from every other page by using a single mouse click. Our objective is to offer web visitors a well-organized and logical layout so they may easily and quickly obtain information on all of our products and their applications. The new website was designed to present an image that is more consistent with Lambskin Specialties continual innovation and professionalism.