

ENTERPRISE

Kleeneze BULLETIN
PEOPLE IN BUSINESS

14.05.10 Issue 18

87 YEARS AND STILL GOING STRONG



Yes that's right, it really is 87 years since Harry Crook started Kleeneze and the old-fashioned values he instilled at the inception still ring true today in today's fast-paced world; A LONG HERITAGE OF BRINGING GREAT CUSTOMER SERVICE, A FANTASTIC RANGE OF PRODUCTS AND FREE DELIVERY TO THE DOORSTEP!

Over the 87 years Kleeneze has brought out many innovations to help you sell more and earn a bigger income and this birthday week is as momentous as any before as we launch two brand new initiatives, the **Ezecook recipe book with free DVD** and the **High Performance Retail Habits workbook and DVD**.

These are only available at Kleeneze Live! for those lucky enough to have tickets but you can still attend on the day as we still have some tickets left.

Kleeneze
LIVE! 2010 TOUR



The eagerly-awaited Ezecook recipe book and DVD features our award-winning chef Nigel Smith.

Featuring 25 recipes in this stylish and great-looking book together with 20 video recipes on the FREE accompanying DVD make this a great additional item your customers will be delighted to buy at only £2.95/€3.50 each.

You can buy them early next week (or take some away with you from Kleeneze Live! at Warwick where we will have 500 packs) in packs of 10 for only £23.30 (**UK on code 09792**) or €27.70 (**ROI on code 09695**). Please note this is a Sales Aid and therefore no SPV will apply. That's only £2.33 or €2.77 each to you and therefore giving you a chance to make an extra 21% on every book you sell. You may choose to give them to your loyal customers or even choose to show the DVD to your customers and create a party-style event.

The first run of these books is a limited edition of only 700 packs of 10 so make sure you grab this chance to delight your customers and make some extra income yourselves.

We are just as excited about this project as Nigel Smith who says:

"Ezecook Book and DVD...only £2.95 or €3.50 wow! This has been such a fun book to work on with the brilliantly creative team at Kleeneze and I have been delighted to be involved. I've enjoyed working with everyone on the project, we've learnt a lot in the process and hope that your customers will be as delighted as we are with what has been achieved. The book is such a natural progression from where we started some months ago when we filmed and shot recipes for the website and the DVD complements the book perfectly. The book is a balance of recipes showing that with a few versatile Kleeneze product items you can do so much (whatever the weather outside!). The recipes are easy to make and healthy and with little preparation combine great flavours creating some stunning meals. I hope your sales boom and the teams enjoy having such a great marketing tool.

Happy cooking! Nigel...."



See Page 2 for more information

THESE WILL BE FREE (1 EACH) AT KLEENEZE LIVE!



560-068-02

Kleeneze

Also launching at Kleeneze Live! is the long-awaited workbook and DVD for the ground-breaking High Performance Retail Habits programme.

If you think you already know how to present the catalogue, think again, this will help give you confidence at the doorstep to potentially triple your retail sales!

By following the simple-to-follow methods and word tracks on the DVD and accompanying workbook it can transform the way you retail with Kleeneze forever.

Here's what you have to say:

Chris Mason-Paull

"Good way of being more profitable in the early days of the business with less expenditure of money and time."

Jackie White

"I think this will offer an opportunity for everyone, and will give people a choice. We can now increase our retail in areas that previously have been below average returns."

Marie Ryan

"It's more professional, the results are proven, you lose less catalogues, you build up a rapport with the customers."

Available to buy from early next week at only £2/€3 per book and DVD, on code 09776.



KLEENEZE'S HAT-TRICK AT THE DSA AWARDS!



Kleeneze, be proud – be very proud!

Last week, at the Direct Selling Association's Annual Conference & Awards Dinner in Warwickshire, the biggest annual meeting of UK network marketing minds; the likes of business giants Avon, Forever Living Products, Herbalife,

Amway, and Betterware voted your Managing Director, **Jamie Stewart, winner of the 2010 DSA Leadership Award!** Chosen for his successful relocation of the Kleeneze business in 2007, for getting us back on track, and moving forwards and upwards – Jamie's award was one we can be immensely proud of. Well done Mr Stewart – here at EWB we know where you can buy a nice little feather duster to keep it squeaky clean...!

The **2010 DSA Support Award** went to **Bill Black, Commercial Manager for Kleeneze**, for spearheading change which has affected you, our network, so positively, and helped to build growth and

strengthen retention figures – congratulations Bill!

None of you can have failed to have noticed the work of our third prize winner who swept up last Thursday night!

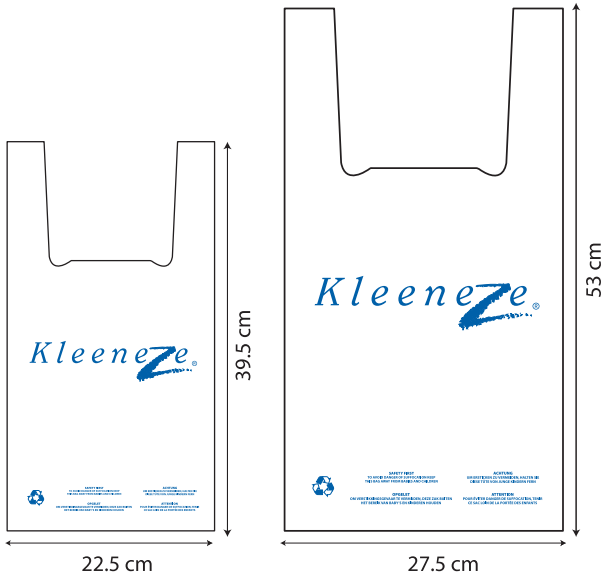
Beyond the Conference, our AV company, who design, produce and deliver our great NIA showcases and overseas conferences, were awarded the **2010 DSA Partnership Award!** Well done guys and we'll see you for this Summer's series of Kleeneze Live! events, and the Xmas Showcase in September!

You can also be proud of your Kleeneze Marketing Team who stepped forward to take up the challenge of organising the event and delivered what was considered the best DSA Conference & Awards Dinner yet!

All in all, an exceptional night for Kleeneze!



KLEENEZE'S GOT A BRAND NEW BAG!



We have launched a brand new small carrier bag to help you deliver smaller products to your customers.

The new bag which is available in packs of 100 for only £1.25/€1.85 and is 22.5cm wide by 29cm high to the top of the bag and 39.5cm to the top of the handles and is perfect for those single small items.

Order code: 00817

Description: Small Carrier Bags (pack of 100). Selling: £1.25/€1.85

The regular Kleeneze carrier bags are still available as usual on:

Order code:44032

Description: Kleeneze Carrier Bags (pack of 100). Selling: £2.00/€3.00

Size: 27.5cm wide x 39cm (to top of bag), 53cm to top of handles.

TV LEADS THE WAY

"Support the TV campaign with your own Kleeneze branded newspaper ads really works!"

The new TV campaign is creating a stir once again and the leads are already flying into the business and being distributed out to the leaders to help them build their businesses. We have had some great feedback at HQ and one in particular about how you can use the TV advertising to your advantage and get better performance out of your lead generation. **Eamon Lynch** sent an email to Jamie Stewart this week and we thought you might like to share some knowledge from the inside track.



"As you know we placed an ad in a Sunday newspaper this weekend using Kleeneze as a header and to date we have had 23 leads; 3 people just about the start, 2 to meet to find out more and 4 catalogue requests. All of them had seen the advert on TV so maybe the network should run newspaper ads to support the company TV advert. This is the best result we have ever had from this paper!" says Eamon Lynch



TV SPOT TIMES FOR THE NEXT WEEK

DATE	DAY	STATION	TIME	PROGRAMME
15-May-10	SAT	ITV1 SOUTH EAST - MERIDIAN, ANGLIA	1230	THIS MORNING SATURDAY
16-May-10	SUN	ITV1 MIDWEST - CENTRAL, HTV, WEST COUNTRY	1210	THIS MORNING SUNDAY
16-May-10	SUN	ITV1 SOUTH EAST - MERIDIAN, ANGLIA	1310	CARRY ON SCREAMING
16-May-10	SUN	ITV2	1313	NANNY MCPHEE
16-May-10	SUN	ITV1 NORTH - GRANADA, BORDER, YORKSHIRE, TYNE TEES	1445	COLUMBO
17-May-10	MON	ITV2	1505	JEREMY KYLE
17-May-10	MON	ITV CARLTON/LWT	1545	DAILY COOKS CHALLENGE
18-May-10	TUE	LIVING	1640	CHARMED
19-May-10	WED	ITV ULSTER	1328	LOOSE WOMEN/ITV NEWS
19-May-10	WED	ITV1 NORTH - GRANADA, BORDER, YORKSHIRE, TYNE TEES	1730	DIVIDED
20-May-10	THU	ITV CARLTON/LWT	1630	DAVID DICKINSON SHOW
21-May-10	FRI	ITV ULSTER	1615	DAVID DICKINSON SHOW
21-May-10	FRI	ITV1 SOUTH EAST - MERIDIAN, ANGLIA	1730	DIVIDED

LEARN WHILE YOU EARN EVENTS

COMPANY SHOWCASES AND TRAINING DAYS

- 15 May Kleeneze LIVE! On Tour – **THE UNIVERSITY OF WARWICK**, 12pm – 4.30pm
- 30 May Kleeneze LIVE! On Tour – **THURROCK HOTEL, ESSEX**, 12pm – 4.30pm
- 13 June Kleeneze LIVE! On Tour – **THE HOLIDAY INN, RUNCORN**, 12pm – 4.30pm
- 26 June Kleeneze LIVE! On Tour – **THE BEANCROSS HOTEL, FALKIRK**, 12pm – 4.30pm
- 25 July Kleeneze LIVE! On Tour – **CEDAR COURT HOTEL, BRADFORD**, 12pm – 4.30pm
- 7 Aug Kleeneze LIVE! On Tour – **CROWNE PLAZA HOTEL, DUBLIN AIRPORT**, 12pm – 4.30pm
- 4 Sept Kleeneze Xmas Showcase – **THE NIA, BIRMINGHAM**
- 6-13 Nov Kleeneze Destination 2010 – **HONG KONG**

TRAINING MEETINGS - 2010 COUNTRYWIDE

- 16 May Going for Gold Seminar, Ship Inn, Thornbury Road, Alveston, Thornbury **BRISTOL**, BS35 3LL (Next to Premier Inn A38), Start 11am (Doors open 10.00am) Finish 4.00pm. If you want to stay on track for Hong Kong or move up the pay plan to increase your income you need to get to this meeting. It could make all the difference!! Book early – this will sell out!! Line up to include Kleeneze first Millionaires, Bob Webb (Principal), Porsche, Distributor of The Year & Chris Mason-Paull (Platinum Premier) 1993 Distributor of the Year, Bronze Senior Executive Distributor Toby Acton, Gold Senior Executive Distributor Dawn Gough + other top Distributors TBC. Book in advance and you will be entered into a free draw to lunch with Bob Webb & Chris & Wendy Mason-Paull on the day. £5 Per Head in advance - £6.00 on the day. Cheques made payable to: Andy Cooper. Send to: 11 Rectory Close, Yate, Bristol, BS37 5SA - Plus your Name, Address, Tel/Number and E-Mail address (No tickets issued, Names on the door on the day).
- 22 May (19/6; 17/7; 14/8; 11/9; 16/10; 13/11; 11/12) Going For Gold. At: The Globe Hotel, Tuesday Market Place, **KINGS LYNN**, Norfolk. PE30 1EZ (Use hotel entrance in Kings Street, opposite 'Prezzo') 7.30pm for 8.00pm prompt start. Business Dress only please. £2.50 per person. Guests free. Everyone welcome. Contact Ann & John Coe on 01553 829241 or Ezereach 01553 888118.
- 4 Jun (every four weeks) Freedom Training. 10.00am – 1.00pm (doors open at 9.30am) Best Western Moat House Hotel, Festival Way, Etruria, **STOKE-ON-TRENT**, ST1 5BQ. Bookings only, £6.00 per person. Please send cheques (payable to A de Caso) to: Adele & Jaime de Caso, 38 Poplar Close, Blythe Bridge, Stoke-on-Trent ST11 9RJ (names will be held at the door, no tickets are sent out) Business dress only please, everyone welcome. For further information, please call 01260 218574.
- 26 Jun Training and Support event at the Park Plaza Hotel, Belfast International Airport, **ANTRIM**, Northern Ireland. 11am to 1pm. Hosts: Marcell and Joanne Treanor. £5 per Distributorship. Guests are free.

OPPORTUNITY MEETINGS - NORTH/SCOTLAND

- 17 May (14/6; 12/7; 9/8; 6/9; 4/10; 1/11; 29/11) Titans Training and Opportunity Meeting, Cedar Court Hotel, Mayo Avenue, Off Rooley Lane, **BRADFORD**, BD5 8HW, 7.30pm for 8pm start. Everyone welcome. Contact Neil Young on 07932 965 071 or Ezereach: 0113 350 8763.
- 19 May (every four weeks) Teeside Opportunity Meeting, The Windmill, a purpose built Conference and Seminar Centre, Dalton Piercy, **HARTLEPOOL**, TS27 3HN, directly on A19, just north of Wynyard Park turn-off. Open meeting, everyone welcome. 8pm Start £2.50 per head. Guests free. Opp/Training/Recognition/Raffle/Table. Sue Phoenix 01642 918340 / Peter Neesham 01642 918258.
- 25 May (every four weeks) Edinburgh Opportunity Meeting, Premier Inn, Haymarket, **EDINBURGH**. 8pm - 9pm. Contact Lynn MacDonald at lynn@lynnmacdonald.com.
- 26 May (every four weeks) Opportunity Meeting at the Whitworth Inn, Pioneer Way, **CASTLEFORD**, WF10 5TG (1/4 mile

- Jct 31 M62). 7.30pm for 8pm start. Everyone welcome. Please note smart dress. Hosts Graham and Georgina Long, Eze 01937 858018.
- 3 Jun (1/7, 29/7, 26/8, 23/9, 21/10, 18/11, 16/12) Leeds Open Evening, Holiday Inn, Brighouse, Clifton Village, **LEEDS**, HD6 4HW, 7.30pm for 8pm start. Dress code: business suit. Host – Craig White 01733808670.
- 5 Jun (every four weeks) Aberdeen Opportunity and Training Meeting, Holiday Inn Express – Aberdeen Exhibition Centre, Parkway East, Bridge of Don, **ABERDEEN**, AB23 8AJ. 10.00am – 1.00pm, £3. Contact Lynn Macdonald at lynn@lynnmacdonald.com or Tel: 01506 414456.
- 8 Jun (second Tuesday of each month) BOM meetings at Carlisle. Border Gate Premier Inn, Carleton, **CARLISLE** CA4 OAD Tel: 01228 633311. 7.30pm for 8.00pm start. All distributors and prospects/guests welcome. Hosts Alistair Townsend and Malcolm Bullough and will feature a presentation of the opportunity and a guest speaker. For information, contact: Alistair Townsend 01228 528126 email: ali5kids@sky.com, Malcolm Bullough 01228 675553 e mail: malcolmbullough@hotmail.com.
- 8 Jun (every four weeks) Glasgow Opportunity Express by Holiday Inn Glasgow, City-Riverside, Stockwell Street, **GLASGOW**, G1 4LW 8pm- 9pm. Contact Lynn Macdonald at lynn@lynnmacdonald.com or Tel: 01506 414456.

SOUTH/MIDLANDS/WALES

- 17 May (21/06, 19/07, 20/09, 18/10, 15/11, 13/12) South East Open Evening Bracknell. Welcomes Blue & Red Groups across the Network. Join us for an evening of fun with Opportunity Presentations and Kleeneze Stories. Hospitality Suite (upstairs), Bracknell Leisure Centre, Bagshot Road, **BRACKNELL**, Berks, RG12 9SE. 7.45pm for 8.30pm start. Distributors £3 - guests FREE Business dress please. Contact Debbie Gee on 01628 626327 or Kate Lee on 0118 9268540.
- 17 May (14/6) Business Opportunity Open Evening, Yate, Enterprise, Supreme Inns, Bicker bar Roundabout, **BOSTON** A17/A52 junction, registration 7.30pm, £3 per person, Hosts:- Andy & Amanda Holland email: a.holland075@btinternet.com Eze-Reach number: 01553 886597.
- 17 May (14/6, 12/7, 6/9, 4/10, 1/11, 29/11) Westcountry Open at Padbrook Park Hotel, Cullompton, **DEVON** EX15 1RU (signposted 5 mins from J28 on M5). SPECIAL GUEST SPEAKERS, CYPRUS AND CAPE TOWN QUALIFIERS TIM AND TINA PACE. All from Red and Blue groups welcome. Prospect focused Business Opportunity Presentation, Training, Book Stall, Bids table, Testimonials, raffle and business related stands. Booking in starts from 7.00 p.m. with small group training from David Bibby. Presentation starts at 8p.m. Distributors £3 per person or £4 per couple. Guests FREE. Ample parking. Accommodation, meals, coffee and bar available. Contact Sheelagh & Paul 01392 462710 (Ezereach 01803 898592) or Nigel & Lucinda 01392 874412 (Ezereach 01803 898652)
- 19 May (every 4 weeks) Birmingham Open BOM. The Plough & Harrow Hotel, 135 Hagley Road, **BIRMINGHAM**. 7.45pm registration for an 8pm prompt start. Ample free parking, good reception areas & bar for team sizzles & meeting your guests. Unfortunately there is no wheelchair access to the room (upstairs). Only £3 per distributorship, guests free (bring loads & see your business grow). If you want 2010 to be your best year ever – don't wait till then – your 2010 business starts NOW. Hosts Gerard & Claire Tucker-Mawr (EzeReach: 0121 314 9785) and Geoff & Diane Owen (EzeReach: 0121 314 4870) www.birminghambom.co.uk.
- 27 May (24/06, 29/07, 26/08, 30/09, 28/10, 25/11) Showcase Opportunity Briefing, Tottenham Green Leisure Centre, The Gold Room, First Floor, 1 Philip Lane, **LONDON** N15 4JA. 7.30pm. Registration for 7.45pm start. Special guest speakers each month. £3 per distributorship, guest free. Everyone welcome! Hosts: Gary Dixon and team. Contact 07973 712 425. I.T.S.113915, or email: garydiamondixon@aol.com.
- 1 Jun (First Tuesday of every month) Business Opportunity Meeting, St Leonards Hotel, Ringwood Road, St

- Leonards, **RINGWOOD**, Hampshire, BH24 2NP. 7.30pm for 8.00pm start, £2.50 per distributor, Guests Free! Business dress please. Hosts Bob Dalton and Sue Marshall on 01425 480675 or Ezereach 02380987429.
- 1 Jun (29/06; 27/07; 24/08; 21/09; 19/10; 16/11) Bristol Opportunity Meeting, Ship Inn (next to Premier Inn), Thornbury Road, Alveston, **BRISTOL**, BS35 3LL. 8.00pm start. Business dress please. Distributors £2.50 per head, guests FREE. Host: Andy Cooper, E/R: 0117 911 7561.
- 1 Jun (29/6; 27/7; 24/8; 21/9; 19/10; 16/11; 14/12) Hemel Hempstead Opportunity Meeting, Holiday Inn, Breakspear Way, **HEMEL HEMPSTEAD** HP2 4UA. £3 per distributor, guests free. 7.30pm for 8pm start. Business dress please. Hosts: Rosina & Frank Pocock. Tel: 01442 256405.
- 2 Jun (third Wednesday of every Period) Port Talbot BOM at the Twelve Knights Hotel, Margam Road, **PORT TALBOT**, South Wales, SA13 2DB. £3 per person, guests free. Starts 8pm till 9pm. Free parking, less than 1 mile from junction 38 of the M4. Host: Raymond Underwood. All welcome. Ezereach: 01792-824532, email: raymondunderwood@btinternet.com.
- 7 Jun (5/7; 2/8; 30/8; 27/9; 25/10; 22/11; 20/12) Norwich Business Opportunity Evening, Holiday Inn, Ipswich Road, **NORWICH**, NR4 6EP, 7.30pm for 8.00pm start. £3 per Distributor, guests free. Business dress please. Contact Stephen on 07810 126010.
- 7 Jun (5/7; 2/8; 30/8; 27/9; 25/10; 22/11) Business Opportunity Meeting Portsmouth, The Churchillian Pub - Portsdown Hill Road, **PORTSMOUTH**, PO6 3LS. Distributors £2. Guests Free. 8pm start. Business Dress please. Contact Carol/Alf 023 92 613034.
- 9 Jun (07/07, 1/09, 29/09, 27/10, 24/11) Open Opportunity Meeting at The Summit Centre, Pavilion Road, Kirkby In Ashfield, **NOTTINGHAM**, NG17 7LL. Junction 27 or 28 of the M1. 8.00pm - 9.30pm. Telephone 01623 752008. Hosts: Margaret & Mike Drayton 01623 722500, or e-mail mikedrayton@btinternet.com.
- 9 Jun (07/07, 04/08, 1/09, 29/09, 27/10, 24/11) Essex Business Opportunity Meeting at the Holiday Inn, Brook Street, **BRENTWOOD**, CM14 5NF, J28 – M25. 7.30 for 8pm start. Business Dress please. Everyone welcome, host Craig White. EzeReach: 01206 804 635
- 21 Jun (19/8, 11/10 13/12) Eltham open evening. We may have changed to Bi-monthly but we are still the only open evening in South London. Open to Blue and Red Groups. 7.30pm registration for prompt 8.00pm start, ends around 9.30pm, then relax for a drink and a sizzle in our own comfortable Bar & Lounge. Still only £3 per distributorship, guests free, dress code: smart casual. Eltham Conservative Club, 254 High Street, **ELTHAM**, London SE9 1AA. Contact Joyce & Pete Rowe on 020 8463 7133 or Ezereach 020 3393 2408 or email: jpr9@o2.co.uk.

REPUBLIC OF IRELAND

- 2 June (Week 3 of every Period), Portlaoise Open sizzle/training, The Food Court, The Midway Centre, **PORTLAOISE**. 7.30pm – 8.30pm. No charge, just buy a tea or coffee. For more details, contact Kathleen Carolan on 0879092508 or Ezereach 059 86 47500.

THE NETHERLANDS

- 15 May (12/6; 10/7; 7/8; 11/9; 2/10; 30/10; 27/11; 18/12) Hotel van der Valk de Cantharel, Van Golsteinlaan 20, 7339 **GT APELDOORN**. 1pm – 3pm. Email Rita & Frank Kamsteeg at f.kamsteeg@home.nl.

Do you have any Training or Opportunity meetings in your area? Let us know, at meetings@kleeneze.co.uk or Ezereach 01772 977402 and we will include them in our weekly meetings diary.

DEADLINE FOR WEEKLY SUBMISSIONS 4PM TUESDAY.