

Liquid Warewashing Program

Innovation Reference Guide

Your guide for converting current liquid customers, supporting pricing conversations and driving incremental gain.

One, simplified program with:

- ✓ Enhanced Solutions
- ✓ Easy Conversions
- ✓ Results to Win Against Competition

Clean Dishes. Clear Satisfaction. *Everyday.*



01 Understand The Program Benefits

Help deliver clean dishes and clear satisfaction everyday, in diverse water conditions and at an economical case cost, for customers.



A Versatile, Performance-driven Program to Remove Soils

Hard-working solutions tackle specific challenges — from managing diverse water conditions to removing tough food soils



Warewashing Efficiencies to Help Save Time and Labor

Effective chemistry helps reduce rewash, hand polishing and dry times, while supporting employee compliance



Consistently Clean Dishes to Satisfy Guests

Clean, clear dishes and spotless glassware promote confidence in staff and enable positive guest experiences

02 Review The Chemistry Changes

- ✓ Improved polymer package suspends food soils better and reduces film on wares
- ✓ Surfactant package in rinse aid improves sheeting, reduces dry times and spots on glassware
- ✓ Specially formulated chemistry helps reduce surface rust and equipment maintenance needs; detergent color change from red to amber

03 Retain And Convert Existing Customers

- Conversion required for customers purchasing current machine WW liquid products. Rationalization of existing products is in August 2023.
- No SKU changes for All Purpose customers
- Conversion NOT recommended for customers purchasing solid products

Current Products					New Products			
Category	Tier	SKU	Description	Pack Size	Recommended/Same SKU		Description	Pack Size
Machine Detergent	All Purpose	6101405	Bioclean Dishmachime Detergent	4-1 gal	Same SKU →	6101405	Bio Clean Dishmachime Detergent	4-1 gal
		6101255	Liquid Dishmachine Detergent	4-1 gal	New SKU →			
		6101404	Bioclean Dishmachime Detergent	1-5 gal	Same SKU →	6101404		1-5 gal
		6101216	Liquid Dishmachine Detergent	1-5 gal	New SKU →			
	Heavy Duty	6101320	Ultra Liquid DM Detergent	1-5 gal	New SKU →	6102521	Dishmachine Detergent Heavy Duty	2-1 gal
Rinse Aid	All Purpose	6101413	Bio Rinse Multi Temp DM Drying Agent	1-5 gal	Same SKU →	6101413	Bio Rinse Multi Temp Dishmachine Drying Agent	1-5 gal
		6101234	Liquid Rinse Additive	1-5 gal	New SKU →			
		6101272	Liquid Rinse Additive	4-1 gal	Same SKU →	6101272	Rinse Additive	4-1 gal
	Heavy Duty	6101250	Heavy Duty Rinse Additive	2-5 qt	New SKU →	6102522	Dishmachine Rinse Additive Heavy Duty	2-1 gal
		6101297	Ultra Rinse Additive	2-1 gal (CL)	New SKU →			
Machine Sanitizer		6101302	Low Temp Dishmachine Sanitizer	4-1 gal	NA	6101302	Low Temp Dishmacine Sanitizer	4-1 gal
		6101284	Low Temp Dishmachine Sanitizer	1-5 gal	NA	6101284		1-5 gal



Liquid Warewashing Program Innovation Reference Guide

04 | Gain and Grow New Customers

The two-tiered TRUPOWER program allows you to **tailor the program to the priorities of the customer's kitchen and the realities of their water conditions.**

	For Normal Conditions	For Tough Conditions
	<ul style="list-style-type: none"> ✓ Asset protection ✓ Improved dry times 	<ul style="list-style-type: none"> ✓ Asset protection ✓ Improved soil and stain removal ✓ Best dry time and plastic performance ✓ Hard water / TDS management
Kitchen Priorities and Conditions	All Purpose Program	Heavy Duty Program*
Standard Food Soils and Water Conditions	✓	✓
Fast Dry Times	✓	✓
Dishmachine Asset Protection	✓	✓
Improved Food Soil and Stain Removal		✓
Hard Water and High TDS Water Conditions		✓
Superior Dry Times		✓
Best Performance on all Wares and Plastics		✓
Customer Type	Small scale operation that values simplicity and results Case cost conscious Not currently facing hard water, tough stains or TDS issues	Facing tough stains and soils Seeking better results in hard water conditions Spending too much time on rewash and hand polishing

* In comparison to Swisher All Purpose Program

05 | Start the Conversation

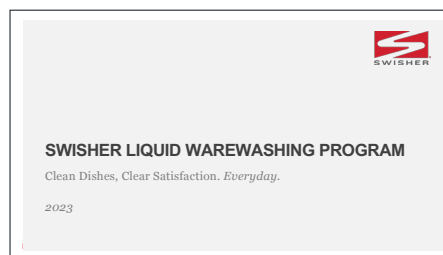
Visit the [Swisher page on sales support](#) for more information and resources.



Email Templates



Sell Sheet



Customer Presentations

Internal FAQs:
for additional knowledge
regarding the launch
and conversion.