



# Marketing Bulletin

TO: All Kutol Sales Representatives and Valued Partners  
FROM: Dan Renner, Director of Marketing  
DATE: July 2, 2013  
SUBJECT: **MB#021 NEW Kutol Website Launch**

The Kutol Sales and Marketing team is very excited to launch our NEW Kutol Website ([www.kutol.com](http://www.kutol.com)). It has a contemporary look, is easy to navigate and is loaded with product information, tools and resources. Here are the highlights of the new site:

## Highlights:

1. The website has a contemporary design with lots of color and imagery. It matches up well with our Full Line Catalog.
2. The Home page includes an automated scrolling message of our 5 Promises to catch the eye. It also highlights our corporate video, new products and the latest news.
3. The website has an easy to use Top Navigation and matching Side Navigation on every page.
4. The content is organized to easily navigate from products to associated dispensing systems and vice versa.
5. Products and Dispensers are organized by type (e.g., General Purpose Hand Soap, Hand Sanitizers, Wall Mounted, Portable, etc.) for easy understanding.
6. The site is abundant with Lifestyle images to connect our products with people, applications and markets.
7. The site is Interactive with a "Find A Sales Rep" map, Product Comparison Cost Calculator and Product Selector tool. In addition, you can contact Kutol via email, print or share pages, conduct a search and link to key Industry websites.
8. The site is loaded with product information and visitor resources including videos, literature, product sheets, installation sheets, MSDS sheets, FAQs, Press Room, Events and fun Did You Knows.
9. The Rep Login area contains additional selling tools and resources just for our Sales Reps, including product images, literature and connectivity to sales and order reports. Simply enter your username and password to enter. To run sales report, enter your username and password again. This area is similar to the old website. Note: the reporting features will be upgraded in late September.
10. Finally, the website is very SEO friendly and works well on tablets and phones.

We hope you like our new site and visit it often. We will do our best to keep it fresh, add new content and continuously improve it over time. Let us know if you have any questions, see any problems or have any recommendations for improvements. If we can make them, we will. Also, if you come across any industry information that you feel we should add to the site, just send it our way.

Thank You and Good Selling!