



# nexus

SALES & MARKETING  
MANUFACTURERS REPRESENTATIVES

*"Connecting Partnerships"*

JANITORIAL SALES & MARKETING  
2021



NEXUS CORPORATE HEADQUARTERS

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# nexus

OPERATOR CONSULTING  
"Connecting Partnerships"

## COMPANY PROFILE

Nexus started out, in 1985, as a small family owned Manufacturer's Representative Agency in Northern California and today we are proud to say that we have grown and expanded into 11 Western states. We specialize in promoting and marketing foodservice and janitorial disposables as well as chemicals and a variety of equipment into the distribution community. We have found that in order to be successful we have to be actively engaged with not only our partner distributors but with the largest key operators in all of our regions. This strategy has helped us find new sales growth year after year for our client manufacturers. Our valued operator and distributor customers are the key channels to entry into any given marketplace. As a result Nexus provides our customers with a variety of sales tools and services that

have proven over the past 30+ years to be critical in assisting both distributors and operators in properly choosing the right products for their needs. We are experts in technical product training, onsite product demonstrations, logistical order tracking, online digital marketing, cost control analysis, merchandising, menu innovation, product sourcing along with custom operational application consulting. We pride ourselves in responding quickly with answers and providing a high level of service to meet our customers' needs. It's a challenge every day to meet the growing demand within our industry but because of who we have become, how we have evolved and what we have learned we believe that we can be the link or the "nexus" to bridge the gap in any opportunity.

## WHAT WE DO

- Sales - Foodservice & Paper Distribution
- Sales - Janitorial Distribution
- Operator Product Placement
- Consulting & Product Training
- Merchandising
- Digital Marketing & Product Promotion
- International Product Sourcing
- Customer Service - Order Processing
- Administrative Marketing Support

## HOW WE DO IT

- **EXPERIENCE** - Over 250 years of combined industry experience and training among our employees in 11 states.
- **SALES STRATEGIES** - In all of our regions we spend 50% of our time with distributors and 50% with large key operators.
- **ADMINISTRATIVE EFFICIENCIES** - Our Inside Sales Support staff alleviates administrative workload that allows our Account Executives to dedicate more of their time to their customers in the marketplace.
- **TECHNOLOGY** - Our unique CRM and cloud-based enterprise technologies give us the capability to digitally promote new products to customers through email, online newsletters and social media campaigns.
- **RELATIONSHIPS** - Our sales executives maintain hundreds of customer relationships that give us quick entry into markets for our partner factories.

## WHERE WE ARE



★ Office Locations    ● Sales Territories

# JANITORIAL SALES & CONSULTING

Nexus is one of the largest janitorial sales and consulting firms in the Western United States with teams of account executives and equipment specialists in each of our respective markets. To be successful marketing janitorial products you need to have a considerable amount of product knowledge and application experience. Our Nexus account executives and sales directors are the best at floor care chemicals and equipment, as well as can liners, soaps, disinfectants, towel and tissue and vacuums. To grow in this market segment we have spent countless hours with universities, hospital chains and building services contractors providing product demonstrations, floor care consultations, and product training. The extra mile we go to ensure our customers understand which products they need and how to use it has given Nexus the reputation in the marketplace as the leader in this category.



The number of diseases that exist today in the world has grown exponentially due to a lack of hygiene and HACCP practices within public restrooms, institutional kitchens, schools and industrial environments. Nexus specializes in educating our distributor partners as well as the operators within our markets on how to prevent the spread of bacteria and proper disease control and maintenance. We pride ourselves in the factories that we represent and the efficacy of their product's impact on bacteria and it's harmful ability to spread and multiply.



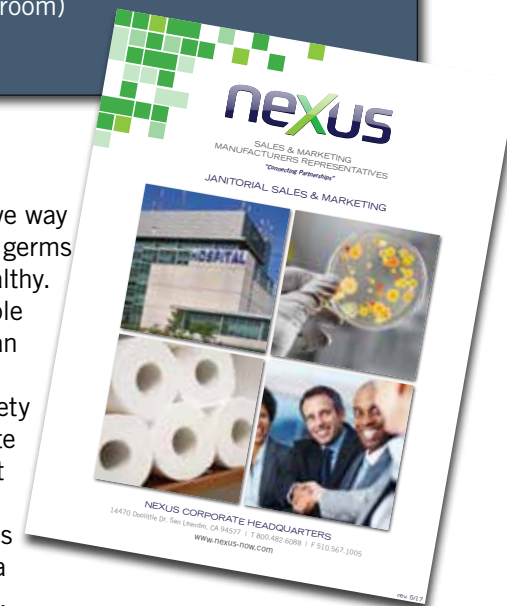
Do you know the number one reason that a mom with children won't return to a restaurant?  
(Answer: A dirty bathroom)

Source: Technomic

Handwashing is an easy, inexpensive, and effective way to prevent the spread of germs and keep employees healthy. Handwashing gives people the opportunity to take an active role in their own health. Nexus has a variety of products that eliminate bacteria and mildew that prevents the spread of microorganisms on hands and even on shoes into a foodservice environment.

By eliminating contamination a restaurant or any business can prevent the spread of contamination that leads to illness. Here are some statistics on basic hand washing:

- Reduces the number of people who get sick with diarrhea by 31%
- Reduces diarrheal illness in people with weakened immune systems by 58%
- Reduces respiratory illnesses, like colds, in the general population by 21%





# CONTACT US

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