



Superior Solutions

Sales Successes

The Customer

Crème de la Crème is Atlanta's premier preschool and is well known for its modern facilities, innovative curriculum and creative approach to learning. With six locations in the metro Atlanta area, Crème de la Crème has been providing unparalleled child care since 1985.

Crème de la Crème's Buckhead location is located in one of the city's most elite neighborhoods and caters to 315 children, including full-time daycare for kids age six weeks to five years, an after-school program for kids age 5-12, and a full-time summer camp. The facility boasts an interactive Whole Foods Market replica, complete with a conveyor belt and mini-carts, where kids can "shop and play," as well as a summertime water park called "Catchacremere Creek" that's a huge hit with the kids.

"Every aspect of our program is designed to create a safe, secure environment," notes Crème de la Crème's owners.

The Problem

Cathy Brown, Director of Services for the Buckhead Crème de la Crème location, is responsible for virtually everything not relating to curriculum, from physical facility issues like building maintenance and purchasing, to medication policies and distribution, training, and making sure the facility adheres to licensing regulations.

"Proper cleaning and sanitation are crucial in child care facilities," she explains. "Not only do we need to meet strict health department regulations at the very minimum, but it's our philosophy to provide the best of the best in terms of the cleanliness and quality of our building."

Unfortunately for Brown, she was not always receiving "the best of the best" from her previous cleaning chemical suppliers. Inconsistent product performance, delivery issues and less-than-ethical sales tactics had driven Brown to begin sourcing products from local big-box stores, a practice that proved to be prohibitive from both a cost and time standpoint.



PROBLEM SOLVERS

Tackle Disinfectant

Foaming Hand Soaps

Foam San

Concentrated Glass Cleaner

Vantio Laundry Detergent

FS Amine-Z

Bowl Shine II

Smokescreen Air Fair and Meter Mist

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The Solution

Brown turned to Zep Inc. after trying one of the company's liquid hand soaps and quickly found that she could source all of her cleaning, maintenance and personal hygiene products through one nationally recognized supplier.

"It's beneficial to have a single, consistent supplier," Brown notes. "Knowing how each product works from a labeling, efficacy and dispensing standpoint makes it easier for our in-house cleaning staff to manage, and it sets a tone of professionalism and continuity in our cleaning and maintenance practices – making it clear to parents that we provide the best of the best for their children."

Brown says she is also impressed by Zep's knowledgeable sales and service personnel, who are a far cry from other suppliers' "shady" reps.

"They know exactly what we need and when we need it," she says. "They're very proactive with frequent visits to make sure we're using the products and dispensing equipment properly. And they provide on-target recommendations when we need to tweak something, like the time we needed to change the fragrance of our air freshener to better cover up dirty-diaper smells. In short, dealing with Zep has been extremely pleasant."

The Results

Crème de la Crème's Buckhead facility now uses a variety of Zep products, from air fresheners and hand cleaners, to laundry detergents, floor cleaners, disinfectants and more throughout the facility:

- **Tackle Disinfectant** (#1023) is used in spray bottles several times a day for wiping tabletops and other hard surfaces as well as in the **Zep Dilution Solutions (ZDS) System** (#M329) for mopping floors. This EPA-registered product is effective against MRSA, Athlete's Foot Fungus, and a wide variety of bacteria and viruses. It is a concentrated, neutral cleaner that is safe for use on most surfaces and leaves facilities smelling fresh and clean. It can be used for daily cleaning of mats, showers, locker rooms, equipment and bathrooms and can be applied with a cloth, mop or sprayer.
- **Foaming Hand Soaps** – in a variety of fragrances (#0947, #0885) – are used in the company's **Markstone dispensers** (#6060) in every children's restroom and classroom, where kids are taught from age 16 months how and when to properly wash their hands as part of Crème de la Crème's "life skills" education platform. In fact, every child receives a handwashing after being diapered or using the restroom and before eating – practices required to instill proper personal hygiene behavior for the future, as well as meet licensing regulations.
- **Foam San** (#0880), an alcohol-free, perfume-free foaming hand sanitizer, is used by employees only, so dispensers are mounted higher, away from curious little hands. This quat-based hand sanitizer kills 99.9 percent of common bacteria such as Staphylococcus aureus, E. coli, pseudomonas, salmonella and listeria in less than 15 seconds. When members of Crème de la Crème's staff practice frequent and proper handwashing, they are modeling appropriate behavior for the children.
- **Concentrated Glass Cleaner** (#1052) is used throughout the day to remove fingerprints, smudges and airborne contaminants from various glass and water-washable surfaces throughout the facility.
- **Vantio Laundry Detergent** (#1133) is used to wash bibs, sheets, blankets and other linens. This premium-quality powdered laundry detergent is designed for use in residential-style washing machines. It works well in both hard and soft water conditions and quickly dissolves in the wash cycle, leaving no residue.
- **FS Amine-Z** (#1700), a multi-purpose, quaternary-based sanitizer, is diluted through the ZDS and used throughout the day to sanitize toys. This EPA-registered sanitizer is often used in the food industry, meaning it is also safe for sanitizing toys that end up in babies' and toddlers' mouths. Brown notes that the dispensing method is perfect, given the limited amount of sink space the facility has to soak large toys.
- **Bowl Shine II** (#1197) is used for cleaning and sanitizing the facility's toilets – a tough, ongoing job given the amount of potty training done. This thickened, ready-to-use, non-acid toilet bowl and urinal cleaner and deodorizer penetrates and rapidly removes accumulations of scale, stains and scum on porcelain, fiberglass, chrome, and ceramic. It contains no chlorine or other harsh oxidizing bleach. It will not fade or discolor tile, fabrics, carpeting, etc. It imparts a fresh, "clean" fragrance to surfaces. Zep Bowl Shine II is a member of the Zep GreenLink line of Environmentally Preferred Products (EPP).
- **Air Fair and Meter Mist Odor Counteractants in Smokescreen** (#F175, #3435) are used in restrooms and diaper areas. Brown admits that the Smokescreen fragrance may sound like an odd choice in the decidedly smoke-free environment of Crème de la Crème, but that she found its pleasant, mountain air fragrance did the best job covering up dirty diaper smells and other odors resulting from potty training accidents.

"Being the best of the best means providing a safe and healthy environment with a constant focus on hygiene and sanitation for our facility, our staff and the children in our care," Brown concludes. "Zep helps Crème de la Crème be the best of the best."

