



BRADY IDAHO AWARDED MAJOR LAUNDRY ACCOUNT USING POINT BY POINT BLUE ARROW SALES PROCESS

The Sun Valley Company Awards \$100,000 in Laundry Chemical with More Opportunities Ahead

When Mike Crotty of the Sun Valley Company, the largest employer in the Sun Valley area of Idaho, told account representative Cherri Sabala that he loved his current Gem State Paper rep and would absolutely never entertain moving his business to Brady, she didn't let that deter her at all.

Cherri wasted no time in enlisting support from Idaho Laundry Technician Curt Sayre, Laundry Service Manager Blake Duncan, and Chet Van Orden from ACI to present a compelling program for their tunnel washer – only one of two in the entire state of Idaho.

Mr. Crotty wanted to visit Las Vegas to tour Brady laundry locations. Idaho General Manager Mark Phillips arranged a meeting with Travis Brady and Ryan Banks where they presented our extraordinary laundry capabilities and left Mr. Crotty so impressed he was finally open to partnering with us.

By focusing on not only our stellar laundry offerings, but our commitment to being a value-added resource to our customers with official CIMS and CITS credentials, we were awarded \$100,000 in laundry chemical business with even larger opportunities with the resort in the future.

Congratulations to everyone involved - another big win for Brady and the Blue Arrow Sales Process!