



marketing communications

# RAPID FIRE

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MANAGEMENT DIRECTOR



## HOW HAS THE CLOUD ACCELERATED SANI-MATIC'S SYSTEM TECHNOLOGY?

It gives our customers a cost-effective, data-rich, easy and automatic option for not only recording regulatory required cleaning data, but also for gaining more operational and efficiency data about their system. Our systems have and continue to automate the cleaning process – our SaniTrend® Cloud product now allows them to automate the data recording process.



## WHAT'S THE BIGGEST CHALLENGE YOU WILL FACE IN YOUR JOB IN 2023?

Likely project and product prioritization as well as training and onboarding – there's so much opportunity in all aspects of our business, that a lot of the challenge is figuring out what and how to tackle our initiatives and product launches, as well as continuing to train and bring in new team members to help support these growth initiatives.



## DO YOU REARRANGE THE DISHWASHER AFTER SOMEONE ELSE LOADS IT?

No comment! OK, I'll admit it – surprisingly, after worrying about cleanability all day during my day-job, I take a pretty “laissez-faire” approach to dishwasher loading – not paying too much attention to it. It is hard not to think about spray coverage and shadowing of poorly loaded dishes though...