



# Marketing Bulletin

TO: All Kutol Sales Representatives and Valued Partners  
FROM: Dan Renner, Director of Marketing  
DATE: July 2, 2013  
SUBJECT: **MB#022 EZ Foam® Counter Mount Dispenser Improvements**

Kutol has made two subtle but significant changes to our **EZ Foam® Counter Mount Dispensers**. One improves the appearance while the other improves the installation process.

## **Chrome Finish Improvement**

Previously the Chrome Pump Cap was coated with a chrome finish using a vacuum metallization process while we used a stainless steel Escutcheon Cover over the Base of the Refill Dock. Although the color of these two parts was very close, there was a slight variation. We have elected to move to a chrome plating process on both parts for better color matching and longer durability.

- With vacuum metallization, the chrome finish is applied to the surface of the part (similar to a painting process). With chrome plating, the chrome finish is electro-statically bonded to the part.
- Chrome plating is much more durable and longer lasting. In addition, the chrome color will be more vibrant and consistent between the two parts.
- This change will eliminate the need for the stainless steel Escutcheon Cover and the added steps to assemble it. It will also eliminate the option to convert Black dispensers to Chrome. This was a confusing feature that was not very well received, so we made it go away.
- Now the only difference between a Black (9930BLK) and Chrome (9930CHR) Counter Mount Dispenser is the color of the Pump Cap and Base. No additional parts are needed for Chrome!

## **Clamp Nut Improvement**

Over time our dispensers can become loose from the counter top. To address this, we beefed up the wings on the clamp nut in order to tighten the clamp nut an additional ½ turn with a basin wrench without breaking the clamp nut wings. Hand tightening may be adequate in many cases, but the extra ½ turn provides additional strength.

As a result of these two changes, the Counter Mount Installation videos have been revised to highlight the “additional ½ turn with a basin wrench” and to remove the “Conversion to Chrome” segment.

We are very excited about the improvements to this unique dispenser and trust that your customers will be pleased. Contact the Kutol team if you have any question. Thank You and Good Selling!