

# WORK SMARTER\*NOT HARDER

## JANITORIAL CROSS-SELL OPPORTUNITIES.

**Are you leaving sales on the table with existing accounts?** Would you like to bolster your product lines but are unsure how? We will help you grow business with existing accounts and productively prospect new accounts.

**Our approach to cross-selling is simple yet effective. We will:**

- 1 Identify** and recommend a product strategy for your customer's unique requirements.
- 2 Develop** your own branded presentation collateral with marketings' tech specifications and asset library.
- 3 Lead** the pitch. If you're unfamiliar with institutional and retail textile sales, we will join you for the meeting.

**The opportunity awaits.**

There is an opportunity to grow beyond janitorial supplies, and you already have a one-stop textile supplier.

You have established an excellent working relationship.  
Your customer trusts your judgment and reliability.  
And most importantly, you're already set up in their system.

## CROSS-SELLING IN ACTION

**Retirement communities are an excellent example of product line extension opportunities.**

Many retirement communities use in-house staff to perform **day-to-day cleaning, sanitation, and laundry** tasks. Residents need to feel safe and comfortable so all operations are managed in-house. Communities run on-site laundries to handle all **bedding, towels, and even dry cleaning**. Foodservice operations clean with **bar mops and kitchen towels**, while **napkins and table linen** are often used for events.

Most offer a **general store** where residents can purchase retail **home textiles, blankets, and resort towels** alongside food, home goods, sundries, and little luxuries. Activities such as art classes use **cobbler & bib aprons**. Spas require **bleach-safe salon towels**. Bigger/wealthier communities offer golf courses that require **club towels**, pools that offer complimentary **cabana and pool towels**, and fitness centers who provide **gym workout towels**, and **bath towels** for locker rooms.



**Janitorial textiles are just a fraction of our total offering.**

Monarch Brands imports hospitality and retail textiles for nationally recognized brands and retail chains. You will benefit from a proven track record in several categories.



## CROSS-SELLING BEYOND JANITORIAL ACCOUNTS

This chart shows an overview of how your customers' business intersects with our expanded range. Your customers and their needs will be unique. We would love to talk to you about them.

	Hospitality	Golf & Fitness Clubs	Foodservice	Corporate Offices	Property Management	Schools & Universities	Daycare & Preschools	Healthcare Facilities	Outpatient Centers	Retirement Communities	Industrial Manufacturing	Vets & Kennels	Commercial Cleaning
Cobbler Aprons	✓						✓	✓	✓	✓	✓	✓	✓
Bib Aprons	✓	✓	✓				✓				✓	✓	✓
Waist Aprons	✓	✓	✓										
Bistro Aprons	✓	✓	✓				✓				✓	✓	
Kitchen Towel Sets	✓	✓		✓	✓	✓					✓		
Bar Mops	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓
Cheesecloth	✓		✓		✓	✓	✓				✓		✓
Retail Kitchen Towel Sets		✓		✓	✓	✓					✓		✓
Table Linen	✓	✓	✓		✓	✓					✓		
Napkins	✓	✓	✓		✓	✓					✓	✓	
Sheets & Blankets	✓				✓	✓		✓			✓		
Color Towel Sets	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	
White Towel Sets	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	
Pool Towels	✓	✓			✓	✓					✓		
Makeup Removal Towels	✓												
Bleach Safe Hand Towels	✓	✓		✓				✓			✓	✓	✓
Color Absorbent Towels		✓										✓	✓



**CONTACT US TO START THE CONVERSATION**

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