

Atlantic Mills[®] Brand



Partners in Sanitation



FRONT OF HOUSE



BACK OF HOUSE

The Atlantic Mills® Brand Advantage

- Premium nonwoven wipers
- Easy to use and cost effective
- Reusable, durable, and disposable
- Exhibit cloth-like qualities
- Highly absorbent to pick up debris and spills easily
- Rinse clean, dry fast, and stay fresh longer than linen, allowing less time for bacterial growth and reducing the chances of cross contamination
- Absorbent wet or dry
- Exceptional strength



DELUXE FOOD SERVICE

8290A

White, Heavy Weight, 72 Count

Uses:

- Chef towel, grills, ovens
- Heavy duty cleaning

Benefits:

- Linen replacement
- Textured to enhance cleaning



8255A Fresh Towel

Yellow, Heavy Weight, 150 Count

Uses:

- Heavy duty cleaning
- Kitchen staff

Benefits:

- Large holes allow for pick up of larger food particles



8A Zapper

Green, Heavy Weight, 45 Count

Uses:

- Grills
- Greasy and heavy duty cleaning
- Hot pot holder

Benefits:

- High performance wiper
- More sanitary than linen



8250A

White, Medium Weight, 150 Count

8252A

White, Medium Weight, 150 Count



Uses:

- Tables, seats, trays, counters
- Kitchen staff, general wiping
- Beef, chicken, and fish counters
- Equipment
- Any task where a linen towel is used





FOOD PREPARATION

- Multiple day towel life
- Color coded to prevent cross contamination and camouflage stains
- Reduce costs over terry and rental towels
- Convenient, protective packaging for inventory control
- Easy-to-store 100% biodegradable dispenser boxes with unique QR codes that link to educational videos for Food Service staff training



PREMIUM FOOD SERVICE

8251A

Blue, Medium Weight, 150 Count

8253A

Blue, Medium Weight, 150 Count



Benefits:

- Cloth-like and absorbent
- Strong, reusable, disposable
- Use in a color coding system to prevent cross contamination

8254A Pizza Towel

Rust, Medium Weight, 150 Count



- Color masks stains
- More sanitary than linen
- Colored wipers can be used to designate tasks in different areas

ECONOMY FOOD SERVICE

8311A

Pink/White, Light Weight, 200 Count

8507A

Pink/White, Light Weight, 200 Count

8506A

Pink/White, Light Weight, 900/cs
100/bag

Uses:

- Tables, seats, trays, counters
- Light housekeeping

Benefits:

- Rinses clean, dries fast, stays fresh
- More economical than linen
- Reusable and disposable



8270G

Green/White, Light Weight, 150 Count

Uses:

- Tables, seats, trays, counters
- Light housekeeping

Benefits:

- Rinses clean, dries fast, stays fresh
- More economical than linen
- Reusable and disposable





BAR/SERVICE



LIGHT HOUSEKEEPING AND RESTROOMS

Onsite Training Right On The Carton!



Each carton of Atlantic Mills® Brand wipers is marked with a unique QR code that links to an educational video for ease and cost-effective training of your Food Service staff onsite and on the spot! Scan the QR code at left and let our products speak for themselves!

Download a QR code app to your smart phone or camera enabled tablet.

Scan by aiming your camera at the QR code.

View our video about The Atlantic Mills® Brand Advantage!



LIGHT DUTY FOOD SERVICE

VALUE ADDED FOOD SERVICE

8279A

Blue, Light Weight, 100 Count

Uses:

- Tables, seats, trays, counters
- General wiping

Benefits:

- Rinses clean, dries fast, stays fresh
- Reusable and disposable



9503 Simple Solutions™

Treated, Green, 50 Count

Uses:

- Tables, seats, trays, counters
- Beef, chicken, and fish counters
- Equipment

Benefits:

- Pre-treated, water activated, makes 1 gallon of sanitizer solution



9500 Microbe Guard®

Treated, Green, 100 Count

Uses:

- Tables, seats, trays, counters
- Beef, chicken, and fish counters
- Equipment

Benefits:

- Treated with Aegis Microbe Shield™ that keeps the towel fresh



280C Full Bib Apron

Sewn Ties, White, 100 Count

Uses:

- All kitchen staff

Benefits:

- Fire retardant, water repellant, protects clothes
- Replaces plastic and cotton aprons





Peace of mind – it's more important than ever in Food Service today – and a real challenge to find.

A Smarter Clean

With the growing body of work and evidence about the science of cleaning, we now know more than ever before about how disease spreads, how long germs live in various environments, and how cleaning procedures and tools impact the cleanliness of the Food Service environment.

It can now be seen that traditional tools, such as linens, do not significantly reduce the risk of contamination. As a result, an ongoing program of hygienic cleaning of surfaces is the first line of defense against infectious disease.



Thus a fundamental shift from cleaning for appearance to a more effective strategy of cleaning for health is the best practice for the Food Service industry today and in the future.

ITW Professional Brands believes that the best way to deal with disease is not to treat it, but to prevent it. Consequently, we believe achieving a smarter clean involves. . .

- **What** we clean
- **When** we clean
- **How** we clean
- **Who** shares in the cleaning responsibility



That's why ITW Professional Brands approaches cleaning as a partnership – where we go beyond merely being a supplier of Food Service wipers. Instead, we work *with* our customers to create a wiping strategy that achieves a smarter clean in the front of house, back of house, beverage/service areas, and all areas in between.

Our specialists cooperatively help our customers assess and evaluate their procedures, tools, and chemicals – and provide recommendations that fit within a defined strategy of cleaning for health as well as for their budget.

Peace of mind *can* be found in Food Service facilities today with a smarter clean from Atlantic Mills® Brand wipers!

The Disposable Wipers Advantage

Durable • Convenient • Color Coded • Economical

Disposable Wipers vs. Linens

CHARACTERISTICS	DISPOSABLE WIPERS	LINEN
Color coded to prevent cross contamination	✓	–
Specific products for specific wiping tasks	✓	–
Simple to implement	✓	✓
Absorbent	✓	✓
Multiple day useful life	✓	–
Reusable/disposable	✓	–
Stains rinse out easily	✓	–
Dry quickly	✓	–
Usage easily monitored	✓	–
Contribute only 0.1% to nation's landfills	✓	–
Order from food/nonfood vendors	✓	–
Economical	✓	–

Color Coded Wiping Systems

A color coded wiping system, along with a proper sanitation procedure in place, can help eliminate the risks of cross contamination in Food Service facilities and identify wiping tasks for front of house, back of house, and all areas in between.



A color coding method can educate staff about cleanliness and sanitation. It identifies different tasks within the facility with specific products that are designed to meet those tasks.

This method helps improve facility sanitation and provides a system that is simple to implement and easy to visually monitor, providing peace of mind.

Towel Rotation = Cost Savings

Atlantic Mills® Brand non-woven Food Service wipers are specifically engineered to simulate and replace linen towels. The average useful life of these wipers is multiple days, depending on the application, facility standard operating procedures, and the weight of the wiper.

When the wiper used in the front of the house loses its appearance, it can be rotated to the back of house for messy kitchen cleaning, then disposed of when no longer useful. With disposable Food Service wipers there are no wet, dirty, odorous, bacteria-filled linen towels waiting in a facility to be laundered.

The extended use of Atlantic Mills® Brand disposable and reusable Food Service wipers, with or without a color coded system, provides cost savings and peace of mind every time.