

# ADDRESSING DISTRIBUTOR CHALLENGES

ROY SCHARRER, DIRECTOR, WORKING WIPES

In today's industrial cleaning market, I see constant change—and with it, both opportunity and pressure for distributors. Competition is intensifying, and end users are demanding more than ever. That means distributors must be more selective about the products they carry, focusing on solutions that consistently deliver performance, value, and reliability.

One of the biggest trends I'm seeing right now is the growing demand for powerful, multi-purpose wipes that perform in real-world conditions. End users don't want multiple products or complicated processes—they want one solution that works on hands, tools, and surfaces without needing water. That's exactly why we engineered Best Working Wipes.

From my perspective, product performance isn't just a feature; it's a reflection of the distributor's reputation. When a product fails, it doesn't just create a complaint; it erodes trust and costs future business. Distributors simply can't afford to stand behind products that don't deliver.

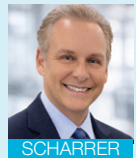
I've spent a lot of time talking with customers in the field, and the message is clear: Industrial professionals don't have time for second-rate cleaning solutions. They need products that work the first time, every time. That's why we focused on creating wipes that distributors can confidently recommend, knowing they will perform under pressure.

Best Working Wipes are designed to tackle tough substances like

grease, oil, tar, paint, adhesives, and caulk—across hands, tools, and work surfaces. That versatility makes it easier for distributors to streamline their offerings while giving their sales teams a product that fits multiple industries and applications.

At the end of the day, I believe differentiation comes down to innovation and quality. Too many wipes still rely on low-performance materials. We took a different approach, using a high-performance substrate built for durability and superior absorbency.

For me, it's simple: Distributors succeed when they offer products that solve real problems. That's exactly what we set out to do—and what Best Working Wipes delivers every day.



SCHARRER



**THE PERFECT BALANCE OF SAFETY AND PROFITS.**



**FREE Brass Knuckle Hat\***  
Authorized distributors who respond to this ad and sample our product can get a BK hat FREE!



\*While supplies last

**Join our distribution team and show your customers the Brass Knuckle difference.**

We offer samples for you and trial programs for your customers. When your customers find reliable, affordable safety products, they keep coming back for more. That's what Brass Knuckle does for you.



**BRASS KNUCKLE®**

[www.brassknuckleprotection.com/brass-knuckle-distributor](http://www.brassknuckleprotection.com/brass-knuckle-distributor)