



## The Butler Comprehensive Odor Elimination Program

Today's consumers are some of the most intelligent, enlightened and demanding buyers in the history of America. We recognize that women are the primary clients that bring most animals into the clinic. Women are aware and sensitive to odors; therefore, we can quickly understand why an Odor Free environment is imperative. It is important that negative judgements are not formed with clients when they enter, while they wait, during examination/treatment or while being discharged.

The Professional Veterinarian must take the steps necessary to assure that their product meets the expectations of the customer. If the perceived value exceeds the customer's expectations, the Veterinarian can re-enter a market area and charge a Professional fee and be reasonably assured of a long-term relationship.

Meeting the customer's expectations means attention must be focused on many things, including:

- ✍ Ease of ingress/egress
- ✍ Professional Appearance and attitude
- ✍ Doctors demeanor
- ✍ Cleanliness of facility
- ✍ Odor free environment

Burning Solutions is the leader in odor elimination products and has developed a comprehensive and cost-effective resolution to unwanted odor problems exclusively for The Butler Company. The entire program costs less than \$100.00 making it the least expensive total solution on the market today.

### Step 1

#### ***Quart Bottle w/Trigger Sprayer*** {Exam Rooms}:

Place a quart bottle of Pet Butler in each exam room for immediate use when expressing anal glands, when treating old wounds, diarrhea and puppy mistake odors. Safe to spray directly on the odor source and on the animal (do not spray on open wounds or in eyes.) Eliminates all unwanted odors instantly, and permanently.

#### ***Aerosol*** {Kennels and Runs}:

Keep a Hi-Volume Aerosol in the area for quick, occasional treatments of the entire area. Kennel odors typically migrate throughout the clinic and become "common" odors to clinic staff but are undesirable and disturbing to clinic customers.

#### ***2-oz Bottles*** {Puppy/Kitten Paks}:

Include a 2-oz bottle of the Pet Butler in each Pak. Your client will appreciate it, use it, and return for more since they can only purchase the product from their Veterinarian.

Many clinics have their staff armed with a 2-oz bottle to spritz animals just before returning them to their owners.

**Note:** If placed on the Counter, customers will purchase for home use. This can help assure the acceptance of the pet in your client's home environment. **Not** sold in Retail Outlets.

## Step 2

### Utilization of the Pet Butler Odor Elimination System

#### Waiting Area/Check out Area:

Install one or more Odor Elimination Systems, based on room size and patient volume. Mount the automatic dispenser at least 7' above the floor and away from the HVAC return vents. The better the air circulation, the greater the effectiveness. Place an aerosol can in the unit, set to dispense at once every 25 or 30 minutes. (Each 7-oz aerosol can last over **60 days**.) Monitor and adjust the frequency of treatments based on level of contamination. If the 30-minute frequency is not adequate set the frequency to every 15 or 7.5 minutes. **Safe to use in Isolation areas with good air circulation.**

#### **In Summary:**

The results of recent studies show that the #1 reason animals are rejected as household pets are due to behavioral problems. We sincerely believe that by eliminating one of the major causes of rejection, "odors", we can greatly enhance the likelihood that pets will remain in homes and continue to be a patient for the Professional Veterinarian for an extended period of time.

We live for the day that not one single pet is euthanized due to unwanted odor problems.

Now the Veterinarian can feel comfortable recommending an odor elimination product that actually works, which will minimize the possibility of the pet being given up because of occasional accidents.

The commitment to increasing the pets' acceptance by eliminating traditional odor problems is a hallmark of the Pet Butler™ line of products. Our support of the Professional Veterinarian is underscored by our policy of not selling the Pet Butler line to Retail outlets or mass merchandisers.