



TEST RESULTS PROVE MIRACLEAN GRIDDLES CLEAN 44% FASTER THAN COMPETITION!

Since introducing the MIRACLEAN Griddle, Keating has made no secret of the advantages of its exclusive trivalent chrome cooking surface over standard steel griddle surfaces: lower cooking temperatures, reduced energy costs and faster cleaning times.

It's not just talk. Extensive testing at the University of Illinois has shown that **FOODSERVICE EMPLOYEES CAN CLEAN THE MIRACLEAN GRIDDLE IN 44% LESS TIME THAN A TYPICAL COMPETITOR'S STEEL SURFACE MODEL!** This labor savings is both a boost to the bottom line and a way to keep kitchen morale from flagging.

By overwhelming margins, employees involved in the testing preferred the MIRACLEAN over the other griddle for ease of cleaning and brighter appearance after cleaning.

A key difference with a MIRACLEAN Griddle is its exclusive trivalent chrome surface. This surface, applied to a 3/4" precision-formed steel plate, has a hardness 7/10 that of a diamond. Unlike standard steel

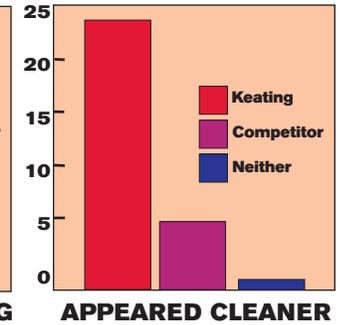
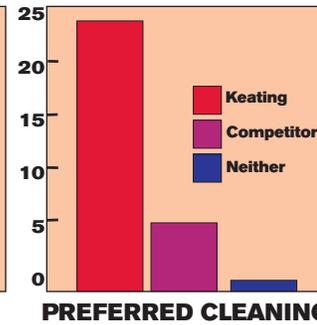


plate cooking surfaces, MIRACLEAN's trivalent chrome doesn't require a griddle brick for spotless cleaning.

Employees simply scrape the surface, wash with cold water and palmetto brush, then polish with a damp cloth and Keating Klenzer.

UNIVERSITY OF ILLINOIS' UNBIASED TESTING PROCEDURES ELIMINATED ANY CHANCE FOR MANUFACTURER PARTIALITY

The University of Illinois at Champaign-Urbana has long been known for impartial equipment testing. At Keating's request, University of Illinois General Engineering test personnel devised a cleaning test procedure in which both a MIRACLEAN Griddle and a competing manufacturer's typical steel surface griddle were installed in the Foods and Nutrition Cafeteria in Bevier Hall. Employees cleaned and rated each griddle with respect to cleaning ease and apparent cleanliness.

In addition, employees were videotaped and timed during the cleaning process. Among the foods cooked during testing, many were selected for their cooking properties and popularity on most foodservice menus: hamburgers represented fatty foods, eggs and hash browns served as starches and cheese and ketchup (used on hamburgers and hash browns)

were chosen as goods that caramelize on griddle surfaces.

Researchers were careful to get a mixture of 30 male and female employees with a combination of experience and inexperience in cleaning griddles. Two employees were tested each day, with approximately six employees tested each week during the test period.

All test subjects were instructed in the proper cleaning techniques for each griddle, and reminder sheets were posted by the griddles for easy reference. Once cleaning was finished, a wire grid was placed over the griddle surface and each square was judged as very clean, slightly clean or dirty.

SUBJECTIVE AND OBJECTIVE DATA AGREE — KEATING CLEANS FASTER!

All data collected was divided into three categories:

- 1) Personal data;
- 2) Preferential data;
- 3) Cleaning times.

In the first category, the majority of test subjects were 21 or under with little experience. This was to be expected in a college foodservice environment.

Secondly, when asked three questions (Which griddle was easier to clean? Which did you prefer to clean? Which appeared cleaner when finished?), the MIRACLEAN was the hands-down winner to each by approximately 5-1!

Statistical evidence provided during testing suggest a 95% certainty of significant differences in cleaning times.



Unlike steelplate griddles, MIRACLEAN's trivalent chrome cooking surface cleans without a cumbersome cleaning brick. Scrape it, brush it and wipe it with Keating Klenzer for a sparkling finish in record time



Scrape the griddle with the Keating scraper with replaceable blades.



Wash with cold water and a Keating palmetto brush.



Polish with a damp cloth and Keating Klenzer.

Test researchers subjected all of the same data and cleaning times to statistical analysis and found that most of the difference in cleaning times between griddles had to do with the models themselves, and that such factors as gender, experience, cleaning method and food variables did not significantly contribute to those differences.

IN OTHER WORDS, NO MATTER WHO'S USING THE MIRACLEAN GRIDDLE, IT CLEANS FASTER THAN STEEL SURFACE MODELS!

MIRACLEAN'S EFFICIENCY MORE THAN PAYS FOR ITSELF!

Yes, MIRACLEAN Griddles may cost more than standard steel surface units. But, according to a formula devised by the research team, *OPERATORS WHO CLEAN THEIR GRIDDLES TWICE A DAY WILL MORE THAN MAKE UP THE PRICE DIFFERENCE WITH REDUCED CLEANING COSTS!* Obviously, operators who clean three times or more a day will save even more money in the long run.

The chart below is based on list prices for both models at the time of the study. Both griddles tested were small models, but the formulas used to compute the savings back up comparisons of larger griddles as well.

The net saving is based on an eight-year life of both griddles; interest lost on a 3% loan for the price difference is subtracted from the total cost savings from cleaning. Despite MIRACLEAN's slightly higher initial cost, a twice-a-day cleaning schedule will save an operator nearly \$1,700 over the griddle's life. Cleaning three times daily will save approximately \$2,600!

MIRACLEAN SAVES MORE THAN JUST LABOR COST!

The savings from faster cleaning times, documented by the University of Illinois, are just part of the Keating story. For instance, kitchen workers stay more comfortable and air conditioned kitchen needs are reduced with MIRACLEAN because the amount of heating transmitted to surrounding kitchen air is less than 10% of that of a conventional steel plate griddle.

| # Times Cleaned per Day | Hours Saved per Year | \$ Saved from Cleaning per Year | \$ Saved From Cleaning Over Life | Interest Lost Due to Higher Price | Net \$ Saved Over Life |
|-------------------------|----------------------|---------------------------------|----------------------------------|-----------------------------------|------------------------|
| 1 | 18.64 | 111.84 | 894.72 | 188.52 | 706.20 |
| 2 | 37.28 | 223.68 | 1,789.44 | 111.21 | 1,678.23 |
| 3 | 55.92 | 335.52 | 2,684.16 | 80.84 | 2,603.32 |

In a recent study preformed by Pacific Gas & Electric, a 36" electric MIRACLEAN Griddle and a 36" competitor's steel plate griddle were tested according to the American Society for Testing and Materials' uniform testing procedure for griddles. Measured energy input for the MIRACLEAN was almost half that of the steel plate model, yet energy efficiency was higher during light, medium and heavy load cooking tests. Energy consumption per hour was only 2.5 KWHr. for the MIRACLEAN, compared with 4.4 KWHr. for the other model. Significant energy savings during idle periods were documented, with the MIRCLEAN using only 1.6 KWHr. to maintain a cooking temperature of 375°F, compared to 2.5 KWHr. for the competition.

In terms of energy versus food cooked, the study showed that when cooking full loads of hamburgers, the MIRACLEAN produced 5.14 lbs. of cooking product per KW, while that other griddle produced only 4.6 lbs. per KW.

ONGOING SAVINGS — THE KEATING DIFFERENCE

Faster cleaning times means reduced labor costs. Energy efficiency means lower monthly fuel bills. Less heat transmitted to kitchen air means reduced demand on kitchen air conditioning system.

Studies prove what we've been saying: Keating MIRACLEAN Griddles are the most efficient ways to satisfy both your customers and bottom line.

Whether fueled by electricity, natural or LP gas, Keating MIRACLEAN Griddles offer sizes, options and custom designs from any operation.



"Serving Those Who Serve The Very Best"®

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