



NEWS RELEASE

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FOR MORE INFORMATION, CONTACT:

Anne Marie Holder, ceo, Spark Strategic Ideas
704.995.1787
amholder@sparkstrategicideas.com

Performance Matters Establishes Customer Friendly Energy Program

FORT MILL, SC (July 23, 2009)—Performance Matters, a strategic consulting company specializing in the textile rental services industry, has pioneered the development of a new energy program that ensures client profitability during times of rising energy costs, along with customer and market integrity when those same costs are falling.

Trying to time the markets can be costly, both financially and in terms of customer satisfaction. “We’ve watched several companies in this industry react too slowly and undergo significant financial losses in 2008. Since implementing their delayed energy increases, the energy prices have fallen dramatically in 2009, leaving their customers asking some tough questions for the service team to answer,” said Troy Lovins, Performance Matters founder and CEO. “A great example of this is within the airline industry. They increased bag fees when the cost of fuel went up, and when costs fell, the bag fees remained, causing integrity issues with customers.”

During 2008, the United States official energy statistics revealed that natural gas prices increased 47 percent, fuel—37.4 percent and electricity—11.4 percent. According to these statistics, if a company did not increase their energy fees to customers by at least 35 percent over the past year, they’ll likely have a dramatic negative impact on their bottom line. When those same prices have fell dramatically, it created an uncomfortable situation between many companies and their customers. As costs fluctuate up and down, Performance Matters strives to help their clients be able to effectively manage their margins while doing what is right for their clients’ customers.

“Without hesitation, we set out to develop a course of action that would allow a quick response to market changes, thus introducing our new customer-friendly energy program,” said Lovins.

Performance Matters is the only company in the industry offering such a program that ensures consistent margins as prices shift.

(more)

“With our new energy program, clients will gain a better understanding of energy costs and how to prevent them from causing a financial mishap,” said Lovins. “This program is designed to allow clients to increase revenue when market turmoil dictates, as well as give back when energy costs drop all the while preserving consistent margins.”

About Performance Matters

With over 100 years of combined experience in the linen, industrial and healthcare sectors of the textile industry, Performance Matters’ offers proprietary tools guaranteed to boost profits with minimal investment. They focus on implementing processes and optimizing revenue opportunities, while integrating a team-based approach that ultimately drives a strong internal culture dedicated to sustainable results.

Beyond revenue generation, Performance Matters’ customized services include: sales enhancement, cost compression, route engineering, analytics membership and Human Resources. Whether the goal is extending market share or enhancing company value, Performance Matters’ clients realize a significant return on their investment. For more information or to schedule a consultation, visit performance-matters.com or call 803.897.0044.

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