

Somat Demos for D.C.

In May of 2012 Somat was invited to demonstrate to administrators and local government officials at Woodrow Wilson High School in Washington DC. The high school is one of nine schools in the district and was recently renovated and re-opened as a LEED GOLD certified building. Although the building was celebrated for being LEED GOLD, there was little consideration or thought put into food and water waste.

Susan Riley-Laudadio, Green Building Coordinator/Sustainability and Energy Management Division/ Dept of General Services, felt strongly that the district should take a hard look at cafeteria and food waste improvements for future renovations. DC Water is in the process of building a huge new water treatment facility and re-working the districts storm water tunnel systems with state-of-the-art technology. It's no secret that water treatment facilities are overtaxed by excessive waste sent through disposals and down the drain.



Allen Squier and representatives from the DC Government watch as students observe

"We're really excited about Somat because one of the things that we're realizing is that in the past many of our renovations, the architects and engineering firms, did not take food processing and waste improvements into consideration", says Riley-Laudadio.

"Many times what you find is a commercial garbage disposal that transfers the food waste through the sewer and water system, and that is a problem".

While Somat's demo trailer was on site, Riley-Laudadio took the opportunity to do some small case studies. She set up some basic separation areas for the kids in the cafeteria and carefully monitored the gross weight and volume of the waste before and after being introduced to the Somat Pulper and Dehydrator. Samples of the dehydrated waste were excitedly taken by the head of the district's recycling and composting program. It's preliminary to assess whether the district will retrofit the Wilson HS or plan to implement the technology in future projects and renovations. One thing for certain is they were impressed with what Somat's equipment is capable of.

Stay tuned for an update....



Woodrow Wilson High School, Washington DC



Todd Heagy poses with the folks from DC Government

A note from Lin:

Somat – Stero Consolidation

The last few months and the ones ahead continue to be filled with new challenges and opportunities as the transition of Stero production to Lancaster, PA is underway. I would like to highlight a few things and provide a timeline of things to come.

Since June 1st people have been migrating back and forth between California and Pennsylvania for training purposes. Thank you to those racking up the miles in airplanes and working hard to stabilize the shift in facilities.

Stero's new sales and support facility in California should be under lease shortly. This new facility will include a demonstration area that supports both demos and training procedures. All incoming Stero sales support and service calls will remain in California. We

are committed to maintaining our presence and a first-class sales and service facility on the west coast. This new facility will solidify that commitment and further demonstrate the positive reasoning behind the consolidation.

We are expecting to see the first Stero products produced in Lancaster, PA to roll out sometime this month. Assembly processes will move first with fabrication to follow. Current local Somat suppliers of fabrication will supply the bulk of Stero fabrication. All Lancaster, PA Stero production will be remotely reporting to Terry Goodfellow in California. New product development, including enhanced compatibility with Somat products, is a key component and exciting new chapter we are all excited about. We will maintain production capabilities in Petaluma until year end to facilitate a slow ramp down on the west coast and ease the ramp

up process in Lancaster. While no process is perfectly executed, our intent is for this to be as seamless as possible to our customers.

As always we'll continue to strive for excellence and innovation in all of our product lines! I'm very excited about opportunities and continued growth on the horizon. Thanks again to all of our wonderful employees. Enjoy what's left of the summer!

Lin Senseenig

General Manager



Employee Spotlight:



Jon Horning

With the ongoing transition of Stero's assembly operations to Lancaster, PA Jon Horning is a new face. He was hired to lead the brand new assembly operation for Stero and is working on both coasts right now to get up to speed and learn as much as he can.

Jon spent the last 12 years at Weaver Masonry in Ephrata, PA and was grateful that his old boss mentioned him in conversation with Lin about the upcoming needs for key people to help with Stero production in Lancaster. His favorite hobby is his family, with good reason, as he

is married with three active children in sports. Living just a few miles from his new workplace, Jon has no issues with the drive to work. He's already noticing the unique "get it done" attitude in the shop and appears to fit in well! When asked about the learning curve, Jon couldn't resist the opportunity to rave about the folks in California working with him, "Their attitude through this transition has been amazing; they remain committed to the brand and to seeing it through this change successfully. I can't say enough about their cooperation and willingness to help". Jon will be a great addition to the Somat/Stero family!

QR coding

The QR Code to some may look like a jumble of black and white squares with little function. To a savvy user, the QR Code is an answer for product info, marketing, inventory tracking, entertainment ticket scanning, business card information storage and for Somat, a way to direct an end user to videos which will help make the learning process easier.

Recently, Somat has been placing QR Codes on all of its equipment. This is an effort to get more detailed information to the end user, the servicer and the equipment rep. Prior to the QR Code implementation, several videos were shot, edited and stored for placement on Youtube. These videos encompassed service-related "How to's", operation instructions, startup information, and in-depth component removal and installation processes. What better medium than Youtube to pass along information? You'd be hard pressed to find someone you know who hasn't used Youtube. Couple the reaching power of the internet with a code directly linked to Somat's

Youtube page and we get an answer of how to place useful product information in the hands of those who want it in a free use area. Simple and effective.

Prior to the "release" of the QR Codes on Somat equipment, the Service Department sent out a Technical Service Bulletin to the service companies they use letting them know that this code will enable their technicians to watch a short video to have a better understanding of the problem they may face. Another letter was sent to the equipment reps letting them know that they too could benefit as there are videos that instruct an end user how to operate their equipment. With the service agencies and the equipment reps aware of this implementation, it didn't take long before hits were appearing on the Somat Company Youtube page.

What's in store for future videos? For service personnel, component installation and removal is a task they are faced with daily, and



if you've never seen nor worked on a piece of equipment, a convenient easy to understand video to watch at the site could mean shorter service times and less erroneous parts sales and returns. For end user and equipment reps, videos will be available showing operation, tips & tricks, and answers to common questions. Reps will be able to utilize videos showing Waste Handling Systems in operation showing the waste reduction achievable by using Somat's pulping systems. Neat huh?

The power of information and communicating it in a visual manner enables Somat to provide quality instruction and visual aide all in a 2 x 2" square.

http://www.youtube.com/user/somatcompany?feature=results_main



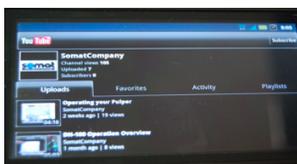
1 Accessing Somat's Youtube page via QR Code is as easy as it gets. Follow along with your Android™ using QR Droid or a similar reader, or on the iPhone™ using QRAFTER or similar reader.



2 Download any of these readers in the respective stores. Other apps are available and should work in a similar fashion.



3 The app you have installed should bring up a link or take you directly to the site. If the app brings up a link, click on the link to follow it.



3 This link will take you to the Somat Company Youtube Channel. It is a direct channel link, meaning you will not have to search for the videos. They are all listed on the channel page.

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