



The Ripener

Volume 3 Issue 1

A Service of CATALYTIC GENERATORS, INC.

April / May / June 1998

An Open Letter to the Customers of Catalytic Generators, Inc.

We all seem to get caught up in the day-to-day routine of business, taking care of the urgent and overlooking the important. Things are definitely no different here at Catalytic Generators, Inc., but we do need to pause from our hectic routine and reflect upon the important part of our business: YOU, our customer!

We want you to know that we:

- **Value your business.** You could choose to buy from a number of sources, but you've picked us to do business with, and we greatly appreciate that.
- **Want to help in your ripening operations.** Whenever questions or opportunities arise in your business that we can assist with, we are glad to be of service by phone or in person.
- **Strive to provide you with the best ripening products.** Constant product improvement is our goal. We want to make our line of generators and our Ethy-Gen® II Ripening Concentrate better than they were yesterday. As a matter of fact, we often make changes that are not visible.....internal changes to our generators making them even more dependable. Did you know that we test every generator for a minimum of 24 hours before it leaves our facility? Proper ethylene production, electrical performance, and Ethy-Gen® II usage are all verified before any machine is packaged and shipped to you.
- **Want your input as to how we can better serve you.** Please call us toll free at (800) 446-8100 and let us know.

Again, we appreciate your business and the opportunity to serve as your ripening room supplier. Call us anytime.

Best regards,

Greg Akins
Director, Sales & Marketing



PROFILE OF A CATALYTIC RIPENER



Mr. Joe McGowan

M. LEVIN & COMPANY, INC.

Philadelphia, PA



POSITION: General Manager **FRUIT RIPENED:** Bananas (All Varieties) **NUMBER OF YEARS RIPENING:** 7
LOADS RIPENED PER WEEK: Fifty (50)

ETHYLENE SYSTEM USED: Catalytic Generators' Easy-Ripe® Generators with Ethy-Gen® II Ripening Concentrate.

WHAT I LIKE MOST ABOUT CATALYTIC GENERATORS' PRODUCTS & SERVICES: "Ease of use, reliability and customer service."

THE MOST SATISFYING ASPECT OF THE RIPENING BUSINESS:

"Delivering 100 stores and not getting a single complaint call."

THE MOST DIFFICULT ASPECT OF THE RIPENING BUSINESS: "Ripening five different brands from five different countries in one ripening room!"

RIPENING TIPS: "Check 'em, pulp 'em, then check 'em again!"

BIRTHDATE: April 18, 1964

If you know of a ripener who you would like to see featured here, please contact us at Catalytic Generators!

The Ripener

a Quarterly newsletter published by
CATALYTIC GENERATORS, INC.

as a service to its customers.
Editor: Greg Akins



We are a manufacturer and distributor of Ethylene Generators & Concentrate and Ripening Room Supplies, including Instruments for: Temperature, Humidity, Ethylene Control, Product Protection, & more.



Here's how to reach us:

Catalytic Generators, Inc.
1185 Pineridge Road
Norfolk, VA 23502-2095

Toll Free (800) 446-8100
Phone (757) 855-0191
Fax (757) 855-4155

E-Mail: catalytic@symweb.com

On the Internet:

<http://catalytic.symweb.com>



*We are celebrating our
25th Year
in Business!*

*Thanks to all of our
customers for their support
and business!*

Editor's Note: Due to circumstances beyond our control (like time has flown by and we have been extremely busy), we did not publish The Ripener issues for Oct - Dec 1997 or Jan - Mar 1998.



U.S. BANANA AND PLANTAIN IMPORTS



Exporting Country	1996* Imports	1997* Imports	Change from 1996 to 1997	Percent of 1997 Total Imports
Costa Rica	313,812	300,723	-4.17%	25.3%
Ecuador	249,860	287,160	+14.93%	24.1%
Colombia	140,464	176,075	+25.36%	14.8%
Honduras	167,004	145,973	-12.59%	12.3%
Guatemala	150,937	130,533	-13.51%	11.0%
Mexico	43,825	62,073	+41.64%	5.2%
Panama	70,806	59,801	-15.54%	5.0%
Venezuela	14,016	17,699	+26.28%	1.5%
Nicaragua	4,392	5,014	+14.17%	0.4%
Dominican Republic	3,276	4,664	+42.37%	0.4%
All Others	21	25	+19.05%	0.01%
Totals	1,158,413	1,189,740	+2.71%	

* In thousands of dollars

Source: USDA Foreign Agriculture Service

Meet our New Sales & Service Representatives

**Stephanie Thompson****Customer Service Representative**

Stephanie assists customers with orders and service matters. Odds are, if you haven't already talked with her, she'll be in touch soon!

**Steve Page****Sales Representative**

Steve is a member of both our inside and outside sales team for the company. He is ready to assist in the proper use of our products and in any other ripening related areas!



Did You Know?

Our most popular generator, the Easy-Ripe[®], is available in a "wall-mount" style?

We can provide this unit to you with a back bracket that slips on to a wall plate. The generator can still be easily moved from room to room as needed.

The Ripener

BULK MAIL
U.S. POSTAGE
P A I D
NORFOLK, VA
PERMIT NO. 3078



**CATALYTIC
GENERATORS, INC.**

1185 Pineridge Road
Norfolk, VA 23502-2095

ADDRESS CORRECTION REQUESTED

Q&A

*Please fax or call us with your ripening questions.
Submissions will remain anonymous.*

Q: Should I attempt to repair the generator?

A: When a generator appears to be malfunctioning, one should first verify that the unit is still getting power from the outlet. Then check the circuit breaker on the front panel. If this has tripped, then reset it by simply pushing the button back into the breaker. The generator should now operate properly. If the circuit breaker has not tripped or resetting it does not solve the problem, **no repairs should be attempted**. Simply call us at (800) 446-8100. For generators that are leased from us, we will ship a replacement generator the day that we receive the call (before 3:30 p.m. EST) and the unit that is not working can be sent back to us. **Please call if a replacement is needed!** At times we will receive generators from customers who would like the units replaced but do not specify this with the return. This will cause a big delay in receiving a replacement. For units that are owned by a customer, we have a very liberal repair policy that includes bringing the unit up to current standards and a thorough and complete system check with ethylene analysis. Call us for more details.

Q: Should the generator be exchanged on a regular basis?

A: **Absolutely Not!** We have generators that have been in the field for more than ten (10) years! The units are designed for long life and dependable ethylene production. However, with that said, what we ask is that *whenever* you doubt that a generator is operating correctly, *for whatever reason*, call us and request a replacement! We want you to be 100% comfortable and 100% satisfied with the performance of our equipment. Here are several reasons to replace generators:

- If it takes longer than normal for Ethy-Gen® II Ripening Concentrate level to decrease in the generator reservoir;
- If the ethylene output screen (located in the top left corner) becomes completely clogged;
- If the circuit breaker will not reset;
- Again, if for any reason you aren't comfortable with the performance of a generator!