

FOR IMMEDIATE RELEASE

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**ATLANTIC MILLS UNVEILS
NEW TRAINING & TECHNOLOGY FOR THE FOODSERVICE INDUSTRY
THEIR PRODUCTS NOW SPEAK FOR THEMSELVES!**

LAKWOOD, NJ – May 12, 2011 – Atlantic Mills, Inc., a leading manufacturer of nonwoven disposable wipers, has brought Foodservice wiping out of the dark ages with their revolutionary, interactive, instructional packaging that brings the spotlight onto sanitation at the *National Restaurant Association* show in Chicago May 21-24, 2011.

As a progressive leader in technology and innovation, Atlantic Mills has developed a unique method to deliver product information through easy to use, visual training videos. This unique training aid provides a clear and consistent message to the proper use of disposable wipers on every level of the supply chain. It takes the guesswork out of *what* to use, *how* and *where* to use reusable, disposable wiping products.

Now imprinted on Atlantic Mills Foodservice packaging and collateral materials are QR Codes that – when scanned with an App on a smart phone or camera enabled tablet – link to training and education videos which automatically play on a mobile device and can be accessed and viewed countless times for ongoing, on-the-job training at any time. This allows operators to *visually* train their staff *on the spot* and *at their fingertips*, then monitor the program through a color coded wiping program.

This QR Code product training program is an important feature in the Atlantic Mills commitment to being Trainers, Educators and Partners in Sanitation. According to Andre LeBlanc, Director of Sales for Atlantic Mills; “Helping customers achieve a smarter clean - and maintaining cost effectiveness through improved product knowledge, is key in today’s economy.”

Atlantic Mills remains a market leader by listening and responding to the needs and desires of the rapidly changing foodservice market. By supplying innovation to their product line, they continue to increase sanitation awareness, strengthen their position as trainers and educators and maintain their strong industry relationships.

For additional information, visit www.atlanticmills.com.

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