



Redefining cleanliness at Price Chopper.

PRICE CHOPPER'S
SUCCESS STORY



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- Barry Queen, Co-Owner of Price Chopper

The PRICE CHOPPER STORY

Barry Queen has spent much of his life amongst the shelves of a grocery store. It started when he was young, at his father's shop in rural Kansas.

"I was sorting return pop bottles at the age of 10," Queen says. "Our family has been in the grocery business for 47 years. I'm second-generation." What Queen's father began, he helped to expand—eventually joining a group of other family-owned stores to create Price Chopper, which now has 55 locations across Kansas, Missouri, and Iowa.

"I've played many, many roles," says Queen. "I've worked in accounting. I've been a store manager. I opened our first deli and opened our first seafood department. As we grew into multiple stores, that's when I became a part-owner in the mid-'90's."

By seeing every facet of a grocery chain's inner-workings, Queen saw common issues that affected a customer's experiences, and ultimately the bottom line. "Cleanliness has always been one of a customer's top three reasons for shopping at a store. You have freshness, price, and cleanliness—those are always the top 3. It's always been at the forefront of our minds, and extremely important to have the cleanest stores possible."

Whether it's a corner grocer or a large chain, the nature of the business leads to natural cleanliness challenges. Refrigeration and moisture can cause mold outbreaks. There's odors to be cognizant of. And you have to ensure customers never see insects crawling around. That's why when an innovative technology like Synexis came onto Queen's radar, he wanted to explore it.

"I was buried in a remodel, so I had [a representative from Synexis] meet with my son Dylan. Dylan immediately came back to me with the literature and said, 'Dad, you've got to take time for this. This is unbelievable. It's going to blow you away.'"



Queen investigated the Synexis patented DHP™ (Dry Hydrogen Peroxide) technology, and even met with founder Jim Lee to learn about the science—how microbes like mold and viruses attach themselves to DHP, which is then thought to break down their outer cell membrane and destroy them. Simply put, DHP fights viruses, bacteria, mold, odors, and certain insects, and Queen wanted to try it for himself.

They quickly got a plan together and rolled out Synexis across 5 locations in the Kansas City area. 20 preliminary swab tests were done before the Synexis switch was flipped, so Queen would be able to evaluate the results. After 7 days, the areas were tested again, and Queen saw approximately 90% reduction in the presence of pathogens like mold, bacteria, viruses, and dust. After 30 days, that number rose to 94.9%.

“I believe it refreshes our stores and makes our space feel cleaner,” Queen says. DHP continuously flows wherever air flows, throughout any indoor space, and doesn’t require Queen’s customers or employees to leave the store. “People who are in our stores always say they can tell a difference.”

Queen is happy to share the success he’s had with his colleagues, too.

“I mention, ‘Hey guys, I just want to tell you about something exciting that we’re putting in our stores that I believe in.’ Any grocery store or restaurant in the future, in my opinion, who doesn’t have Synexis or a system like this will not survive the business.”

From identifying the environmental issues of any facility to analyzing present cleaning practices, and assessing the proper placement of products, Synexis will design a plan that can assure any facility or supermarket gets the right fit.

For more information, get in touch at [Synexis.com](https://www.synexis.com).



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