



Office of the President

December 1, 1997

The following details Paul Alper's Competencies, Market Expertise, Positions Held, Responsibilities and Accomplishments while employed at GOJO Industries, Inc. since December, 1988.

GOJO is a privately held, 51-year-old leading manufacturer of skin care products with \$ 100+ million in annual sales and 600+ employees .

In addition to his individual responsibilities, Paul was also responsible for the corporate P&L as a member of the GOJO business group (senior leadership team) for the past three years.

<u>Core Competencies:</u>	General Management; Business start up (3 new businesses for GOJO). Highly skilled at Strategic Planning; Marketing & Sales; Strategic Communications; Brand Management; Performance Management. Strong technical literacy.
<u>Market Expertise:</u>	Health Care - hospitals and nursing homes through medical-surgical distribution i.e. Red Line, Gulf South, General Medical, Baxter. Highly competent in all aspects of national account business development. Consumer - through retail distribution i.e. drug, mass merchandise and food.

Vice President and General Manager, PURELL® Consumer Products Division - June 1995 - June 1997

PURELL is the first instant hand sanitizer available to consumers nationwide through traditional retail channels.

Responsible for:

All aspects of division start up and for launching PURELL Instant Hand Sanitizer to the US consumer market including creating strategic and financial planning; sales and marketing; creating and leading cross functional teams with R&D, Operations; Finance and Administration; planning and executing an integrated national media and public relations launch (national plan commenced February, 1997).

Key Accomplishments:

Introduced PURELL (a product with a 10 year legacy in health care and food service) into the consumer market: created a new category & brand. Executed trade launch 6/96; selected key marketing partners (market research, advertising, public relations; website development: www.purell.com); achieved 65+% ACV National Distribution in Mass and Drug Classes of Trade pre media launch 2/97 (including 100% distribution at Wal Mart, Target, Walgreens, Revco, CVS, Thrifty Payless and Rite Aid). Received 1997 REX Award for Personal Care/Antimicrobial Products, September 1997 (Winners are selected by the Chain Drug Industry).

GOJO INDUSTRIES, INC.

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Corporate Offices

Introduced PURELL into the Canadian Consumer Market, Q3 1997. Developed strategic sales and marketing plan; hired key resources (broker network, public relations firm); established key trade partner relationships; led cross functional launch team (marketing, sales, R&D, quality, regulatory, operations) to ensure on-shelf/on-time launch.

Vice President and General Manager, PROVON Medical Group, the health care division of GOJO - 1988 - 1997

PROVON offers a comprehensive portfolio of hand washing and skin care products for caregivers and their patients.

Responsible for:

All aspects of division start up including creating vision, strategic and financial planning; staffing, sales and marketing and for establishing and leading cross functional teams as above.

Key Accomplishments:

Paul led the division to consistent growth and market leadership (GOJO is now number two in overall category sales to the institutional health care market and # 1 to the Long Term Care Market). Exceeded sales and profit goals every year for past 4 years; 1997 results ('97 - Q3) were significantly ahead of plan (sales 111.6% of plan; profitability 234.9% of plan).

He achieved sole source supply agreements with major US health care chains including Beverly Enterprises, Health Care and Retirement Corporation (HCR), Manor Health Care and Tenet Health Care. Established strategic distribution partnerships with Red Line Health Care, Gulf South, General Medical Corporation (recently acquired by McKesson Corporation). Division has received of multiple vendor and trade awards including Vendor of the Year for Red Line Health Care an unprecedented four times.

Started Home Health Care Initiative in September of 1997, which he will continue to lead as a consultant to GOJO.

We have enjoyed a 15 year, extremely beneficial relationship with Paul. He was a key distributor and trade partner from 1983-1988; for the past 9 years he has been a high performing employee as founder and leader of our health care division and launch leader of our PURELL Consumer Products Division. He has continually brought dedication, focus, passion and extraordinarily high energy to his work.

Now, as Paul embarks to launch GOJO's Home Health Care Business and start his own consulting practice, we wish him the best in his new venture and look forward to a continued relationship in which we can continue to achieve breakthrough results and harvest new business opportunities together.

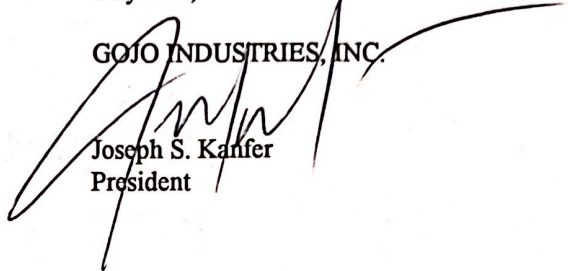
Paul leaves an enduring legacy at GOJO of three new, growing businesses; an array of best sales and marketing practices and a team of customer development leaders he has recruited, mentored and helped develop professionally.

Paul would be an asset and be able to add significant value to any organization looking for high level strategic thinking and insight, extraordinary marketing skills, a highly refined ability to select and leverage resources and, as is rarely the case, the competency to execute with precision in a way that is highly results oriented.

Stay well,

GOJO INDUSTRIES, INC.

Joseph S. Kanfer
President



JSK:jr