

the muratec times



Muratec and Tabasco

T w o o f a k i n d

Since 1993 Muratec America and the McIlhenny Company, makers of Tabasco brand pepper sauce, have built a solid relationship maintained by similar ideals and a commitment to excellence. Both companies are recognized as their industries respective leaders, and each continues to produce quality and innovative products.

When the McIlhenny Company was looking to better connect their offices in New Orleans with their warehouses on Avery Island and in South America, they needed machines that could handle high volumes without compromising on quality. Their first purchase was a Muratec M3000, and not only has it produced top-quality faxes over the past eight years, it has only received one service call.

"We get about 200 faxes a day (on the M3000) and we use it as a copier too," says Liz Hulin, supervisor of the Sales Order

Entry Department. "In fact many of the employees downstairs come up to use our machine because it works so well."

After the success of the M3000, the McIlhenny Company began to integrate other Muratec machines into their facilities. Several F-75's were installed at the warehouse facility on Avery Island to connect it with the fields in South America. They have proved an invaluable tool with production.

"I usually make anywhere from 50-75 copies a week on orders," says Bryan Kapp, supervisor of the mash warehouse on Avery Island. "I also transmit to and receive faxes from the Latin American countries and our offices in New Orleans, the machines have never let us down."

After experiencing success with Muratec's M3000 and F-75 machines, the McIlhenny Company decided to upgrade to Muratec's

MFX platen series. The main reason for the upgrade was the need for more faxes, more copies and more power.

"We received the MFX-2000 about a year and a half ago, and we love it," says Hulin. "We use it constantly and it never slows down. It has so much memory, it's easy to use, and best of all it let's us go about our business without having to worry."

Muratec has provided the McIlhenny Company with the most powerful, innovative and cost-effective fax machines on the market for over eight years. In return, the McIlhenny Company has provided Muratec with one of its most high-profile clients. Both companies agree that a strong relationship has been developed and look forward to working together in the future.

T A B A S C O

Recipe for Success

Does anyone still drive a DeLorean, drink New Coke, collect Pet Rocks, or watch 3D movies? Consumers worldwide continue to flock to new gadgets, gizmos and creations, only to discard them when the novelty passes. One creation that consumers haven't been able to put down since 1868 is Tabasco brand pepper sauce. By combining the traditions of the past with current technology, the makers of Tabasco continue to see their product experience worldwide growth.

The story of Tabasco sauce dates back to the late 1860s when Edmund McIlhenny planted the first Capsicum pepper on Avery Island, Louisiana. An avid gardener, McIlhenny planted the pepper on the advice of his friend who swore by them. McIlhenny had always loved spicing up his food and was looking to develop the ultimate spice that could be used on any food.

He decided that the Capsicum peppers would be perfect for his sauce. After carefully examining the pepper crop, McIlhenny selected the ripest Capsicum peppers and immediately crushed them. From there he mixed the crushed peppers with salts that were exclusive to Avery Island, and then poured the mixture into White Oak barrels where it was stored for three years. When the aging process was complete he mixed in powerful vinegar and stirred the concoction at length several times a day. After the mixture was strained McIlhenny had created what we know today as Tabasco sauce.

After his first taste McIlhenny knew he had created an unbelievable sauce that could be used on virtually any food. It was spicy, tangy and tickled every taste bud.

After keeping it to himself for a couple of years McIlhenny decided to let his neighbors on to his discovery. It soon became the talk of the town and McIlhenny was

encouraged to distribute his sauce all over the United States. Tabasco quickly became the culinary talk of the country and its popularity began spreading to Europe, Asia, and the rest of the world.

While modern technology has been implemented to speed up the bottling and packaging of Tabasco sauce, the recipe and slow-aging process developed by McIlhenny continues to be used today.

Generation after generation continues to use Tabasco sauce on every dish imaginable. From cheese-steaks in Philadelphia to sushi in Japan, Tabasco has made its way onto dinner tables around the globe. Aaron Neville, Cybil Shepherd, Peter Jennings, and John Grisham use it to spice up their dishes. Soldiers who fought in World War II, Vietnam and the Gulf War got a taste of home by using Tabasco on their meals. Residents of college dorms will attest to the greatness of Tabasco. Tabasco has even graced the White House during the Johnson, Nixon, Reagan, and Bush administrations.

But what is it about Tabasco sauce that has kept the world's attention? For some it's the handpicked Capsicum peppers. Others prefer that one-of-a-kind Tabasco smell. Some might even be hypnotized by the inviting red glow of the Tabasco bottle. But for most consumers it's that first bite, the flavor rush that tickles every taste bud and makes conventional food extraordinary.

Even though the demand for Tabasco sauce is at an all-time high, the McIlhenny Company continues to follow the same time-consuming recipe that was developed over 130 years ago. By combining the traditions of the past with current technology, the McIlhenny Company has developed the recipe for success.





Tabasco Drops

Tabasco
(definition)

land where the soil is hot and humid

Scoville Unit

unit used to measure the heat of peppers

Tabasco Brand
pepper sauce is Kosher approved

3 Ingredients
Capsicum pepper, high grain
vinegar and Avery Island Salt

5 Years
Tabasco's shelf life

310
number of Tabasco bottles
produced per minute


720
number of drops in
every bottle of Tabasco

1868
first year of shipment of
Tabasco sauce (350 bottles)

1993
Muratec begins relationship with Tabasco

5000
Tabasco's measurement in Scoville units

450,000
bottles of Tabasco produced everyday



Got A Story?
Does your dealership sell
Muratec products to a
high-profile company?
If so your dealership could
be highlighted in a future story!
If you have a story idea please
email Lou Stricklin at
lstricklin@muratec.com.

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The Fax Specialists.
Muratec

The Louisiana Connection

Louisiana has always been full of surprises. Whether it's mysterious aquatic life, mouthwatering cuisine or the bead-crazed women of Bourbon Street, Louisiana will find a way to make your jaw drop. For Muratec, the biggest surprise came in 1993 when the McIlhenny Company, makers of Tabasco brand pepper sauce, purchased an M3000. The fact that Tabasco chose to use Muratec machinery was not a surprise. The surprise was the source that provided Muratec with one of its highest-profile clients, Teche Office Supply in New Iberia, Louisiana. With a staff of only five employees, Teche is a small dealer with big connections.

Elverse Trahan, owner of Teche Office Supply, has been doing business with the McIlhenny Company for many years. Trahan grew up near the Tabasco facility and developed a strong bond with the community on Avery Island. He built a solid reputation by recommending and providing only the best products for his clients, so the McIlhenny Company knew when Trahan recommended Muratec machines, they must be the best on the market.

"I've known these people all my life, they're like family to me," says Trahan. "They know me and trust me, I want them to use the best products and that's why I recommended the (Muratec) machines."

Since acquiring an M3000 in 1993, the McIlhenny Company has incorporated Muratec machines into all their facilities throughout North and South America. The sales office is equipped with an MFX platen series machine, while the warehouse and New Orleans offices still rely on F-75 units to conduct everyday business. Teche is very confident that the McIlhenny Company will incorporate future Muratec machines into their facilities as their needs change.

Muratec is proud to associate itself with dealers around the world like Teche Office Supply, and will continue to recognize the hard work and accomplishments of our dealers in the future.

