

YOUR BUSINESS

Profile

Proven cleaner hits retail market

Once sold to
labs, it has a
following

BY GLENN SINGER
Business Writer

A 50-year-old Fort Lauderdale chemical company that makes products to help laboratories analyze human biological samples might find its biggest success from an unexpected source: a highly popular stain-removing solution that it plans to sell to consumers beginning next year.

"We've been making Erado-Sol for 40 years for doctors, labs and health care companies to remove the stains used in testing from tables, medical equipment, hands and lab coats. But we never realized its potential as a general stain remover for consumers," said Gary Gold, who with brother Roy serves as co-chief executive officer of Cambridge Diagnostic Products.

"But a funny thing happened," Gary Gold said. "We started getting calls from labs that bottles of the solution were

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GARY GOLD
Co-CEO of Cambridge
Diagnostic Products

disappearing. Technicians and doctors were taking the stuff home to use on household and clothing stains. The word of mouth about the product was startling, and we became inundated with consumer requests for the product."

One of those was Dr. Barbara Durand, a pathologist from Holtville, N.Y., who noticed that folks in the laboratory were getting

stains off their hands with Erado-Sol.

"My boys were playing around one day, and they spilled this red beverage all over my daughter's white winter jacket. I didn't know what I was going to do," Durand said. "A technologist suggested Erado-Sol, and I figured I had nothing to lose, so I tried it. It saved the jacket completely."

Recognition also came from a study at the University of California-Davis that named Erado-Sol the best commercially available red wine stain remover



GOING TO MARKET: Co-CEO's Gary and Roy Gold of Cambridge Diagnostic Products check out a sample of Stain Rx, which is new to the retail market but an old stand-by with their commercial customers. **Staff photo/Lou Toman**

and October's *Food and Wine* magazine, which listed the solution as one of "125 reasons we love wine." The stage was set for moving the product into the consumer market.

In a way, the story of what will be called Stain Rx and marketed through wine, gourmet and housewares catalogs, exemplifies the philosophy of Gary and Roy Gold, whose father started the business.

"Listen to your customers. Let them tell you how good a product is or whether it can be improved," Roy Gold said. "Listen to your employees, too. Treat them like family and encourage their input."

Roy Gold said the company's half-dozen employees are partners in the decision-making process at companywide meetings during the year. "We discuss anything and everything – from quality control issues, safety and customer service to equipment the staff needs and whatever might be on their mind. Then we go to lunch and have fun."

CAMBRIDGE DIAGNOSTIC PRODUCTS INC.

Business: Develops biological testing materials and produces a stain remover

Where: 6880 NW 17th Avenue, Fort Lauderdale

Owners: Gary and Roy Gold

Established: 1953

Revenues: Less than \$5 million yearly

Employees: Six

Advice: "Trust and empower your employees. They are the key to your success." Gary Gold said.

As a result of the meetings and the family-type atmosphere that prevails, he said, "Employees come to us with ideas. You can't put a price on that."

While many firms have eliminated holiday bonuses to cut costs, the Gold brothers have gone in the opposite direction. They give a bonus at Thanksgiving and another one right before Christmas.

Even if Stain Rx were to take off and increase profits dramatically, and even if the firm were to go public one day, the brothers want to keep the family atmosphere above all.

"Our phones are answered by a human being," Roy Gold said. "If I were the consumer, I would want to be treated great. That's how we feel about our customers."

For more information, call 800-525-6262 or visit www.stainrx.com.