

Cellar Chemicals

A new year brings a new set of challenges. There is no end to what some vendors may do in order to appear to be the most cost effective solution for your harvest needs.

We have been alerted by some of our customers that there are companies who are misrepresenting the origin or quality of some of the products they carry. Apparently, there are imported origin products that have been rebagged and labeled as if they were domestically manufactured. Although highly illegal, this is one example of the level of deception we are seeing on the market.

There has also been numerous correspondence implying that there is inferior quality, industrial grade, Tartaric Acid being circulated. This message is being verbally communicated by sales representatives working in companies that stand to benefit by spreading misinformation about their competitors.

At ATP, it is not our business to confirm, deny, or incite the rumors on the market, nor do we feel it is necessary to bad-mouth our competition. Our philosophy is very simple: to earn your business by offering the best possible quality at the most competitive prices, using knowledgeable, friendly, and responsive sales representatives.

Over the years, ATP has implemented a rigid quality control policy which not only applies to new products we represent, but continuously monitors the performance of our long-time suppliers. From time to time, our re-evaluation of certain manufacturers leads us to determine that they no longer meet our requirements or those of our customers, resulting in a termination of our representation agreement.



There are ways for you, the customer, to protect yourself against these inferior quality products.

1. Beware of companies that disparage their competitors, as they usually have ulterior motives. For example, when ATP decides to terminate a representation agreement with a manufacturer, the response leads to that manufacturer seeking new avenues to get their product to market. In the process, they may portray ATP in a negative light. The fact is, if their quality did not meet ATP standards, chances are it will not meet yours.
2. Work with a company you know and trust. For the past 15 years, many of you have allowed us the privilege to serve your needs, both during harvest and throughout the year. When in doubt, work with the people you know.

With over 100 products in our product line, regardless of whether they are marked with an ATP label or a manufacturer's label, rest assured that the quality of product in that bag has met our rigid demands in terms of quality.

Please be sure to contact us with any concerns you may have.

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