

# Gale Group Marketing & Advertising Reference Service®

## ONTAP® Gale Group MARS® (File 281)

### FILE DESCRIPTION

**Gale Group Marketing & Advertising Reference Service®** is a multi-industry advertising and marketing database with abstracts and full-text records on a wide variety of consumer products and services. Gale Group Marketing & Advertising Reference Service is widely used by consumer products and services companies to locate market size and market share information, monitor new product or service introductions, evaluate markets for existing products or services, and research the marketing and advertising strategies of competitors. Advertising agencies and public relations firms use Marketing & Advertising Reference Service to research and develop new client proposals; monitor ad campaigns, budgets, and target markets; locate information on products and services; and gain competitive intelligence on other agencies and public relations firms by tracking agency changes, new accounts, launch dates, contracts and appointments

### SUBJECT COVERAGE

- Apparel
- Banking
- Beverages
- Communications
- Consumer Electronics
- Fast Foods
- Financial Services
- Food
- Health Care Marketing
- Home Appliances
- Insurance
- Leisure and Entertainment
- Personal Care Products
- Pets and Pet Food
- Pharmaceuticals
- Publishing
- Restaurants
- Retail
- Soaps and Detergents
- Tobacco
- Transportation
- Travel and others

### TIPS

#### USE FILE 570

for information on the marketing, advertising, and public relations aspects for a variety of consumer goods and services.

#### USE AD=

to focus in on specific advertising concepts. EXPAND AD= for a complete list of advertising concepts.

#### USE /FULLTEXT

to retrieve articles for which the complete text is present online.

### DIALOG FILE DATA

Inclusive Dates: 1984 to the present

Update Frequency: Daily

File Size: 1,614,370 records as of July 2009

### CONTACT

Gale Group MARS is produced by Gale, a part of Cengage Learning. Questions concerning Electronic Search Assistance should be directed to:

Gale, a part of Cengage Learning

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**File 570 Gale Group Marketing & Advertising Reference Service®  
SAMPLE RECORD**

DIALOG(R)File 570:Gale Group MARS  
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**AA=** 00008705 Supplier Number: 55455292 (THIS IS THE FULLTEXT)  
**/TI** Thinking outside the shell.(Taylor Egg Products Inc.)  
**JN=** Food Engineering, v71, n1, p18(1)  
**PD=,PY=** Jan, 1999  
**SN=** ISSN: 1522-2292  
**LA=,RT=** Language: English Record Type: Fulltext  
**DT=** Document Type: Magazine/Journal; Trade  
Word Count: 435

TEXT:

**/LP, TX** Processing product in a competitive industry can be very challenging and the liquid egg industry is no exception. "To survive in this business, you need to keep your unit cost low," said Bill Taylor, president of Taylor Egg Products Inc. "The cost of liquid egg per pound to the end user is cheaper today than 20 years ago."

Taylor Egg Products Inc., Dover, NH, produces liquid and frozen egg products for sale to the pasta industry, commercial bakeries and institutional use. To ensure it can keep costs down, Taylor stays on top of the latest technology, including pumps, valves and fittings.

PUMP IT UP

**/TX** The shrinking number of processing facilities in the egg industry means that staying current in technology is of utmost importance. Implementing G&H (Alfa Laval Flow Inc.) equipment into the company's production process has decreased both utility costs per product unit and labor costs to process a product unit - while maintaining finished product quality.

Taylor Egg starts with whole shell eggs placed in a breaking machine. From there, a GHH centrifugal pump transports liquid whole eggs into a product silo. Another GHH pump moves the eggs to an Alfa Laval three-section plate heat exchanger for pasteurization.

A GHPD positive displacement pump is the timing pump for this process and another GHH centrifugal pump provides the pressure and flow requirements for a variety of filling applications.

REDUCED MAINTENANCE COSTS

Old technology had Taylor's operators taking pumps apart daily for cleaning. This forced the operators to do a daily breakdown of numerous processes, according to Taylor. There was a lot of time and effort required to insure proper cleaning of all components.

"You can not help but upset the seals when you're constantly changing them all the time," Taylor said. "And, manual cleaning meant as many as 40 hours per year per pump."

With G&H pumps, Taylor now has CIP (clean in place) capability, so instead of taking the pump apart every day, workers can simply run cleaning solution through the pump. This results in a clean pump in less time, and no guesswork as to whether it was done properly. Presently, more than 80 percent of Taylor Egg's process pump applications are serviced by G&H pumps.

"We have increased our production due to CIP capability as well as their ability to move more product," noted Taylor. "A combination of labor savings and performance capability easily justified our G&H investment. We more than pay for the pumps by just reducing manual cleaning time."

Alfa Laval Flow Inc., 8201 104th St., Pleasant Prairie, WI 53158.  
Tel.: (800) 558-4060; Fax: (414) 947-4728.

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PUBLISHER NAME: Cahners Publishing Company

COMPANY NAMES: \*Taylor Egg Products Inc.; Alfa Laval Flow

EVENT NAMES: \*330 (Product information); 430 (Capital expenditures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2017200 (Processed Eggs); 3551300 (Industrial Food Products Eqp)

**IC=,IN,IN=** INDUSTRY NAMES: BUSN (Any type of business); FOOD (Food, Beverages and Nutrition)

**NC=,DE** NAICS CODES: 311615 (Poultry Processing); 333294 (Food Product Machinery Manufacturing)

**SF=** SPECIAL FEATURES: COMPANY

**AC=,AD=** ADVERTISING CODES: 55 Company Planning/Goals

**/CO,CO=**  
**EC=,EN,EN=,DE**  
**GC=,GN,GN=**  
**PC=,PN,PN=**

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S EGG(W)INDUSTRY
/AB	AB	Abstract	Word	S EGG(W)PRODUCT?/AB
/AG	AG	Advertising Agency Name <sup>1,7</sup>	Word	S DDB(W)NEEDHAM/AG
/CO	CO	Company Name <sup>1</sup>	Word	S TAYLOR(W)EGG(W)PRODUCTS/CO
/DE	DE	Descriptor <sup>2</sup>	Word	S POULTRY(W)PROCESSING/DE
/EN	EN	Event Name <sup>1</sup>	Word	S PRODUCT(W)INFORMATION/EN
/GN	GN	Geographic Name <sup>1</sup>	Word	S UNITED(W)STATES/GN
/IN	IN	Industry Name <sup>1</sup>	Word	S FOOD/IN
/LP	LP	Lead Paragraph	Word	S UNIT(W)COST/LP
/NM	NM	Spokesperson Name <sup>1</sup>	Word	S MICHAEL(1N)JORDAN/NM
/PN	PN	Product Name <sup>1</sup>	Word	S PROCESSED(W)EGGS/PN
/SA	SA	Advertising Slogan <sup>3,9</sup>	Word	S PEPSI(W)NOW/SA
/TI	TI	Title	Word	S OUTSIDE(1W)SHELL/TI
/TN	TN	Trade Name <sup>1</sup>	Word	S FRITOS/TN
/TX	TX	Text	Word	S CENTRIFUGAL(W)PUMP/TX

<sup>1</sup> Searchable in the Basic Index and in the Additional Indexes.  
<sup>2</sup> Includes SIC description, NAICS description, and Event Name.  
<sup>3</sup> Searchable using /TX from 1998 forward.  
<sup>4</sup> Sorts by first entry displayed.  
<sup>5</sup> Codes are not cascaded; use truncation to search higher levels of codes, e.g., S EC=33?

<sup>6</sup> Codes are cascaded and may be searched at any level from 2 to 7 digits, e.g., S PC=20.  
<sup>7</sup> Advertising Agency will cease indexing as of 15 March 2002, but backfile data will remain online. Agency names will be indexed in the Company Name field (CO=, /CO)  
<sup>8</sup> Special Features will cease indexing as of 15 March 2002, but backfile data will remain online.  
<sup>9</sup> Advertising Slogan will cease indexing as of 15 March 2002 but backfile data will remain online.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
AA=	AA	Supplier Accession Number	Phrase	S AA=55455292
AC=	AC	Advertising Concept Code	Phrase	S AC=55
AD=	AD	Advertising Concept Name	Phrase	S AD=COMPANY PLANNING?
AG=	AG	Advertising Agency Name <sup>1,7</sup>	Phrase	S AG=SAATCHI?
AT=	AT	Article Type	Phrase	S AT=MEDIA PROFILE
AU=	AU	Author	Phrase	S AU=ALLEN, KIMBERLY?
—	AZ	DIALOG Accession Number		
CO=	CO	Company Name <sup>1</sup>	Phrase	S CO=FRITO-LAY INC?
CO=	CO	Company/Advertising Agency Name <sup>1</sup>	Phrase	S CO=TAYLOR EGG?
DT=	DT	Document Type	Phrase	S DT=TRADE
EC=	EC	Event Code <sup>4,5</sup>	Phrase	S EC=330
EN=	EN	Event Name <sup>1</sup>	Phrase	S EN=PRODUCT INFORMATION
GC=	GC	Geographic Code	Phrase	S GC=1USA
GN=	GN	Geographic Name <sup>1,4</sup>	Phrase	S GN=UNITED STATES
IC=	IC	Industry Code	Phrase	S IC=BUSN
IN=	IN	Industry Name <sup>1</sup>	Phrase	S IN=FOOD BEVERAGES?
JN=	JN	Journal Name	Phrase	S JN=FOOD ENGINEERING
LA=	LA	Language	Phrase	S LA=ENGLISH
NC=	NC	NAICS Code	Phrase	S NC=311615
NM=	NM	Spokesperson Name <sup>1</sup>	Phrase	S NM=BANKS, ERNIE?
PC=	PC	Product Code <sup>4,6</sup>	Phrase	S PC=2017200
PD=	PD	Publication Date	Phrase	S PD=200701?
PN=	PN	Product Name <sup>1</sup>	Phrase	S PN=PROCESSED EGGS
PY=	PY	Publication Year	Phrase	S PY=2008
RT=	RT	Record Type	Phrase	S RT=FULLTEXT
SC=	SC	Standard Industrial Classification (SIC) Code	Phrase	S SC=0179
SF=	SF	Special Feature <sup>8</sup>	Phrase	S SF=COMPANY
SN=	SN	International Standard Serial Number (ISSN)	Phrase	S SN=1522-2292
TN=	TN	Trade Name <sup>1</sup>	Phrase	S TN=FRITOS
TS=	TS	Ticker Symbol	Phrase	S TS=AAS
—	TY	Source Type		
UD=	—	Update	Phrase	S UD=9999
—	WD	Word Count		

# File 570 Gale Group Marketing & Advertising Reference Service®

## SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK, HELP DUP, HELP CURRENT online.

<b>LIMIT</b>	/FULLTEXT -- Full-Text Records Only /LONG -- Long (Word Count of 1,000 or More) /SHORT -- Short (Word Count Less Than 1,000) /USA -- Records Indexed with Code for United States /YYYY -- Publication Year	S S1/FULLTEXT S S2/LONG S S3/SHORT S S4/USA S S2/2008
<b>SORT</b>	AA, AG, CN, CO, EC, GN, JN, PC, PD, PY, TI	SORT S13/ALL/CO PRINT S5/5/1-24/PY,D
<b>RANK</b>	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked.	RANK EN
<b>RD, ID</b>	Remove duplicates (RD) or identify duplicates (ID,IDO).	RD S5
<b>CURRENT</b>	Search only the most recent year plus one (CURRENT1) to five (CURRENT5) years.	B 570 CURRENT2

## PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Bibliographic Citation and Descriptors
3	Medium	Bibliographic Citation and Word Count
4	--	Title, Source, and Abstract
5	--	Full Record except Text
6	Short	Title, Publication Date, and Word Count
7	Long	Full Record except Indexing
8	Free	Title, Publication Date, Word Count, and Indexing
9	Full	Full Record
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

## OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

<b>USER DEFINED FORMATS</b>	User-defined formats may be specified using the display codes indicated in the Search Options tables.	TYPE S3/TN,AA/1-5
<b>TAG</b>	TAG may be used for tagged fields.	TYPE S2/3/1-5 TAG
<b>DIRECT RECORD ACCESS</b>	DIALOG Accession Number	TYPE 004444704/3 DISPLAY 0074483/TN,AA PRINT 0301964/9

### FOR ONLINE HELP:

See HELP FIELDS 570 for searchable fields; HELP FORMAT 570 for output formats; HELP LIMIT 570 for limits; HELP RATES 570 for cost information; HELP SORT 570 for sorts.