TENSQUARED 2024 IMPACT REPORT







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EXECUTIVE SUMMARY

When a company finds itself repeatedly running into the same problems, from safety accidents to issues of discrimination in the workplace, there is likely an underlying barrier getting in the way of their remediation efforts. Traditional solutions often rely on time-consuming and costly top-down strategies that overlook root causes, making lasting improvements impossible.

Company cultures of poor cross-level dialogue and problem-solving efforts that exclude workers are commonly overlooked roadblocks to sustainable change. When workers feel uncomfortable raising concerns to their supervisors, or when their input is ignored, management will often remain unaware of critical issues, or they miss out on strategic and innovative solutions from the people who are best acquainted with the problems in their day-to-day work.

TenSquared breaks down this barrier by providing a unique methodology that strengthens companywide communication and problem-solving. It is an accelerated change program, in which workers and managers come together to identify and implement lasting solutions to the root causes of issues in their workplace within 100 days.

COMMON WORKPLACE ISSUE AREAS

HEALTH AND SAFETY

The ILO reports that each year, nearly 3 million people die from work-related accidents or diseases and 395 million sustain non-fatal injuries.

DISCRIMINATION

The UN suggests that 90% of persons with disabilities of working age in developing countries, and 70% in developed countries, are unemployed.²

The ILO estimates that across the world, women continue to be paid about 20% less than men on average.³

GRIEVANCE MECHANISMS

While it has been found that 91% of companies have grievance mechanisms in place, only 10% involve rightsholders in designing them, and only 5% provide predictability and transparency within the mechanism.⁴

^{1.} International Labour Organization. (2023, November 26). Nearly 3 million people die of work-related accidents and diseases. Retrieved from https://www.ilo.org/resource/news/nearly-3-million-people-die-work-related-accidents-and-diseases https://bhrnavigator.unglobalcompact.org/issues/discrimination/

^{2.} United Nations Global Compact. (n.d.). Discrimination. Business & Human Rights Navigator. Retrieved December 11, 2024, from https://bhr-navigator.unglobalcompact.org/issues/discrimination/

^{3.} United Nations Global Compact. (n.d.). Discrimination. Business & Human Rights Navigator. Retrieved December 11, 2024, from https://bhr-navigator.unglobalcompact.org/issues/discrimination/

^{4.} World Benchmarking Alliance. (n.d.). Access to grievance mechanisms without trust and ownership hinders just remedies. Retrieved December 11, 2024, from hinders-just-remedies/



TenSquared coaches work closely with teams of workers and managers to:

- Set an ambitious goal to address a pressing workplace issue
- Identify root causes of workplace challenges
- Overcome institutional hurdles to change
- Measurably improve upon their goals
- Encourage continual and sustainable improvement

SAI first piloted TenSquared in Brazil from 2012 to 2014, in partnership with RE!NSTITUTE* and with support from The Walt Disney Company. Twenty companies across ten different industries participated in the pilot, and 95% of teams met their ambitious goals, benefiting over 17,000 workers.

Building on the success of the Brazil TenSquared pilot, SAI officially launched TenSquared in Turkey in 2014 in collaboration with AKUT Institute, again supported by The Walt Disney Company. Over the past decade, SAI has expanded the program to China, India, and Malaysia. The results have been inspiring, powerful, and in some cases, lifesaving. Emergency evacuation times have been reduced dramatically, accident risks were reduced or eliminated, and individuals from all levels of the workplace have come together to drive change.

This report provides details on TenSquared's innovative methodology and the program's impact in its first twelve years.

METHODOLOGY

At the core of the TenSquared program, SAI has developed an integrated methodology that builds and coaches teams of peer-selected workers and managers to develop and implement 100-day projects to achieve ambitious workplace goals. It reverses the logic of traditional improvement efforts, which typically involve management-driven training on process improvement and worker participation in hopes of solving common problems, without direct worker input. TenSquared helps companies solve systemic problems directly and efficiently, while simultaneously building worker participation, encouraging worker-manager collaboration, and improving processes.

Throughout the highly choreographed 100 days, TenSquared's methodology emphasizes the power of the **team**, the **goal**, and the **process**. Each step of the program is carefully built to support teams in meeting their ambitious goal, sustaining improvements, and permanently altering the company's worker-manager dynamic.





TEAM

Cross-functional and multi-departmental workers and managers, selected by their peers, work together to harness creativity, build skills, and improve their communication.

TenSquared's coaches are sensitive to the unique challenges that can arise from bringing workers and management together when there are differences in rank, education, background, and sometimes even language. They are often met with some level of resistance to the idea of cross-level teams and are



prepared to support participants in navigating through that initial uncertainty. Throughout the 100 days, coaches focus on creating an environment in which workers feel safe and empowered bringing their ideas to the team and all participants feel comfortable working together to find inventive and sustainable solutions.

GOAL

TenSquared goals are ambitious but realistic; they must be challenging enough to drive real change, while also being achievable. For this reason, most goals won't be to achieve "100% compliance" or "zero issues," but a more realistic number that still can lead to sustainable changes. In some cases, we see teams choose to set a minimum goal and a challenge goal to help manage this balance between aspiration and ambition and realism.

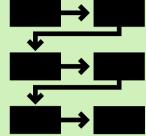
PROCESS

TenSquared coaches work with teams to build skills and improve communication to develop sustainable practices and systems that will continue after 100 days.

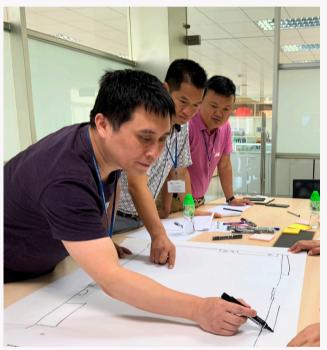
TENSQUARED LESSONS + SKILLS

- Root cause analysis using the 5 Why's approach
- Risk mapping related to challenge areas
- Leadership skills, including 'managing up'
- Assessing current processes using a maturity scale
- Fundamentals of effective Management Systems
- Stakeholder mapping and buy-in throughout the company
- Team building through lessons and games











TEAMBUILDING ACTIVITIES AND GAMES



- Introduction icebreakers to get to know one another.
- Marshmallow Challenge. In this game, small groups work together to find an innovative solution to a difficult challenge, building their problem-solving skills as a team. The challenge? Each team competes to create the tallest structure using limited materials (noodles, tape, string) that can support the weight of a marshmallow.
- **Tennis ball game.** This game bonds teams quickly while teaching a lesson about the importance of quick thinking, collaborative work, and process change. The group stands in a circle and the team passes a tennis ball to one another with two rules in mind no one can touch the ball twice and it must be passed in the same order each time. After getting the hang of it, teammates work together to try to complete the game in under ten seconds, then five seconds.
- **T-shirt folding game:** Participants are divided into two groups and separated. Group A watches a video about how to fold a t-shirt and writes down the instructions for Group B to follow. When Group B attempts to fold shirts, Group A is often surprised to find that their instructions for this simple task are not as clear as they anticipated. This game emphasizes the importance of communication and standardizing simple tasks through clear and concise procedures.







100 DAY TIMELINE



Coaches conduct a two-hour seminar introducing executives and managers to the TenSquared program and methodology.

Workers and managers (cross-functional and multi-departmental) are selected by their peers to participate in the TenSquared team.

Team Selections

Challenge main t

A challenge area is selected by senior management. The team will focus on this area in their 100-day goal setting.

Confidential employee surveys are administered at the start and end of the project.

Worker Survey

1 Launch

Two-day workshop bringing together worker—manager teams to jointly analyze their challenge, set an ambitious goal, develop a 100-day work plan, and build team dynamics. Teams go through guided exercises on physical risk mapping, root cause analysis, action planning, and learn about management systems - all through interactive exercises and games.

Worker-manager teams review progress to date, share their challenges and successes, develop new solutions and innovations, and plan for the remaining 50 days.

Midpoint Review

50

TenSquared coaches meet regularly with teams for the remainder of the project to assist with their chosen challenge and build teamwork and problemsolving skills.

Weekly Check-Ins

Sustainability
Review

Worker-manager teams reflect on their journey and celebrate their achievements and innovations. They discuss process improvements and ideas on how to sustain the gains made beyond 100 days.

Survey results help us measure employee engagement and collect feedback on the project approach, perceived results, and impact.

Worker Survey

150





>78,000

Workers impacted at participating companies



>500

Workers and managers trained directly by TenSquared coaches



~90%

Of goals achieved in 100 days

One team in Brazil challenged themselves to eliminate five ergonomic risks on assembly lines. By eliminating these risks, they significantly reduced injury pain, resulted in a 40% decrease in absenteeism and saved the company \$10,000 per month.



60

Participating facilities



>20

Industries



5

Implementing Countries

In China, one team reduced emergency evacuation time from 12 minutes to under 3 minutes, with 95% of workers at the company reporting that the program benefited everyone at the factory.

BRAZIL: IMPACT

10 18

186

95%

>27,000

Industries

Teams

Workers + managers on TenSquared teams Of teams achieved their goals in 100 days Workers Impacted

SURVEY RESULTS

- 83% believe that this technique could be used to address other workplace issues in the facility
- 88% of workers reported that the project improved their opinion of senior management's commitment to worker health and safety

GOAL HIGHLIGHT

One team chose to address extreme heat in their workplace, where temperatures rose to 102°F on average each day. Setting their goal to decrease workplace temperatures to under 100°F, the team got creative and created ventilators out of recycled materials. **They ultimately reduced the temperature to 77°F, significantly impacting worker safety and satisfaction.** On top of that, their creative method cost only about one quarter of buying a new ventilation system, **saving the company thousands of dollars.**

"Before, my colleagues had some hesitations about talking to their supervisors. Now, after TenSquared, our approach is different, and we can address any problem."

- TenSquared worker team member in Brazil



BRAZIL: CASE STUDY

ESSENTIAL WORKER FEEDBACK

COMPANY: KRAFOAM INDUSTRY: PACKAGING

GOAL AREA: GRIEVANCE MECHANISM USAGE + SATISFACTION

When Krafoam's TenSquared team came together, they chose to focus their challenge area on ensuring that workers were satisfied with the company's processes for receiving and responding to worker feedback. They recognized shortcomings in this area and understood that it is critical for workers to understand and trust their company's grievance and complaints mechanisms in order for them to consistently voice their concerns about workplace issues. The Krafoam TenSquared team set an ambitious goal for themselves— to achieve 100% awareness of the company's complaints system and 90% satisfaction with it.

Working closely with TenSquared coaches, the team began the 100-day project by conducting a baseline assessment of Krafoam's existing grievance mechanisms and communication processes. Using that input, they worked together to develop new policies and procedures. They implemented new awareness raising campaigns within the facility to spread the word about the grievance mechanisms and developed new training to educate workers about how to use them. Throughout this process, the TenSquared team conducted worker surveys to ensure that the training and campaigns were effective and to alter their strategy if necessary.

By day 100, the Krafoam TenSquared team had cause to celebrate. They found that 100% of workers were knowledgeable about the complaints system. This included being able to describe the steps for reporting, investigating, resolving, and concluding complaints. They also found that 94% of workers indicated that they were satisfied with the grievance process, surpassing their original goal.

Through their ambitious challenge, the Krafoam TenSquared team created an environment where employees feel comfortable voicing their concerns, which is known to lead to higher workplace satisfaction, reduced absenteeism and turnover, and higher productivity rates and quality products.

TURKEY: IMPACT

19

12

91%

>220

>13,600

Companies

Industries

Of teams achieved their goals in 100 days Workers + managers on TenSquared teams Workers Impacted

SURVEY RESULTS

• 97% of surveyed workers now feel comfortable sharing suggestions with management and believe their managers' commitment to health and safety improved following TenSquared

GOAL HIGHLIGHT

One team set their goal of improving gas leak identification, aiming to receive 500 leak identification calls in 100 days. They surpassed their goal, receiving 576 gas leak calls, resulting in improved safety costs and savings. **Before TenSquared, gas leaks were often ignored.**

"One day a worker wanted to talk to our TenSquared team in person. He wanted to thank us for our efforts during the project and told us that for the first time he was asked for his opinion in the workplace. This was a big lesson for us as a team—we asked ourselves: Why have we waited until today to be asking workers for their input?"

- Manager Team Member in Turkey



TURKEY: CASE STUDY

#WEDIDIT!

COMPANY: AKSIGORTA INDUSTRY: INSURANCE

GOAL AREA: EMERGENCY PREPAREDNESS

Following their TenSquared challenge, staff members of the 700-person Turkish insurance company Aksigorta posted celebratory selfies on social media with the hashtag #WeDidlt. They wanted to let their friends know that they had completed an emergency evacuation drill in under 8.5 minutes. Before TenSquared, Aksigorta's evacuation time was 17 minutes, and their worker-manager team had set a goal to reduce it to 10 minutes - an ambitious 40% reduction in just 100 days.

It was not all smooth sailing before they could celebrate. One team member described feeling despondent after they failed to reach their target during their first fire drill. Their team leader reminded everyone that they still had 80 days left, and it was up to them to try different solutions until they succeeded. Embracing a mindset of experimentation, the team tested numerous approaches, including:

- Developing an emergency plan for the building, which all new companies in the building implemented.
- Adding an emergency number on all desk phone screens with a quick access button.
- Creating emergency kits containing ID scanners.

After successfully reducing their evacuation time, the solutions devised by the team were disseminated to all of the company's facilities in Istanbul. Following TenSquared, the Aksigorta staff reported that they used aspects of the 100-day method to solve other challenges in the company, forming teams to get together and set a goal, holding check-point reviews on days 50 and 100. "The method works, and it is very effective and applicable to all things," said one manager, seven months after completing TenSquared.

Prior to participating in TenSquared, there was a lack of urgency and commitment to fire safety and preparedness among Aksigorta staff. After the team's dedicated effort over 100 days, employees and management now congratulate each other on how fast they can complete each evacuation drill and share #WeDidIt!

CHINA: IMPACT

19

Companies

~200

Workers + managers on TenSquared teams >5

Industries

>29,600

Workers Impacted

SURVEY RESULTS

FROM ONE BRAND COHORT OF 4 FACILITIES

- 95% of workers surveyed said that everyone benefited from TenSquared
- 85% of workers reported feeling more comfortable sharing advice with management as a result of TenSquared

GOAL HIGHLIGHT

One team challenged themselves to reduce the number of chemical safety issues from 49 to 5 per day. At the end of 100 days, only one issue was identified during an inspection.

"The changes of the team members are obvious and great. Their communication levels improved so much. The attitudes of workers on site changed a lot. The environment of the workshop also improved a lot. Whenever I come into anywhere, it is tidy and clean. The good habits have formed, and our management becomes easy."

- Manager Team Member in China



CHINA: CASE STUDY

NEW SKILLS FOR SAFETY

INDUSTRY: KITCHENWARE MANUFACTURING
GOAL AREA: PERSONAL PROTECTIVE EQUIPMENT USAGE

Management at a company of over 1500 employees had been struggling to get workers to wear personal protective equipment (PPE) properly. Despite performing in-depth research on root causes, conducting meetings and regular training on the importance of PPE, and holding regular inspections, the team found that workers were still not wearing PPE according to company policy.



PPE has been found to reduce accidents and injuries in the workplace by nearly 40%.⁵ Understanding its importance, the TenSquared team at this kitchenware manufacturing company decided that the company needed a new approach to this problem. They chose to focus their challenge within the facility's surface workshop, where they found that only 40% of workers in this area wore PPE, and the overall safety compliance rate was 45%. The team challenged themselves to improve both to 80%.

Working closely with their TenSquared coach, the team brainstormed innovative ways to address this issue and decided to develop a video that would include demonstrations of proper versus improper usage of PPE. They decided that the video should feature workers, a strategy that the team felt would be the best way to influence others. Through their baseline surveys, the team had found that older employees (between ages 45-60) had the lowest rates of proper PPE usage. Because some of these workers had been working in the factory for decades, the TenSquared team felt that this demographic would be the most influential to feature in the video.

The team understood that it could be uncomfortable for workers to participate in the video, and even more so if managers were directing them. To help put workers more at ease, worker team members took the lead in filming. They identified an employee who agreed to participate who had been at the factory for twenty-one years and understood that as he got older, it was especially important for his physical health to wear PPE.

The TenSquared team's commitment and teamwork really shined while creating the video. It was a first for everyone as they learned new skills in video production and editing. After some trial and error, the whole team and the featured worker were proud to share the finished product widely. As part of their strategy, they also disseminated safety notices, new signage, and updated training materials to the workshop, incorporating worker survey feedback in the new materials.

At the end of the 100-day challenge, PPE usage and safety compliance in the workshop both increased to 70%, just shy of their goal. The team considered this a success, knowing that management had struggled for so long to improve PPE compliance. Building on their efforts, the team reported that they had begun the same process and goal in another workshop at the factory following the conclusion of their TenSquared project.



INDIA: IMPACT

1

10

1

>8,200

Company

Workers + managers on TenSquared teams

Industry: Textiles Workers Impacted

GOAL

The team **successfully eliminated needle and trolley accidents** from the workshop within 100 days, reducing an average of five needle injuries and three trolley injuries per month to zero.

SURVEY RESULTS

If you had a suggestion to improve working conditions at your company, would you feel comfortable sharing it with management?

Baseline survey: 59.23% responded yes Final survey: 99.23% responded yes

In your opinion, is management open to receiving suggestions from workers?

Baseline survey: 56.12% responded yes **Final survey: 98.46% responded yes**

In the last three months, has management's openness to workers' suggestions changed?

Baseline survey: 53.85% responded management has become more open Final survey: 99.23% responded management has become more open



INDIA: CASE STUDY

FUNSQUARED

INDUSTRY: TEXTILES

GOAL AREA: WORKPLACE ACCIDENTS

Teamwork makes the dream work! The TenSquared team at a large cotton and textile manufacturer in India took this adage to heart. Naming their group FunSquared, the team quickly learned that ambitious goals can be achieved while learning and having fun along the way.

This team decided to take on an important safety problem within the factory, setting a goal to eliminate needle and trolley injuries, reducing them from five and three per month to zero. Achieving this ambitious goal within 100 days took innovative thinking and strong team coordination from the FunSquared team. They sought out-of-the-box solutions, emphasizing economical, sustainable, and simplified processes.

Once the team recognized the root cause of the issues, they devised new systems and continuously monitored their improvement. One of FunSquared's takeaways was that seemingly daunting problems can be solved with simple solutions by coming together as a group and openly communicating the issues and brainstorming ideas.



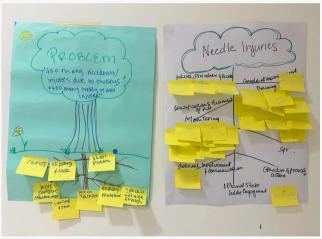
For the needle injuries, their solutions included implementing new spotlights on sewing machines, as well as developing and implementing more comprehensive and effective training programs that sought to address behavioral root causes of the needle injuries.

For the trolley injuries, the team designed boxes under the cutting and trimming tables to catch stray threads. These threads were the root cause of the trolley injuries, as they would bunch up in the trolley wheels, leading to injuries for workers.

Taking their team's name to heart, FunSquared also appointed Safety Ambassadors, in charge of monitoring safety processes, and created badges for them to pin to their shirt during work.

Through this process, team members learned that strategic planning plays a pivotal role in goal achievement, as their proposed solutions required consistent follow-ups with vendors and securing management buy-in. This was new to some of the team members, as it was the first time that many of the workers on the team had been involved in planning and management of a project goal. By the end of the process, the team's TenSquared coach noted an overall heightened motivation, increased confidence, and a wealth of new learnings among the team members.

The FunSquared team successfully eliminated monthly needle and trolley accidents within 100 days and went on to strategically outline plans for maintaining this success for the next 200 days. To cap off the project, team members wrote thank you notes to one another, expressing great appreciation for the opportunity to participate in the project.









MALAYSIA: IMPACT

1

1

10

250

Company

Industry: Energy Workers + managers on TenSquared teams Workers Impacted

GOAL

The team **successfully reduced fire risk points by half** (down to 15 from 30) in one section of workplace in 100 days

"After TenSquared, workers and management are on the same side and in the same team – so we will continue to freely share our ideas."

Worker TeamMember in Malaysia



MALAYSIA: CASE STUDY

COMING TOGETHER FOR CHANGE

INDUSTRY: BATTERIES GOAL AREA: FIRE RISKS

Workers at the this factory were consistently facing the challenge of repeating simple small mistakes that adversely affected their health and safety processes. When their TenSquared team came together at the start of the project, they set a goal to reduce fire risk points by half in one area of the factory.

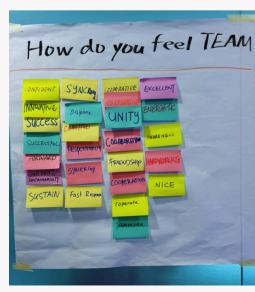
They began by conducting root cause analyses and found that worker training and communication needed to be improved to better engage workers in health and safety practices. Working together, the team reviewed and revised their company's training on health and safety, updating the content and delivery methods. They sought out other innovative solutions to avoid repeated mistakes and introduced the idea of using rewards and incentives to promote health and safety rules, which resulted in a 100% pass rate for on-site workers' safety and health behavior training.

While these health and safety improvements are outstanding, this team's real success story lies in the strengthened dialogue between workers and managers. The coaches noticed that workers seemed nervous and hesitant to speak up at first, which is not uncommon, as this process is unexpected and unfamiliar to most workers. TenSquared's methodology is built for that, and over the course of the 100 days, the team's TenSquared coaches noticed a real shift in the worker's attitudes. Through teambuilding activities and lessons, these participants slowly began to open up and contribute more to the team.

When the project concluded, one worker said that their favorite aspect of participating in this project is that it allowed the management to see the value of their workers, and the biggest gain is that these values can be applied to existing work.

Another worker representative said, "I didn't expect to attend such training opportunities myself, and each training session was very interesting and meaningful."

Immediately following the 100-day challenge, the same team of workers and managers began their next 100-day journey to continue to reduce fire risk points on their own.



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KEY TAKEAWAYS

TenSquared proves the power of worker engagement

While anecdotal evidence suggests that worker engagement is beneficial, its real power has rarely been tested. Over twelve years of implementation, SAI has collected data and testimonials on its measurable impact that makes the impact of worker engagement tangible and concrete.

"Before, my colleagues had some hesitations about talking to their supervisors. Now, after TenSquared, our approach is different, and we can address any problem."

- TenSquared Worker Participant

Buyer support and encouragement are helpful, but are not enough on their own

We have found that pressure or encouragement from buyers significantly helps with recruiting companies to participate. However, this support does not ensure that companies will successfully meet their goal. The participating company ultimately needs to own the implementation process. Success depends on both workers and managers committing to being a team of equals striving to meet a common, challenging goal with the clear support of senior management.

"I felt great pressure at the beginning as I thought it would be another time of working alone, just like an audit. By and by, the teamwork makes it feel easy. The goal is not only mine, but all the members. We just need to cooperate and do our best."

- TenSquared Manager Participant

Senior management support is critical

In fact, it is one of the most significant indicators for success. Management buy-in is one important aspect. This involves getting commitment from senior management at the outset and is facilitated by brand/buyer encouragement. Ongoing engagement is also important. Senior management must ensure the team has resources, authority, and clearly communicated encouragement needed to meet their goal.

"Through TenSquared, we were able to show our Senior Management that our efforts as a team were able to achieve results, even in a time of restricted financial resources. This was one of the most rewarding moments for me."

- TenSquared Manager Participant



Success is possible, even in times of crisis

Major political, military, public health, and other crises have occurred during TenSquared implementation worldwide. Despite external challenges, TenSquared coaches have been able to continue delivering the program and producing remarkable results. We believe this is evidence of the program's ability to succeed in times of crisis and excel at helping companies respond to future emergencies that arise in and around the workplace.

"We launched a TenSquared project in China in June 2021, which was a very difficult time, as we did not know if COVID-19 restrictions would impact this work. But this was also an opportunity, because the participating factory had very strict health and safety measures for workers at that time, which led to some lack of understanding, cooperation, and unhappiness.

As on-site workers participated on the TenSquared team, they began to better understand the policies. Some volunteered to take on more responsibility during the pandemic, such as strengthening implementation measures, ensuring timely worker feedback, and supporting others during this difficult time.

As COVID-19 restrictions changed, the TenSquared process was able to proceed smoothly due to the cooperation between the team and coaches. The coaches made backup plans for each workshop, such as adapting them so that they could be conducted online if needed. We achieved impossible tasks together!"

-Jane Liu, TenSquared Coach & Senior Manager, SAI China

CLIENT TESTIMONIALS

"Deploying TenSquared has revealed that greater worker engagement can yield sustainable solutions to workplace safety issues, such as the consistent use of personal protective equipment or the safe operation of machinery. The program increases managers' awareness of workers' abilities to contribute solutions, while simultaneously helping workers feel more comfortable sharing their ideas." - Cisco 2023 Purpose Report

"TenSquared complements our existing safety program but requires less time and covers more regions, allowing us to scale our efforts more efficiently." - Amazon 2023 Sustainability Report



GET STARTED IN YOUR COMPANY

Looking ahead, we are excited to expand TenSquared's reach across countries and industries. Companies in any industry can partner with TenSquared to equip workers and managers with new skills and develop lasting solutions.

TenSquared is also a great solution for brands implementing human rights due diligence and responsible sourcing initiatives and looking to build capacity in their supply chains.

If your company is interested in partnering with TenSquared to address workplace challenges with the help of hands-on training and coaching, please **send us a message**.





