



The Need For Floorcare



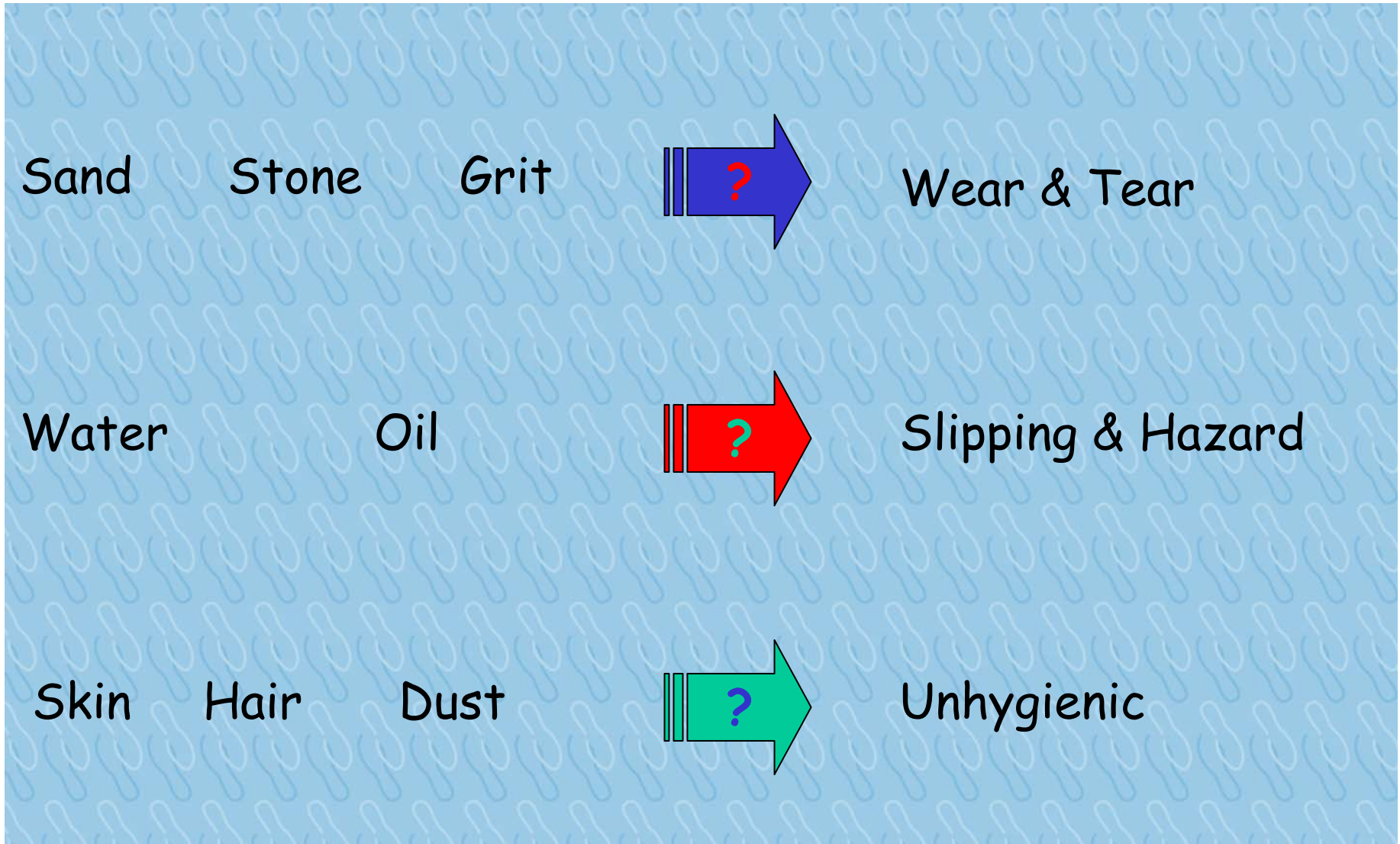
Some customers idea of Dust Control ?





The Damaging Effects Of Dirt

WALK OFF MATS[®]



80% Walked or Wheeled In

20% Created Inside By People



How does it get in ?

The Dirty Facts

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1. 80% Dirt - Tracked In A Building
2. 1 sqm Carpet - Collect 2kgs Dirt In 1 Week
3. 10% Dirt Removed From Carpets By Vacuum



- ◆ Source : International Standards & Safety Association

The Dirty Facts

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- ① 91% Shoppers Select A Store On Appearance
- ② 2003 - 14 Million Slipped @ Work In Europe
- ③ 90% Building Maintenance Cost Is Labour
- ④ Raining? - Dirt Into A Building Is Doubled

Source : National Safety Council





Question To Your Customer ?

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Why Do We All
Have A Mat At Home ?



Dirt – The Problem Areas

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- Entrance Areas
- Traffic Areas
- Vending Machines
- Kitchen Areas
- Production Areas
- Photocopy Machines
- Dressing rooms & toilets
- Showrooms



What Does The Dirt Do ?

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- € Creates a poor image/appearance
- € Increases cleaning costs
- € Causes wear & tear
- € Decreases the life of the floor covering
- € Creates slippery floors/hazards

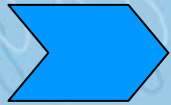
- € Remember 91% shoppers select a store on appearance



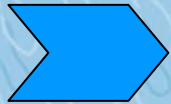


Benefits Of Floorcare

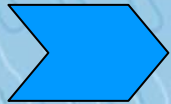
WALK OFF[®] MATS



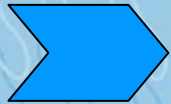
Stops Up To 80% Dirt Walked or Wheeled In



Prevents Slipping & Hazards



Reduces Floor Covering Damage



Effective 24 Hours A Day



Improves Appearance





An Entrance.....Without A Mat

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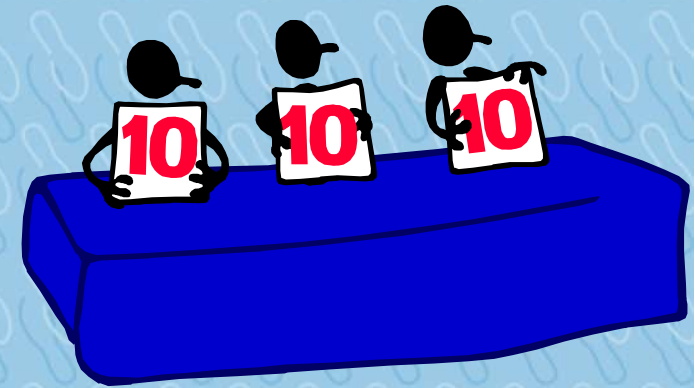


With Floorcare

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- Advising
 - The correct product
 - The most efficient size
 - In the most effective areas
- The **Floorcare** Service



Benefit Of Rental

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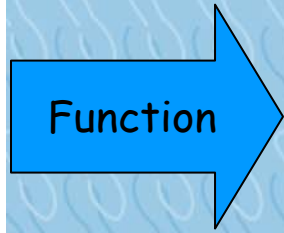


- Usual rental benefits
 - No capital outlay
 - You take care of everything
 - Low monthly cost
- An additional service that can be sold to an existing or new customer

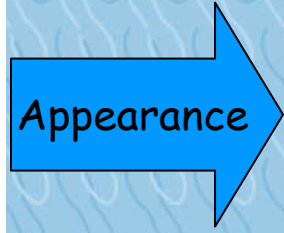


Reasons To Take This Service

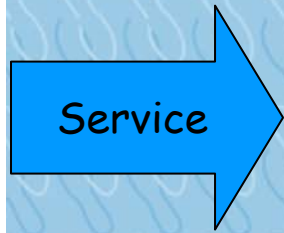
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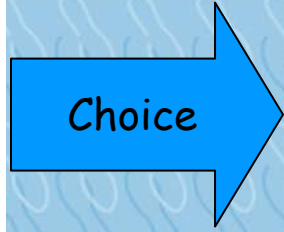
Dust Control, Water, Safety



Message, Corporate Logo, Image



Lift & Lay, Frequency, Consistency



Size, Colour, Education



Features

- Dust Control
- 85x150cm Mat will hold up to 6 kilos of dirt
- stops 80% of dirt entering a building
- hides dirt at the base of the pile
- Moisture Control
- 85x150cm Mat will hold up to 3 litres of water
- Safety
- Less accidents from slipping
- Industrial
- Heavy duty absorbent material

Benefits

- Cleaner floors
- Reduces cleaning costs
- Works every minute of the day
- Maintains appearance
- Cleaner floors
- Reduces slipping & the mat will dry overnight
- Saves money
- Saves personal injury
- Effective for oil & grease

Service Needs

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- **Lift & Lay Service**
 - Mat is picked up
 - Taken to laundry
 - Professionally Washed & Dried
 - Delivered Back to the customer
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- **What Value For Money ?**
 - Customers pay for the service.....not for the actual mat