



MILLIKEN



WALK OFF MATS®

There are so many possibilities for mat sales...



WALK OFF MATS®

Assume 10 Routes at ...

What if we were able to sell ONE mat per route per week for the next two years? What would the dollar potential be?

<u>WEEK</u>	<u>NUMBER</u> <u>ROUTES</u>	<u>YEAR 2008</u> <u>WEEKLY VOLUME</u>	<u>YEAR 2009</u> <u>WEEKLY VOLUME</u>	<u>WEEK</u>	<u>NUMBER</u> <u>ROUTES</u>	<u>YEAR 2008</u> <u>WEEKLY VOLUME</u>	<u>YEAR 2009</u> <u>WEEKLY VOLUME</u>
1	10	\$50	\$2,650	27	10	\$1,350	\$3,950
2	10	\$100	\$2,700	28	10	\$1,400	\$4,000
3	10	\$150	\$2,750	29	10	\$1,450	\$4,050
4	10	\$200	\$2,800	30	10	\$1,500	\$4,100
5	10	\$250	\$2,850	31	10	\$1,550	\$4,150
6	10	\$300	\$2,900	32	10	\$1,600	\$4,200
7	10	\$350	\$2,950	33	10	\$1,650	\$4,250
8	10	\$400	\$3,000	34	10	\$1,700	\$4,300
9	10	\$450	\$3,050	35	10	\$1,750	\$4,350
10	10	\$500	\$3,100	36	10	\$1,800	\$4,400
11	10	\$550	\$3,150	37	10	\$1,850	\$4,450
12	10	\$600	\$3,200	38	10	\$1,900	\$4,500
13	10	\$650	\$3,250	39	10	\$1,950	\$4,550
14	10	\$700	\$3,300	40	10	\$2,000	\$4,600
15	10	\$750	\$3,350	41	10	\$2,050	\$4,650
16	10	\$800	\$3,400	42	10	\$2,100	\$4,700
17	10	\$850	\$3,450	43	10	\$2,150	\$4,750
18	10	\$900	\$3,500	44	10	\$2,200	\$4,800
19	10	\$950	\$3,550	45	10	\$2,250	\$4,850
20	10	\$1,000	\$3,600	46	10	\$2,300	\$4,900
21	10	\$1,050	\$3,650	47	10	\$2,350	\$4,950
22	10	\$1,100	\$3,700	48	10	\$2,400	\$5,000
23	10	\$1,150	\$3,750	49	10	\$2,450	\$5,050
24	10	\$1,200	\$3,800	50	10	\$2,500	\$5,100
25	10	\$1,250	\$3,850	51	10	\$2,550	\$5,150
26	10	\$1,300	\$3,900	52	10	\$2,600	\$5,200
YEARLY VOLUME TOTALS						<u>\$68,900</u>	<u>\$204,100</u>



WALK OFF MATS

Realistic Possibilities For Route Sales

One mat / 10 routes / week @ \$5.00 / week will generate
in 52 weeks **\$ 68,900**

These same mats will generate in the next 52 weeks
\$135,200

If you continue with the same program for two years, you will
generate

\$ 68,900 + \$ 135,200 = \$204,100



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The Art of Selling and Sample Selling



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Success Story

June 2002 plant had 39% of their customers with mats

February 2004 plant had 63% of their customers with mats

MAT CONTEST OVER A FOUR WEEK PERIOD

MAT CONTEST RESULTS

BEFORE			AFTER			
TOTAL ACCTS.	ACCTS. WITH MATS	% ACCTS WITH MATS	ACCTS. WITH MATS	% ACCTS WITH MATS	%INCREASE	
A	1477	888	60.10%	954	64.60%	4.50%
B	2310	1470	63.60%	1649	71.40%	7.80%
C	2957	1430	48.30%	1506	50.90%	2.60%
D	3243	2107	65.00%	2296	70.80%	5.80%

MAT CONTEST RESULTS

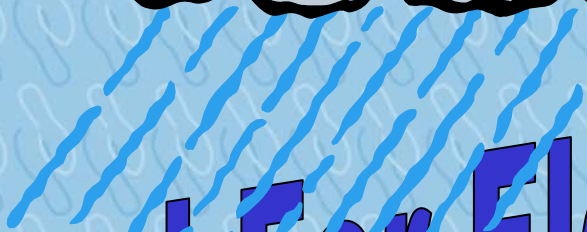
ACCTS WITHOUT MATS	ACCTS. SAMPLED	ACCTS. SOLD	MATS RENTED	% ACCTS. SAMPLED/ SOLD
A	589	181	66	36.50%
B	840	265	179	67.50%
C	1527	291	76	26.10%
D	1136	906	189	20.90%

Key points for success

- Buy in from the management down
- Trained and supported sales staff and drivers
- A strong focus on the product line
- Incentives for staff to grow the business
- Differentiated product offering to create a value proposition



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The Need For Floorcare





WALK OFF MATS® MATS

Some customers idea of Dust Control ?





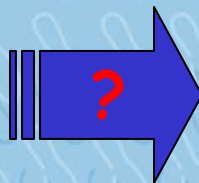
The Damaging Effects Of Dirt

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Sand

Stone

Grit

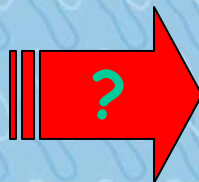


Wear & Tear

Water/Snow

Oil

Salt

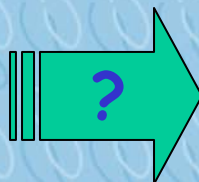


Slipping & Hazard

Skin

Hair

Dust



Unhygienic

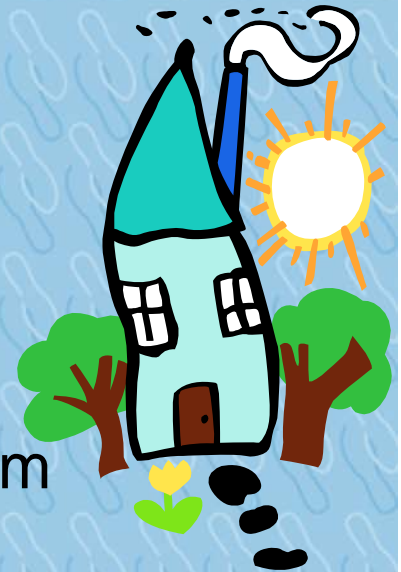
70% Walked or Wheeled In
10% Airborne
20% Created Inside By People



How does it get in ?



- ❶ 80% Dirt - Tracked In A Building
- ❷ 1 sqm Carpet - Collect 2kgs Dirt In 1 Week
- ❸ Cost To Remove 2kgs Dirt = £300
- ❹ 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





MILLIKEN® Question To Your Customer ?

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Why Do We All
Have A Mat At Home ?



- 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





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Thank you

Questions ???