

Floor Care 101 & DuoClean

*Why dust mops and DuoClean improve
floor care program efficiency!*



Beta

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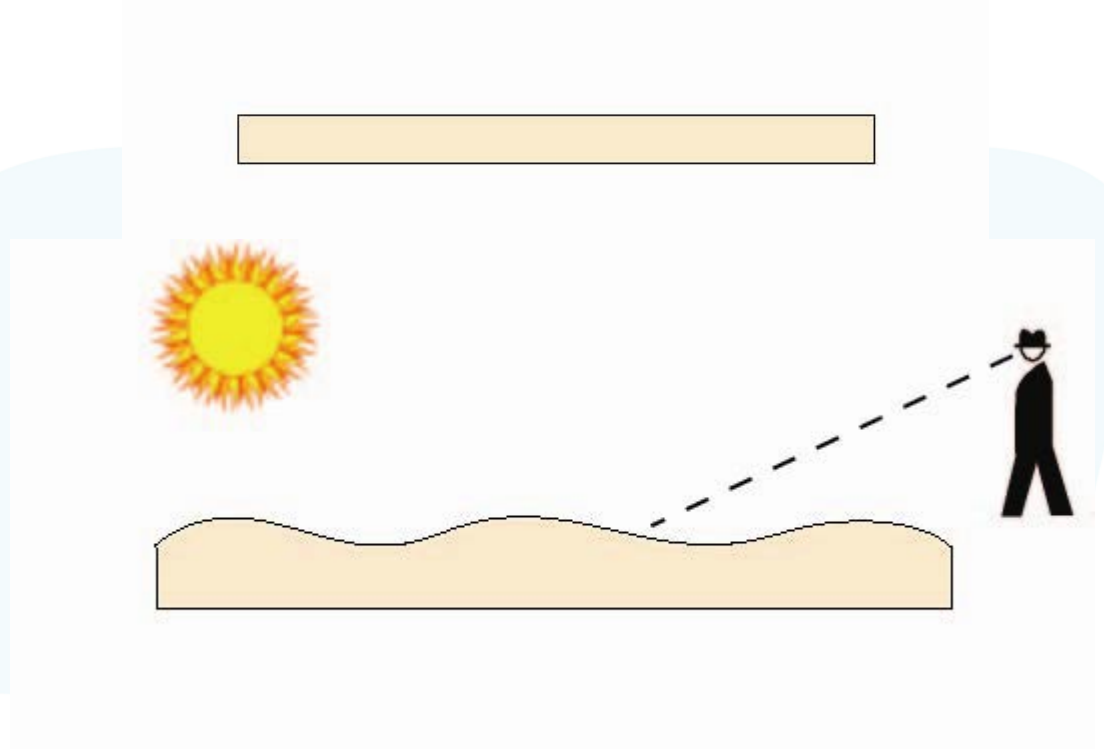
Types of floors



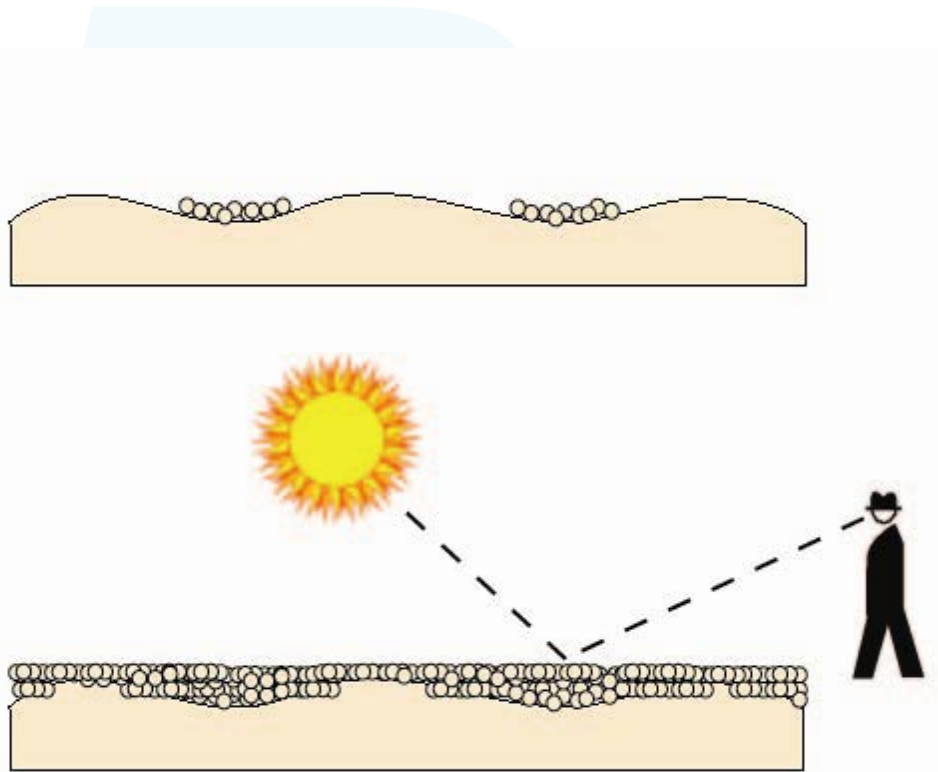
- Floor care varies by surface, with the principal types of floor surfaces being:
- Carpet
- Soft Substrate: VCT, vinyl, linoleum, types typical in hospitals and schools
- Hard substrate: concrete, terrazzo, granite, marble, wood
- This presentation will evaluate floor care basics for soft and hard substrates.

Soft substrate: need for wax

- Soft substrate appears to be a uniform flat surface
- Actually the surface is somewhat rough and porous. Due to this, it is not reflective or shiny, and the rough porous surface is easily stained and difficult to clean.



Soft substrate: Why wax works

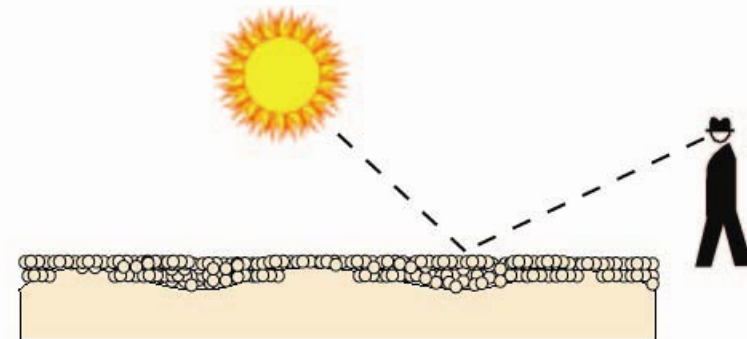


- As 1-2 layers of wax are added to the floor, the surface begins to even out, with low parts being filled in by wax
- Eventually with 4 or more layers of wax the rough spots are filled in, such that the surface is even, reflective, and “shiny” looking, which makes it look cleaner

Wax makes the floor easier to clean, but it has a cost, such that public schools may put down 4 layers, while retail institutions may put down 8-10 layers. How much money might be involved? Some put the cost at \$0.03 per square foot per coat, including maintenance, such that a 50,000 sq. foot supermarket using 8 coats would spend about \$12,000 per annum.

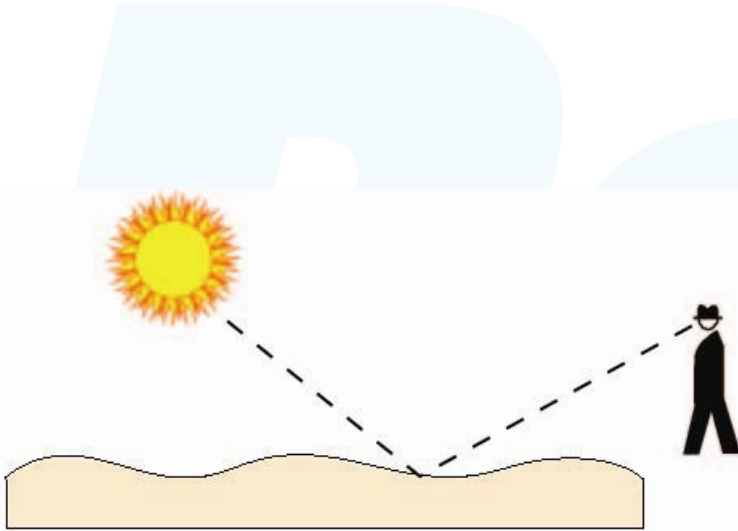
Soft substrate: floor maintenance

- The wax forms layers which protect the floor, such that instead of wearing down the actual floor, wear takes place on the wax, extending the life of the floor
- Eventually dirt particles can get pushed into the wax, making it necessary to strip and reapply the wax. Three types of cleaning are used to reduce the need for this expensive process:
 - Dust mop: The humble dust mop is the first line of defense in extending wax life and reducing floor costs
 - Wet mop (or scrubber machine with detergent/cleaner for large facility): loosens and collects more soil from wax
 - Burnish: Machine which removes scratches and embedded soil, sanding a bit of wax off



Following a three-step floor care program minimizes costs, and keeps the floor attractively clean and shiny

Hard substrates: No wax, just dust mop



- Hard substrates don't use wax, but utilize a crystallization process to restore shine and ensure a clean looking finish
- During the crystallization process, a paste like substance is used (like car wax), leaving behind some dust residue
- As it wears the hard substrate itself produces dust
- Using a dust mop inexpensively removes dirt, before it can get wet and seep into the porous substrate
- In addition to the cleaning efficiency benefit, dust mopping is necessary to remove slippery dust to ensure a safe floor for customers. This shows due diligence in preventing slips and falls to help contend with any litigation for any injured person

Standard dust mops



- General dust mop technology hasn't changed much over the decades, until recently when microfibers began appearing
- The dust mop head shown on the left is similar to designs shown at the Pulire Italy 2007 tradeshow from 100 years ago
- Standard dust mops are used to sweep dust, and then a broom and pan is used to pick up the dust

DuoClean differences

- DuoClean has a built in dust bin and broom
- DuoClean uses a thin disposable mop-cloth
- Just push forward along the edge of the dust bin, and sweep as required
- DuoClean has a unique patented mop head available in two sizes, 24" and 48"
- DuoClean's broom attaches to the handle



DuoClean is designed so it can be used with almost all standard mop handles on the market today!



DuoClean Benefits

1. Better Cleaning: Customer demonstrations reaffirm again and again that DuoClean is more clean.

To demo, have a customer run a fresh competitor's dust mop across an area. Then dust with DuoClean; typically DuoClean will pick up dirt left behind by the competitor's mop, showing it's pulling more dirt off the floor. Try the opposite, dusting with DuoClean first and then the competitor, and the competitor's mop won't pick up any dirt left behind by DuoClean

2. Lower cost: DuoClean is less costly than competitors, **saving the end user 31% when sold at list price!**



	<u>Other Supplier List Price</u>	<u>Beta DuoClean List Price</u>
	24" Dust mop frame \$5.74	24" DuoClean \$28.90
	Broom \$11.25	Broom included
	Dust pan \$24.91	Dust pan included
Total	\$41.91	\$28.90

DuoClean Benefits

2. Cost, continued:

For a 48" system, the end user buying at list price saves 38%!



	<u>Other Supplier List Price</u>	<u>Beta DuoClean List Price</u>
	48" Dust mop frame \$11.20	48" DuoClean \$49.10
	Dust mop head \$20.77	Mop head included
	Broom \$11.25	Broom included
	Dust pan \$24.91	Dust pan included
Total	\$68.13	\$49.10

DuoClean Benefits



3. Efficiency & Safety: Other dust mops don't have an integral dustpan. Time and effort is wasted as the employee goes to fetch the dustpan. With DuoClean, the dustpan and broom are built-in, so no time is wasted, and the pile of dust isn't a trip hazard or spread out by passersby while the dust bin is being retrieved.

4. No Shake & Spread: Field research indicates dust mop users often give the mop a quick shake after mopping, to get the last of the dust into the pile. Actually this spreads dust out. With DuoClean, the mop cloth is disposable so employees just take the mop cloth off and dispose of it.

Pricing and prospective margins

SKU	Description	Pack Size	Beta List Price	Beta Net 40% Discount	Suggested Price to End User	Distributor Margin Assuming 40% Discount
4126727	DuoClean 24	1 unit	\$ 29.80	\$ 17.88	\$ 34.08	48%
4126743	DuoClean 48	1 unit	\$ 49.10	\$ 29.46	\$ 56.12	48%
4126751	DuoClean Cloth	500x6" cloths	\$ 77.00	\$ 46.20	\$ 78.00	41%

- DuoClean item numbers and high-volume pricing are shown on the left
- Beta's list price is shown, along with our "best price" for customers with enough volume to warrant a 40% discount
- The suggested price to the end user has been established by researching the price point which we feel will be low enough to readily show end users a level of cost savings so they'll rapidly adopt DuoClean
- Distributor margin is the margin our customers will enjoy assuming they buy at 40% discount and sell at the suggested sell price



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