


| <p>What is the NEW PRODUCT being launched?</p> | <p>Certain Step</p>  | | | | | | | | | | | | |
|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|-------|------|--------|------------------|------|-----|--------|-----------------|-------|-----|
| <p>What is the BRANDING for this product?</p> | <p>Certain Step Floor Treatment</p> | | | | | | | | | | | | |
| <p>What is the PRODUCT DESCRIPTION?</p> | <p>Certain Step is an acid-based floor treatment that helps increase the traction of some slippery porous floors. The product works by etching the floor, removing hazard-causing soils, both organic and inorganic, and leaving a tacky surface behind.</p> | | | | | | | | | | | | |
| <p>What kind of FLOORS can it be used on?</p> | <p>Certain Step should only be used on quarry tile, concrete and unglazed ceramic tile floors. Do NOT use on finished floors, including vinyl, marble, terrazzo and other stone floors, as it will likely cause severe damage.</p> | | | | | | | | | | | | |
| <p>When will this product be READY TO SHIP?</p> | <p>September 1, 2019</p> | | | | | | | | | | | | |
| <p>PRODUCT NUMBERS and PRICING for this product? Discounting policy? Commission?</p> | <table border="1" data-bbox="755 1119 1398 1255"> <thead> <tr> <th>Product #</th> <th>Description</th> <th>US \$</th> <th>Disc</th> </tr> </thead> <tbody> <tr> <td>127984</td> <td>Certain Step GL4</td> <td>\$80</td> <td>60%</td> </tr> <tr> <td>127985</td> <td>Certain Step D5</td> <td>\$100</td> <td>60%</td> </tr> </tbody> </table> | Product # | Description | US \$ | Disc | 127984 | Certain Step GL4 | \$80 | 60% | 127985 | Certain Step D5 | \$100 | 60% |
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| <p>What is the TARGET APPLICATION?</p> | <p>Compatible porous floors that are known to become slippery. Top applications include:</p> <ul style="list-style-type: none"> • Restaurants – kitchen floors, restroom floors • Hospitals – cafeteria floors, kitchen floors, restroom floors • Hotels – restroom floors, kitchen floors | | | | | | | | | | | | |
| <p>What NEEDS does this product fill?</p> | <p>This product was designed to be used after the floor has been cleaned using a degreaser, such as F-222™. Its main purpose is to add tackiness to the floor, making it less slippery.</p> | | | | | | | | | | | | |
| <p>How was this VALIDATED pre-launch?</p> | <p>A third-party performed a UL 410 FTM-3 test, which is the UL Standard for Safety for Slip Resistance of Floor Surface Materials. They measured the amount of friction on a tiled floor before and after the product was applied. Results revealed that the amount of friction increased after applying Certain Step.</p> | | | | | | | | | | | | |
| <p>What is the value proposition to the END USER?</p> | <ul style="list-style-type: none"> • Reduces slip and fall related accidents • Decreases liability • Provides a safer environment for employees and visitors alike | | | | | | | | | | | | |



State Industrial Products

Certain Step

FAQ

Frequently Asked Questions

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| What is the value proposition to the ACCOUNT MANAGER ? | Certain Step presents the opportunity to expand with other floor care products, such as degreasers and cleaners. |
| Who are my COMPETITORS ? | <ul style="list-style-type: none">• Diversey Suma Stop Slip• Ecolab Oasis 125 XP• Dynamic Research Saf-T-Step (S.T.S) |
| What SALES TOOLS are available? | <ul style="list-style-type: none">• Video: Sales Materials Library, statecleaning.com• Sell Sheet (LIT802499): Sales Materials Library, StaHub• SDS: StaHub, stateindustrial.com• FAQ (LIT802503SCS): Sales Materials Library, StaHub |
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