



DISTRIBUTOR **PROPOSAL**



INTRODUCTION

Dear Prospective Distributor,

Thank you for considering Slip No More® as your supplier of slip-prevention products.

I started this company with a simple philosophy: Slip No More® isn't just about products, it's about people collaborating to make a global impact. Since 2005, through our distributors, we've successfully served the retail, commercial, industrial, and residential markets on more than four continents.

With over 17 years of experience in the slip-prevention industry, Slip No More® stands as a true pioneer. Our commitment to slip prevention has made us a leader in manufacturing diverse products designed to eliminate slip and fall hazards in domestic, commercial, and industrial settings.

I want to introduce you to our non-exclusive distributorship program. This program was created to lower the barrier to entry into the slip prevention industry. We got tired of hearing so many horror stories from people who invested tens of thousands of dollars into other distributorships and were left to fend for themselves. We aim to shape the industry's future, one distributorship at a time.

As a non-exclusive distributor, you will enjoy many benefits, and we will work with you to achieve success in your territory. Some of the benefits are:

- Access to Slip No More® products on a buy-as-you-need basis
- Access to training manuals and best practices
- Lead generation programs
- Content creation programs
- Monthly newsletters, specials, and industry information
- Preferential pricing
- Technical support and much, much more...

Our products meet and exceed the coefficient of friction requirements set by U.S. and European industrial safety standards. With our supply chain partners, we utilize cutting-edge technology and the finest raw materials to develop these solutions.

You will benefit from the access to information that we have through our global distributor base, and this provides us with real-time experience in the industry, which helps us develop better products.

Over the following few pages, I will share the background of our company and hope you get as excited about solving the problem of slippery floors as I do.

Once you have reviewed this information, let's schedule an online meeting and get to know each other better. In this meeting, we will dive deeper into the setup process, answer any questions you might have, and hopefully enjoy a few laughs.

Yours in Floor Safety

Dean Rodrigues

Owner & Founder



Lets get to know each other



People are the foundation of our company's success. We believe in building sustainable relationships and behind every relationship in our organization is an interesting story, we would love to know yours.

Our focus for 2023/2024 is to expand our global footprint, and we are excited to explore new territories with dynamic individuals like yourself.

We would love to get to know you better, when we meet, you can expect to discuss some of the below points:

- What type of company do you currently own or work in?
- How long have you been involved with this company?
- What work experience/background do you have?
- What are your hobbies?
- How do you see yourself representing Slip No More® in your city, and in which markets do you think you can be successful?
- How much experience do you have in marketing/advertising?

With our experience and your desire to earn, we are confident that we can help you succeed quickly in any specific market. By working together, you will be able to help consumers, commercial businesses, and industrial corporations increase the safety of their floors.

In the words of the industrialist Henry Ford - *Coming together is a beginning, staying together is progress, and working together is success.* With this mindset, you will have our full support in building a solid foundation for your distributorship.

The market

Aside from the fact that slippery floors exist EVERYWHERE, it is important to understand the potential that is out there. We categorize the slip-prevention industry into four groups. Each group has its unique recipe for success, and the more groups you can cater to, translates to how much success you can achieve.

DTC-Direct to Consumer / Domestic Market

This market comprises consumers who want to do their own installation and want someone to do the installation for them.

Either way, we have a product suited to either, and as a distributor, you can make money out of both.

This market also serves as a feeder to the B2B market as every homeowner has a place of work.

Retail-Large & Small Format

The retail market is unique in that there are two categories. Large format and small format.

Large format retailers are national/international chains that list products through a central distribution hub.

Small format retailers are regional chains that only have a presence in a few cities and towns.

B2B-Business to Business

This market comprises businesses that purchase our products and services for use in their business. Business parks, commercial offices, distribution centers, and small factories are the most common customers.

The need for slip-prevention products and services is high in this market.

Industrial

There are many opportunities in the industrial market that are often overlooked.

One of the factors for this is that people with no experience in heavy industry tend to shy away from it based on a lack of knowledge and access to buyers, etc.

Slip prevention is of paramount importance in this market.



United States Slip & Fall Statistics

There are hundreds of statistics on how bad the slip and fall problem is in North America, but chances are that if you are reading this, you probably already have a fair idea.

With that said, here are a few statistics demonstrating how much potential the slip prevention industry has over the next few years.

- At the expense of over \$30 billion annually, approximately 25,000 Americans are hospitalized daily due to slip, trip, and fall accidents. Not only do people get injured, they also spend an average of \$ 12,000 on medical bills and rehabilitation
- The retail grocery industry spends \$450 million annually defending slip and fall claims.
- In the hospitality industry and public buildings, slip and fall accidents are the number one cause of injuries
- 65% of lost work days are caused by slip and fall accidents. This results in 95 million last days in a year
- The average restaurant has 3 to 9 serious slip and fall accidents each year.
- For every \$1 spent on floor care, the supermarket industry spends \$3 on slip and fall claims.
- Slip and fall accidents account for the second highest accidental death rate; the first is car accidents.

It is also essential to be aware that the slip-prevention industry is one of the fastest-growing industries forecasted to grow exponentially between 2023 and 2030.

This backdrop should leave you no doubt as to why this is the right time to get involved in this industry. We have identified the problem. Now, we are providing you with the solution!

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Opportunities



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To provide you with some examples, we have compiled a brief list of areas where opportunities exist:

Restaurants
Gyms
Pools
Spas

Kitchens
Workshops
Offices
Bakeries

Hospitals
Pubs
Hotels
Mines

Old Age Homes
Shopping malls
Showrooms
Factories

Frequently Asked Questions

Q. What are Anti-Slip treatments?

A. Slip No More® Anti-Slip treatments are a range of floor treatments that increase a tiled floor's static coefficient of friction. It is NOT a coating and cannot be seen on the surface of the tile.

Q. Are there any changes in appearance?

A. There are no noticeable changes to the appearance of the tiles, the only change that is evident is that it has more grip in the wet than in the dry

Q. How long do the Anti-Slip treatments work?

A. Anti-slip treatments last for up to 3 years in a domestic environment (low foot traffic) and up to 2 years in a commercial environment (medium foot traffic)

Q. What is the lead time for delivery of inventory?

A. Once we receive an order, we will generate an estimate or invoice. When payment is received, we will process your order and dispatch your goods by the end of the following business day

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Frequently Asked Questions



Frequently Asked Questions

Q. What is involved in the application process?

A. The application process is relatively simple, it is no more strenuous than cleaning or mopping a floor. A single applicator could treat tiles at a rate of around 500ft² per hour, depending on the environment.

There are two steps in the application process. The cleaning stage involves spraying the cleaner & maintainer on the tiled floor by using a pressure sprayer. Once the floor is covered with the cleaning product, a broom is used to agitate the product lightly. The cleaner is then rinsed off with water, and the floor is dried.

When applying the Anti-Slip treatment, a second pressure sprayer is used to spray the product onto the tiled floor.

*never use the same pressure sprayer for cleaning and treating

*always perform a test patch to determine the amount of time that the treatment needs to be effective

Q. What is the lead time for delivery of inventory?

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Q. How do I market myself in my region?

A. There are many ways of marketing our products to potential clients. The best way to perfect your sales pitch is to demonstrate the products to family and friends. They will often refer you to their friends, family, and businesses where they think your products will be helpful

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Starter Pack



- 1 X Gallon Cleaner & Maintainer
- 1 X Gallon Anti-Slip Treatment
- 1 X 32oz Anti-Slip Treatment DIY Kit
- 1 X Black Stair Treads
- 1x Watch Your Step Treads
- 1 X Pack of Bathtub Stickers (Size Small)
- 1 X Pack of Bathtub Stickers (Size Large)
- 2x Demo Tiles
- 1X Roll of Anti-Slip Tape (Black)
- 1X Roll of Anti-Slip Tape (Black & Glow strip)
- 1X Roll of Anti-Slip Tape (Black & Yellow)
- 1 X Welcome letter
- Unlimited Technical Support
- Customized Marketing strategy





THANK YOU

We look forward to working with you