

**NeverStrip**  
FLOOR COATINGS™

**Grocery Store  
VCT  
SWOT Analysis and Case Study**

**NeverStrip Vinyl Seal™**

**versus**

**Wax**

**November 2017**

### Introduction

1. This Case Study examines the Strengths, Weaknesses, Opportunities and Risks of using the NeverStrip Micron Coating Product Vinyl Seal compared to acrylic floor finish (“wax”) on VCT within grocery stores.
2. Wax has dominated grocery store floor care maintenance for decades.
3. NeverStrip Vinyl Seal has proven its **performance, cost effectiveness, sustainability and labor efficiencies** compared to wax at multiple grocery store applications.
4. NeverStrip Micron Coatings are not petroleum-based. Vinyl Seal is a Water-based, Inorganic-based, and Nano-based high-performance coating, which is an easily refreshable, Micron-thin, sustainable floor care product/system.
5. Vinyl Seal is maintained in busy grocery stores using **many/most** of the same floor care techniques/tasks used for wax but with **far less frequency**.

### Strengths of Vinyl Seal System

1. Substantially lowers floor care maintenance costs
2. Fewer # coats are applied/maintained (*typically 50% less coats – 2 vs. 4 vs. 4 vs. 8 for wax*)
3. Less burnishing (*typically 50% less – 3x week vs. daily for wax*)
4. Less scrub and recoats (*typically 50/67% less, 1x year vs. 2-3x per year for wax*)
5. Less stripping (*100% less is the norm*)
6. Faster drying times after each coat (*10 minutes vs. 30 minutes for wax*)
7. Higher wet COF (*Better wet COF than any wax yet evaluated by NeverStrip*)
8. Same basic cleaning process as wax
9. Fast, easy stripping, if needed – (*no need for chemicals – use SPP pad*)
10. More **sustainable** – (*less of everything is needed: water, solid waste, electricity, VOCs*)
11. More consistent, quality daily appearance without the yo-yo appearance with wax

### Weaknesses

1. Higher material costs per coat (*\$.04 sq. ft./coat vs. \$.01 sq. ft./coat for wax*)
2. Shine may not be identical or as high as freshly burnished wax

### Opportunities

1. Reduced cost of maintaining the floor
2. Less probability of slip and fall –likely higher wet COF than wax; faster drying reduces slippery wax risk; reduce scrub and recoats and eliminate stripping and the inherent slip hazards
3. Less personnel needed – reduced labor hours are needed and less duration – reduced chances for workers compensation claims
4. Less floor care interference to store operations due to fewer floor care frequency (*less coats, less scrub and recoats, less burnishing, no stripping*)
5. Fewer after hour needs for store management/other personnel to supervise floor care activities

### Risks

#### Few Risks

1. Low adoption risk-do not like it – easily remove it
2. Essentially no new tasks for staff to learn compared to wax—similar tasks just fewer of them
3. Payback is typically less than one year

## Case Study Iowa Grocery Store

<b>Flooring</b>	VCT
<b>Size</b>	12,000 sq. feet
<b>Products</b>	NeverStrip Vinyl Seal compared to Diversey Signature and Buckeye Castle Guard
<b>Location</b>	Southeastern Iowa
<b>Contractor</b>	BMW Janitorial Services (“BMW”)

### Overview

BMW has maintained these grocery store floors for years. Brian Warning, Owner of BMW) says the arrangement with the store is to “make the store look good within the price agreed upon.” BMW has historically used Signature or Castle Guard floor finish on these VCT floors.

BMW switched the floor care maintenance on its initiative and costs to NeverStrip Vinyl Seal during January 2016.

The following summarizes Brian’s summary of Benefits to the Store Owner and BMW by using Vinyl Seal instead of conventional floor finish.

### Benefits to the Store Owner

1. More consistent, high quality appearance, day-to-day, week-to-week, month-to-month
2. Less floor care interference with store operations due to reduced floor care activity and frequency
  - Less need for store personnel to stay after hours
  - Less burnish frequency with NeverStrip (*3x per week versus 7x a week with wax*)
  - Less scrub and recoat frequency with NeverStrip (*once/year versus every three/four months with two new coats of wax*)
  - Elimination of stripping with NeverStrip versus once a year with wax
1. Less opportunities for slip and fall due to less wet floors by eliminating stripping and faster dry time of Vinyl Seal
2. Less burnishing dust (*Estimated. 90% burnishing reduction*). *Vinyl Seal does not appear to create dust*

### Benefits to the Contractor

1. Higher contractor profits
  - 50+% less burnishing
  - 50+% less scrub and recoats
  - 100% less stripping
2. Less product/equipment usage (*fewer coats and better coverage per gallon per coat*)
  - *NeverStrip Vinyl Seal gets 5,000 sq. feet per gallon per coat or more versus wax at 2,000 sq. feet or less*
  - *Fewer burnishing pads*
  - *Less equipment usage*
  - *Less propane*
  - *Less wear and tear on equipment*
3. Less labor hours!
4. Happier customer
5. Less chance for workers compensation events—less wetter floors

## NeverStrip Floor Coatings Annual Cost Summary Wax vs. Vinyl Seal

<b>Wax Product Costs</b>	<b>\$</b>	<b>NeverStrip Product Costs</b>	<b>\$</b>
Initial stripping of wax	<b>Same</b>	Initial stripping of wax	<b>Same</b>
Initial 8 coats @ 1,750 sq. ft./coat/gal @ \$15/gal ~ 55 gallons of wax	<b>\$825</b>	Initial 2 coats of Micron Primer @ 3000 sq. ft./coat @ Dealer cost & 2 coats of Vinyl Seal @ 5,000 sq. ft./coat @ Dealer cost ~ 8 gallons of Micron Primer and 5 gallons of Vinyl Seal	<b>\$1,600</b> <b>\$1,000</b>
27" Burnishing pad @ 120,000 sq. ft./pad @ \$10/pad ~ 37 pads per year	<b>\$370</b>	27" Burnishing pad @ 120,000 sq. ft./pad @ \$10/pad ~ 11 pads	<b>\$110</b>
Propane cost = (365 days * 12,000 sq. ft.)/(Propane tank coverage of 200,000 sq. ft.) * \$23 per tank ~ 22 tanks	<b>\$506</b>	Propane cost = 2 days/wk. * 12,000 sq. ft. / (Propane tank coverage of 200,000 sq. ft.) * \$23 per tank ~ 7 tanks	<b>\$161</b>
Scrub and recoat with 2 new coats at 1,750 sq. ft./coat; 2x per year @ \$15/gal ~ 14 gallons of wax.	<b>\$210</b>	Scrub and recoat with 1 new coat of Vinyl Seal, 1x per year at 5,000 sq. ft./coat at Dealer cost ~ 2.5 gallons of Vinyl Seal	<b>\$500</b>
Daily Cleaning	<b>Same</b>	Daily Cleaning	<b>Same</b>
Not Applicable	<b>\$0</b>	Clean with Micron Restore 12x per yr. @ \$60 per gallon @ 64 ounces per cleaning ~ 6 gallons of Micron Restore	<b>\$360</b>
Stripping 1x per year @ \$12/gal for stripper and 1,500 sq. ft./gal coverage ~ 8 gallons of stripper	<b>\$96</b>	Never Need to Strip	<b>\$0</b>
<b>Total Products</b>	<b>\$2,007</b>	<b>Total Products</b>	<b>\$3,731</b>
<b>Wax Labor</b>		<b>NeverStrip Labor</b>	
Initial labor for 8 coats of wax @ 10,000 sq. ft./man hr./coat @ \$15/hr. ~ 10 man hours	<b>\$145</b>	Initial 4 coats @ 10,000 sq. ft./man hr./coat @ \$15/hr. ~ 5 man hours	<b>\$75</b>
Burnish 7 days a wk. @ 10,000 sq. ft. man hr. @ \$15 hr. ~ 438 man hours	<b>\$6,570</b>	Burnish 2 days a wk. @ 10,000 sq. ft. man hr. @ \$15 hr. ~ 125 man hours	<b>\$1,875</b>
Daily Cleaning	<b>Same</b>	Daily Cleaning	<b>Same</b>
Scrub and recoat with 2 new coats, 2x per year @ 3000 sq. ft./coat * \$15 per hour ~ 16 man hours	<b>\$240</b>	Scrub and recoat with 1 new coat, 1x per year @ 3000 sq. ft./coat * \$15 per hour ~ 4 man hours	<b>\$60</b>
Stripping 1x per year @ 100 sq. ft./man hour for 12,000 ft. @ \$15 hour ~ 120 man hours	<b>\$1,800</b>	Never Need to Strip	<b>\$0</b>
<b>Total Labor</b>	<b>\$8,755</b>	<b>Total Labor</b>	<b>\$2,010</b>
<b>Total Material and Labor</b>	<b>\$10,762</b>	<b>Total Material and Labor</b>	<b>\$5,741</b>
Sq. Feet	12,000	Sq. Feet	12,000
<b>Annual Cost per Sq. Foot</b>	<b>\$0.90</b>	<b>Annual Cost per Sq. Foot</b>	<b>\$0.48</b>