

# PROFESSIONAL HARDWOOD MAINTENANCE

Realize the  
Potential.

Discover the  
Profits.



**basic**<sup>®</sup>  
COATINGS



# OPPORTUNITY

Basic Coatings® is a global leader in the development of innovative coatings and maintenance solutions for wood floors. In our research, we have discovered an untapped market with **UNLIMITED EARNING POTENTIAL**.

The amount of hardwood flooring already installed in homes and scheduled for installation is growing significantly! Our unique system offers the ability to keep homeowners' hardwood floors maintained and looking beautiful. With low overhead and minimal product, dollars go right to the bottom line.

With several opportunities available, Basic Coatings will train and certify you as a professional hardwood floor cleaner and give you a retail opportunity for in-store product.

## Add Professional Hardwood Floor Cleaner to Your Resume

Capture your share of  
**\$2 billion a year** from the  
hardwood flooring market.

Homeowners are  
looking for a solution of how  
to **keep their wood floors  
maintained.**



# GENERATE SALES & PROFIT

Homeowners are looking for the proper products to care for their wood floors. There are a lot of products on the market and while some products may produce a shine today, they may cause a build up over time.

Basic Coatings® offers different professional hardwood maintenance systems and a retail program. These systems provide solutions for a variety of floors.

## Maintain Your Customers' Hardwood Floors with Any of These Options



### Intensive Cleaning

Aggressively scrubs the flooring to remove a buildup of dirt and contaminants. This can be done alone as a routine maintenance procedure.

- Scrub with Dirt Dragon™ and I.F.T.
- Repeat scrub with Dirt Dragon and Squeaky™
- Tack with microfiber cleaning pad and Squeaky

• Cost of I.F.T. and Squeaky	\$40
• Cost of labor at \$15 per hour	\$60
• Job Charge (.40¢/sq.ft)	\$600

#### Profit per Job

\*(1,500 sq.ft) (Time = 2 hours)

**\$500**

\* The sample system costs and charge rates are estimates. Actual costs and rates may vary.



### Clean & Refinish

A combination of the Intensive Cleaning step and a quick and easily applied Hardwood Floor Refinisher. This system removes dirt from the floor and restores a uniform sheen.

- Scrub with Dirt Dragon and I.F.T.
- Scrub with Squeaky
- Apply Hardwood Floor Refinisher with a microfiber cleaning pad

• Cost of I.F.T. and Squeaky	\$40
• Cost of Hardwood Floor Refinisher	\$60
• Cost of labor at \$15 per hour	\$90
• Job Charge (\$1.00/sq.ft)	\$1500

#### Profit per Job

\*(1,500 sq.ft) (Time = 3 hours)

**\$1,310**



### TyKote® Recoat

A combination of the Intensive Cleaning step and StreetShoe® NXT, a very durable protective coating.

- Scrub with Dirt Dragon and I.F.T.
- Repeat scrub with Dirt Dragon and Squeaky
- Apply TyKote® with a microfiber pad
- Top coat with StreetShoe NXT

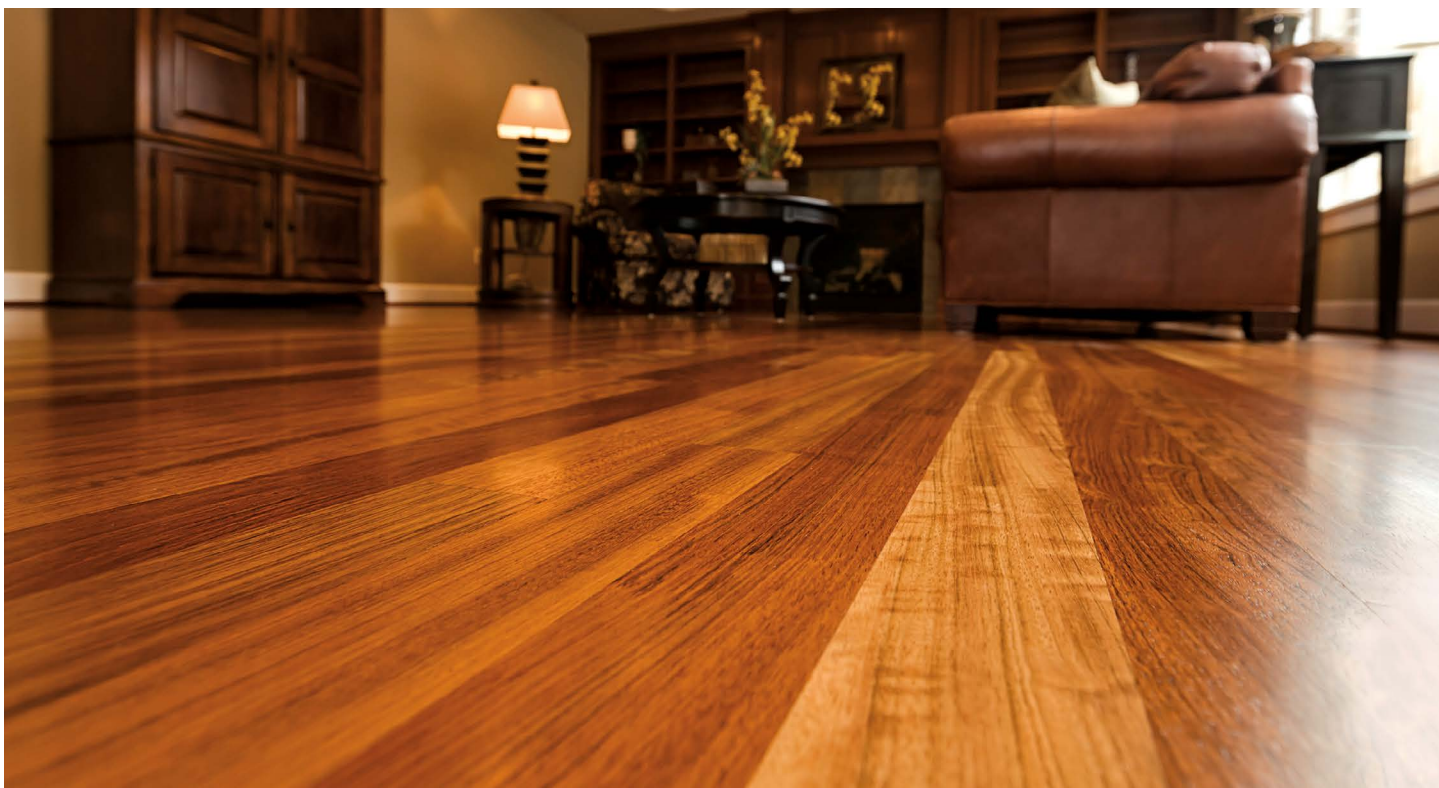
• Cost of I.F.T. and Squeaky	\$40
• Cost of StreetShoe NXT	\$225
• Cost of TyKote	\$80
• Cost of labor at \$15 per hour	\$120
• Job Charge (\$1.50/sq.ft)	\$2250

#### Profit per Job

\*(1,500 sq.ft) (Time = 3 hours)

**\$1,785**

## Profit Analysis Per Job



## *Easy*

Our knowledgeable sales team can teach you the simple processes in just a few hours. Easy maintenance options allows you to customize the treatment program.

## *Proven*

These time-honored cleaning and recoating systems have been used for decades on millions of square foot of wood flooring. Many prefinished manufacturers recommend the Basic Coatings<sup>®</sup> systems as the only way to recoat these floors.

## *Green*



The green technology utilized in Basic Coatings water-based wood floor finishes utilizes low VOC, NMP-free and low impact green products for hardwood floors.

## *Clean*

The Dirt Dragon™ and Basic Coatings cleaners are far superior to any other cleaning system because it aggressively scrubs the floor and removes contaminants. Seemingly clean floors will produce a dirty solution tank of soiled brown water.

*Grow Your Business with Proven Results*



# TRAINING & SUPPORT

## Training

We have developed a diverse training program with flexible options to suit your busy schedule. Whether it is online or on-site, we have a Basic Coatings® training to suite your needs.

We will coordinate an on-site demonstration where our industry experts cover topics including: machine operation, maintenance, application techniques and troubleshooting.

Every company that participates in our training program will also have the opportunity to be certified in one of four different types of certifications including:

- Hardwood Cleaning and Maintenance
- TyKote® Dust-Free System
- Wood Floor Craftsman
- Sports Floor

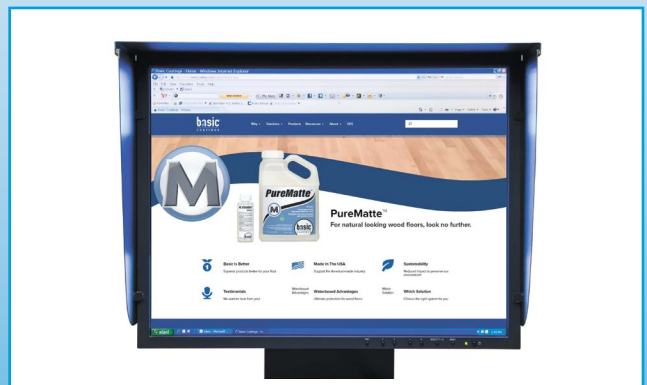


## Support

Basic Coatings offers numerous resources to help you sell. Call Customer Service at (800) 441-1934 to order brochures, flyers and postcards or visit [www.basiccoatings.com](http://www.basiccoatings.com) to download these items on demand as well as product MSDS sheets.

Our website also features a training library of videos and technical guides. These tools focus on a variety of topics including product demos, application techniques, troubleshooting and VOC regulations. Need customized training? Contact your Basic Coatings Representative to develop a training program for you.

Reach your customers with customized marketing tools that are designed to perform! The Basic Coatings Contractor Toolkit portal is a marketing program that provides several different opportunities for you to create custom marketing resources to help grow your business. Marketing tools include custom brochures, yard signs, door hangers, direct-mail, postcards and mail stuffers. Visit [www.basiccoatings.com](http://www.basiccoatings.com) today and click on **Resources > Contractor Toolkit** for more information!



# PRODUCT DETAIL

## Hardwood Floor Refinisher

- Refinishes floors to a uniform sheen
- Easy to apply
- Non-Acrylic formula



## TyKote<sup>®</sup>

- Easy to apply
- Chemical bonding agent
- Enables StreetShoe<sup>®</sup> NXT to stick to a variety of floors



## StreetShoe<sup>®</sup> NXT

- Fastest cure available = less downtime
- 4 sheens for a varied appearance
- Excellent durability



## I.F.T.

- Deep, intensive cleaning
- Removes household contaminants and dirt
- Step 1 in the Intensive Cleaning process



## Squeaky<sup>™</sup>

- Cleans without depositing a film
- Leaves a streak free appearance
- The original wood floor maintenance cleaner



## Dirt Dragon<sup>™</sup>

- Powerful, cylindrical brush system
- Removable tanks for easy filling, cleaning and transporting
- Also cleans tile and other hard surfaces

# SCHEDULE A DEMO

Grow Your Business Now.  
Call Today! 1.800.441.1934



Date: \_\_\_\_\_

Basic Coatings® Representative: \_\_\_\_\_

Time: \_\_\_\_\_

\_\_\_\_\_

Location of Demo: \_\_\_\_\_

Contact Number: \_\_\_\_\_

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Notes: \_\_\_\_\_

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For more information, contact your Basic Coatings® distributor.  
Visit our website at [www.basiccoatings.com](http://www.basiccoatings.com)  
or call us toll-free at 800-441-1934.



Where Great Finishes Start

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