

# WHITE PAPER

## A Strategy For VCT Sales Growth

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Micron Sealer Burnished

## Introduction

**VCT achieved large market share** due to its simplicity, superior strength, durability, low product cost and multi-decade useful life. VCT is often referred to as a 30-year floor.

A core reason VCT was so successful was its symbiotic relationship with Floor Finish.

VCT lost market share to LVT and other flooring partly due to the high life cycle cost of ownership resulting from the intensive maintenance of Floor Finish based floor care.

The core strategy to revive and grow VCT is to lower ongoing care costs.



### **NeverStrip introduced its INNOVATIVE, MICRON SEALERS DURING 2012.**



**Micron Sealers** allow VCT to have the benefits of LVT, which is the non-wax top coat, which never requires stripping, therefore lowering the lifecycle cost of VCT ownership.

The VCT Micron Sealer floor care paradigm has been proven since 2012 by North American Starnet and FUSE Alliance Floor Care Maintenance Members, other floor care maintenance contractors and facility end users.



## Why Was VCT with Floor Finish Based Floor Care Successful for So Long?

- Low oil prices kept Floor Finish costs low.
- Floor care labor, including Baby Boomers with experience, was widely available.
- Floor care labor costs were low.
- Sustainability was not a priority within many geographic markets. Floor Finish based floor care is **not** sustainable: **1)** Floor Finish requires large quantities of water and electricity to maintain; **2)** Volatile Organic Compounds (VOCs), especially from strippers, generate substantial indoor air pollution and **3)** Floor Finish/Stripper Sludge has continuously gone down drains or into landfills.
- LVT and other alternatives were not the significant competitor as they are now.
- Alternative floor care systems for VCT were not available, affordable or practical for a host of reasons (costs, dry times, odors, specialized skills, expensive equipment, etc.).
- The floor care industry channel participants have resisted change to the Floor Finish floor care model. Multi-billion dollar Floor Finish manufacturers; Jan San Distributors and Floor Care Maintenance Contractors have had little to no interest replacing/innovating the VCT floor care gravy train with its relentless cycle of apply, strip, apply, strip, apply, strip.

## What Changed With Floor Finish Based Floor Care In the Last Decade?

- Material costs have risen sharply.
- There is now a huge shortage of floor care workers. The skilled Boomer personnel are retiring. Younger generations do not want to do floor care work.
- Floor care labor costs have risen significantly.
- Sustainability is now a priority. Stripping is viewed as a “Bad” practice.
- Micron Floor Care is now an accepted, proven floor care system, which lowers the life cycle cost of ownership.



Micron Sealer at Iowa Grocery Store

## VCT: A Low Cost or High Cost Floor?

VCT is a Low Cost floor at installation.

VCT has a High Life Cycle Cost of Ownership maintained with floor finish.

VCT High Life Cycle Cost of Ownership is largely due to the substantial labor costs required to maintain a Floor Finish Based System. The industry Rule of Thumb is Floor Finish based floor care costs are 80% labor and 20% products.



**The key to lowering VCT Life Cycle Cost of Ownership is to reduce the floor care costs.**

**The key to lowering floor care costs is to reduce labor hours.**

**Micron Sealers require less labor to maintain.**

**Therefore, NeverStrip's innovative, Micron floor care paradigm lowers VCT Life Cycle Cost of Ownership.**



Micron Sealer on Refurbished VCT



## VCT: A Low Cost or High Cost Floor?

### How to Lower VCT Life Cycle Costs of Ownership and Additional Benefits?

Replace Floor Finish based floor care system with the Innovative, Proven Micron Sealer based System by NeverStrip.

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#### The Micron Sealer based VCT floor care system offers the following value proposition:

- 1) Protects VCT from abuse, maybe even better than Floor Finish
- 2) Is continuously, cost effectively refresh-able by Facility Custodial Staff or Contractors
- 3) Provide facilities with a desired, attractive appearance
- 4) Has a desired COF, which meets industry standards
- 5) Reduces the incidence of wet floors and related slip and fall events
- 6) Greatly reduces water seeping into seams creating problems
- 7) Materially more Sustainable in numerous ways
- 8) Requires far less labor hours for many reasons
- 9) Dramatically lowers the Life Cycle Cost of VCT ownership



## Floor Finish Compared to Micron Sealers - A Summary

**NeverStrip Floor Coatings** (NeverStrip.com) introduced Micron Sealers to the North American Floor Care Market during 2012. NeverStrip is an Approved Vendor Partner with Starnet and FUSE Alliance. Starnet and FUSE Members have extensively applied and maintained Micron Sealers across North America.

**Micron Sealers** have been applied onto tens of millions of square feet of VCT, LVT, Ceramic and other flooring within every type of demanding commercial facility throughout North America. These products and technology are proven within demanding facilities including retail, airports, education, health care, hospitality, etc.

### Typical Active Floor Finish System vs. Micron Sealer VCT Floor Care

#### YEAR ONE

Floor Finish System	Micron Sealer System
Strip Floor	Strip Floor
Apply 4-6 coats of Floor Finish	Apply 4 coats of Micron Sealers
Scrub and Recoat quarterly with 2 coats of floor finish	Clean quarterly with Micron Restore
Burnish 5-7 days per week	Burnish 50% less than Floor Finish
Clean daily	Clean daily

#### YEAR TWO AND BEYOND

Floor Finish System	Micron Sealer System
Strip Floor	No Stripping Ever Again
Apply 4-6 coats of Floor Finish	Apply 2 coats of Micron Sealers
Scrub and Recoat quarterly with 2 coats of floor finish	Clean quarterly with Micron Restore
Burnish 5-7 days per week	Burnish 50% less than Floor Finish
Clean daily	Clean daily

**Summary**

**Micron Sealers can revive and grow VCT sales by lowering the lifecycle cost of ownership, due to less ongoing floor care maintenance costs.**



Micron Sealer at National Retail Store





# Appendix A

**Appendix A provides** a summary of Micron Sealer Benefits compared to Floor Finish.

### Micron Benefits vs. Floor Finish

<b>Enriched appearance</b>	<b>Requires less labor to maintain</b>
<b>Less annual cost after the first year</b>	<b>Protects the floor from much abuse</b>
<b>Continuously refreshable often without new product applications</b>	<b>Requires far fewer labor hours to maintain</b>
<b>Outstanding return on investment (NPV, IRR)</b>	<b>Eliminates stripping</b>
<b>Easy to clean surface</b>	<b>Low Satin, Satin and Gloss sheens are achievable</b>
<b>Easier and less expensive to maintain</b>	<b>Lower life cycle cost</b>
<b>More resistant to scratching, abrasion and stains</b>	<b>Meets COF standards</b>
<b>Holistically sustainable</b>	<b>Limited to no burnishing dust is generated</b>
<b>Custodial staff can easily apply and maintain</b>	<b>Greatly reduces need for wet floors</b>
<b>10 minute dry times</b>	<b>Essentially no odor</b>
<b>Meets California VOC Standards</b>	<b>Does not yellow</b>