

**NeverStrip®**  
FLOOR COATINGS

21st Century Floor Care Technology™

CASE STUDY - GROCERY STORE WITH VCT



A Grocery Store Case Study  
**NeverStrip Micron™ Coatings**  
**Compared to Wax**

NeverStrip Vinyl Seal™ on VCT at Iowa Grocery Store.

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## NeverStrip Micron Case Study

1. This Case Study examines the Strengths, Weaknesses, Opportunities and Risks of using the NeverStrip Micron coating products on VCT in grocery stores. This Case Study is based on 3 years of actual product use in a 12,000 sq. foot Iowa grocery store.
2. This Case Study compares the use of NeverStrip Micron products to acrylic floor finish ("floor finish, (also called polish or wax") within grocery stores.
3. Wax has dominated grocery store floor care maintenance on VCT and other commercial surfaces for decades due to the products low risk, ease of use, low product cost and refresh-ability.
4. NeverStrip Micron floor coating products have proven their superior performance, cost effectiveness, sustainability, refresh-ability and labor efficiencies compared to wax in these grocery stores and hundreds of other commercial facilities.
5. NeverStrip Micron Coatings are petroleum-free. They are water-based, inorganic and incorporate nano technology. The term Micron refers to the coatings "thinness". One-coat application has a dry film thickness of approximately 2 microns. Two application of Vinyl Seal is the norm.
6. The NeverStrip Micron products are maintained in busy grocery stores using the same floor care tasks as floor finish but with substantially less frequency of each task.

## Strengths (compared to Floor Finish)

1. Significantly lowers the cost of maintaining VCT or any resilient or hard surface floor maintained with polish.
2. Lowers floor care costs in all years including the first.
3. Fewer # coats are applied/maintained (50% less, 4 vs. 8 in Iowa)
4. Less burnishing (60% less, 2 vs. 7 per week in Iowa)

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5. Less scrub and re coats (67% less, 1 vs. 3 per year in lowa )
6. Less stripping (100% less)
7. Faster drying times (10 minutes vs. 30 minutes for each coat and half the number of coats)
8. Attractive wet SCOF (> than 0.60)
9. Essentially no odor
10. Apparent elimination of burnishing dust
11. Same cleaning steps and frequency
12. Easy to strip, if needed, not necessary in normal lifecycle
13. More sustainable (less: water, solid waste, electricity, VOCs)
14. More consistent, daily, weekly, monthly appearance versus yo yo appearance of floor finish

### **Weaknesses**

1. Higher material cost per gallon (offset by fewer coats and better coverage per gallon/coat)
2. Appearance may not be identical to wax (thinner film thickness)
3. Shine may not be as high as freshly burnished wax

### **Opportunities**

1. Lowers the cost of owning a VCT floor, by a lot
2. First year investment payback is less than one year
3. Lower overall annual floor care costs - Year 1 and every year thereafter
4. Less probability of slip and fall due to: 1) equal to higher wet SCOF than wax; 2) faster drying reduces wet conditions quicker; 3) reduced # of scrub and re coats reduces frequency of wet conditions and 4) elimination of stripping with the high slip hazard from stripper solution.
5. Less personnel needed to maintain floors due to reduced labor hours
6. Reduced chances for workers compensation claims
7. Less floor care interference to store operations due to (less coats, faster dry times, fewer scrub re-coats, less burnishing, elimination of burnishing dust and no stripping).
8. Fewer after hour needs for store personnel to be associated with floor care.

### **Risks**

1. Adoption risk is low. Do not like it, easy to remove.
2. Education/training risk is low. Similar tasks as floor finish just fewer of them.
3. Financial risk is low. Payback is less than one year.
4. Slip and fall risk is lower than floor finish.

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