





Ultra Durable Floor Care Marketing Materials March 2014









Marketing Materials Index

Description

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Healthcare, Education, Government Buildings, Retail, Hospitality,

Kitchens, Gymnasium Floors, Churches and Transportation

Marketing Materials Company Overview



JFB HART COATINGS IS THE LEADING DEVELOPER AND MANUFACTURER OF ENVIRONMENTALLY FRIENDLY, WATER-BASED, SOLVENT-FREE URETHANE AND EPOXY COATINGS. With more than 100,000,000 sq. ft. of product installed, JFB Hart Coatings has provided next generation paints and coatings for superior protection to all indoor and outdoor applications. JFB Hart Coatings presents customers the ability to use sustainable and green products while enhancing performance characteristics.

JFB Hart Coatings continues to develop, specialize and enhance our technology to meet consumer requirements and to stay ahead of constantly evolving government regulations. In addition, JFB Hart Coatings continues to work with the South Coast Air Quality Management District ("SCAQMD") of Southern California to ensure commercial availability of high performance, environmentally friendly paints and coatings in the marketplace that exceed the SCAQMD's regulations.

Historically, relatively harsh petroleum-based solvents were used for paints and coatings, thus resulting in coatings that were harmful to the environment. JFB Hart Coatings is changing the industry by providing environmentally friendly paints and coatings with attributes such as Low to Zero VOCs, LEED Credits (EQ. 4.2 Low Emitting Coatings), Low to No Odor, Sustainable & Green, Reduces Solid Waste, Water & Electrical Usage and Contains No Proposition 65 Chemicals.

JFB Hart Coatings is shaping the industry by delivering two key features in a single product: 1) outstanding, protective performance characteristics and 2) low to zero VOCs in solvent-free formulations. JFB Hart Coatings also use Microban's Antimicrobial Protection Additives to inhibit the growth of microorganisms such as bacteria, mold and mildew.

INDUSTRIAL MAINTENANCE

JFB Hart Coatings has developed industrial maintenance products that have protective properties and are formulated to withstand extreme conditions. These products include HP-105, HP-1K, HP-300 Matte, HP-300 Satin and HP-330. JFB Hart Coatings products provide many benefits to the consumer, including:

- Eliminates Labor Steps
- Less Coats & No Primer Required
- Excellent Bonding Capabilities
- Ultraviolet Insensitivity
- Anti-Graffiti Systems

The Industrial Maintenance Products are used in theme parks, sports arenas, warehouses, building interiors and exteriors, roofs, waste water facilities, anti-graffiti systems, transportation facilities, food / beverage / pharmaceutical plants, airports and train stations, hospitality, restaurants, wineries and many more markets.

ULTRA DURABLE FLOORCARE

JFB Hart Coatings has been the industry leader in manufacturing Ultra Durable Floor Care Products for the facilities maintenance industry. These products include GlossTek™, GlossTek™ Fast Dry, MatteTek™, SatinTek™ and VersaTek™.

JFB Hart Coatings products eliminate a half century old acrylic finish technology. Our Ultra Durable products provide many benefits to the consumer, including:

- Reduces Floor Care Costs by 40-80%
- Eliminates Burnishing, Stripping and Scrub & Recoats
- Superior Durability and Chemical / Abrasion Resistance
- Overall Better Protection for Floors

The Ultra Durable Products are used in facilities spanning healthcare, education, retail, office buildings, government, airports and train stations, theme parks, restaurants, sports arenas, churches, hospitality, restaurants, prisons, kitchens, gymnasiums, and many more.

SPECIALTY PRODUCTS & OEM APPLICATIONS

The versatility of JFB Hart products enable them to be used in a wide variety of applications in specialty / OEM markets. JFB Hart Coatings has either developed or enhanced existing products based on customer requests for specific applications, including:

- A UV cured product for vinyl flooring manufacturers to factory apply.
- Antimicrobial products to inhibit the growth of microorganisms such as bacteria, mold and mildew ("Plus MB" technology).
- Industrial transport / vehicle applications for OEM and aftermarket to deliver extreme durability and non-stick performance.
- Products used for tables, countertops and furniture that withstand household chemicals, wear and tear, as well as coatings for substrates with extreme adhesion or flexibility requirements.

Marketing Materials Key Advantages & Benefits



• Eliminate Burnishing, Buffing, Scrubbing, Strip & Recoats

Significant cost savings – redirect labor to other tasks – reduce waste and electrical usage

Microban Antimicrobial Protection

 Using products that inhibit the growth of microorganisms such as bacteria, mold and mildew help prevent the spread of germs

Sustainable & Green Products

Providing a healthy and friendly environment for patrons, staff and visitors

Long Lasting Products

 The products have excellent durability which provides great looking floors all day every day

Increased Slip Resistance

Reducing the risk for slip and falls

• Operational Interference

Less disruption for the facilities

Marketing Materials Key Environmental Advantage



Produced in Total Water

- 100% water-based coating without the use of co-solvents
- Not a "watered-down" solvent coating

Virtually Odorless

- Does not require special breathing apparatus
- No free monomers above OSHA and other safety thresholds

Contain No Proposition 65 Chemicals

- Meet all Federal, State, and Local Government Agency VOC Regulations (SCAQMD, CARB, EPA, etc.)
 - All products are less than 100 g/l VOCs

Meet U.S. Building Councils' LEED Criteria

- Low emitting Paints & Coatings (EQ 4.2)
- California Building Code of Regulations Title 24 Part 11 Compliant
 - Chapter 4 & 5 contain VOC content limits
 - Limits come from SCAQMD regulations

Marketing Materials Antimicrobial Protection

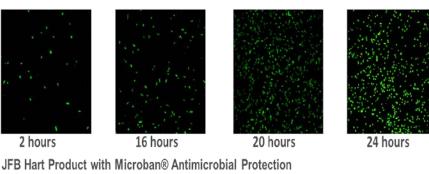


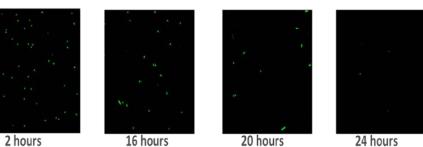
Plus MB™ Antimicrobial Technology -



- According to the Center for Disease Control guidelines, when floors are cleaned with a disinfectant, "a few hours after floor disinfection, the bacterial count was nearly back to the pretreatment level."
- JFB Hart has partnered with Microban® Antimicrobial Product Protection ("plus MB") to provide the most innovative coatings with biostatic antimicrobial protection.
- The "plus MB" technology inhibits the growth of microorganisms such as bacteria, mold and mildew.
- The "plus MB" technology is built-in to the coating during manufacturing which allows the antimicrobial protection to last as long as the coating lasts.
- JFB Hart believes this biostatic antimicrobial protection, in combination with disinfectant cleaning, helps provide an important defense against microorganisms that may be associated with the spread of infections.

Unprotected Surface





This information is based upon standard laboratory tests and is provided for comparative purposes to substantiate antimicrobial activity for non-public health applications. Microban technology is not designed to replace good hygiene practices or protect users from disease causing microorganisms. Antimicrobial action limited to product surface.

For additional information visit Microban's website at: http://www.microban.com/

Marketing Materials LEED Credits



LEED, or Leadership in Energy and Environmental Design, is an internationally recognized mark of excellence that provides building owners and operators with a framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions.

LEED-certified buildings are designed to:

- Lower operating costs and increase asset value
- Reduce waste sent to landfills
- Conserve energy and water
- Be healthier and safer for occupants
- Reduce harmful greenhouse gas emissions
- Qualify for tax rebates, zoning allowances and other incentives in hundreds of cities

Facilities using JFB Hart products can obtain LEED credit points for the following categories:

- IEQ Credit 4: Low Emitting Coatings
- A facility can obtain LEED credit points by using JFB Hart products on flooring, wall and ceiling finishes and exterior applied finishes (coatings and roofing)
- JFB Hart products meet the South Coast Air Quality Management District VOC regulations in rule 1113/1168

Marketing Materials Cost Savings



Save Over 66% on Your Total Floor Care Costs

Labor costs decreased by 96%

+

Material costs
decreased by 29%

66% reduction of floor care costs	ir Total Floor Care Costs
	66% reduction of floor care costs

Basic Assumptions (of conventional):

• Sq. ft. of facility: 1,000,000

of burnishes per week:

• # of scrub/recoats per year: 4

of strip/recoats per year:1

Basic Assumptions (of GlossTek):

• Sq. ft. per gallon: 400

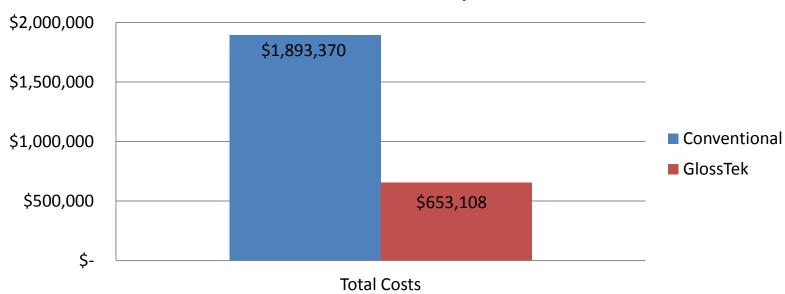
Cost per gallon: \$225

Recoat every: 36 months

Marketing Materials Cost Savings



Total 3 Year Cost Comparison



Cumulative Three Year Savings (cost per sq. ft.)			
	Labor	Materials	Total Costs
Conventional	\$1.02	\$0.87	\$1.89
GlossTek	\$0.04	<u>\$0.61</u>	<u>\$0.65</u>
Cumulative Savings	\$0.98	\$0.26	\$1.24
Savings Percent	96%	29%	66%

Marketing Materials Products



All JFB Hart Ultra Durable Floor Care Products come packaged in individual gallon and quart sized kits. Each kit contains 2-3 separate components which are easily mixed together just prior to application, following instructions included with each kit. A one gallon kit will cover about 350 – 400 square feet of flooring.

Product	Dry Time	Pot Life	Gloss Level	VOCs
GlossTek	8 hrs.	90 min	Gloss (>85°)	<30 g/l
GlossTek Fast Dry	4 hrs.	45 min	Gloss (>85°)	<50 g/l
MatteTek	6-8 hrs.	90 min	Matte (25°)	<50 g/l
SatinTek	6-8 hrs.	90 min	Satin (55°)	<50 g/l
VersaTek	6-8 hrs.	90 min	Gloss (>85°)	<20 g/l

Additives:

- **GripLok** to increase slip co-efficient of friction; reduces gloss to a matte finish
- Accelerator to shorten the dry time by 50% 75%
- Adhesion Plus to increase adhesion strength to hard surfaces such as ceramic

Ultra Durable Floor Care Marketing Materials March 2014



Marketing Materials Examples of Select Substrates



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20	Stone

Marketing Materials Substrate: Ceramic (Tile & Grout)





Antimicrobial Technology – "Plus MB™"

JFB Hart has partnered with Microban® to incorporate antimicrobial product protection in all JFB Hart products. Microban technology is built-in during the manufacturing process to provide antimicrobial protection that:

- Inhibits growth of bacteria, mold and mildew on the coating
- Reduces odor

- Sustains enhanced appearance
- Lasts as long as the coating lasts

Benefits & Features

- Adhesion Plus™ strengthens bond
- Seals grout and tile
- Restores luster and color
- Reduces odor
- Outstanding slip co-efficient
- Reduces maintenance and costs
- Low VOCs

Applicable Locations

- Bathrooms
- Locker rooms
- Kitchens
- Cafeterias

- Education
 - Healthcare
- Sports arenas
- Restaurants
- Banks
- Airports
- Government Buildings

Marketing Materials Substrate: Vinyl Composition Tile (VCT)





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- Sustains enhanced appearance
- Lasts as long as the coating lasts

- Restores luster and color
- Outstanding slip co-efficient of friction
- Significantly reduces maintenance costs:
 - Eliminates burnishing and buffing
 - Eliminates stripping
- Virtually odorless
- Increases product longevity

- Education
- Healthcare
- Sports arenas
- Restaurants
- Big box retail
- Retail outlets

- Banks
- Airports
- Government Buildings
- Churches
- Prisons
- Warehouses
- Hospitality

Marketing Materials Substrate: Vinyl Sheeting





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- Significantly reduces maintenance costs:
 - Eliminates burnishing and buffing
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- Education
- Healthcare
- Sports arenas
- Restaurants
- Big box retail
- Retail outlets

- Banks
- Airports
- Government Buildings
- Churches
- Prisons
- Warehouses
- Hospitality

Marketing Materials Substrate: Terrazzo







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- Reduces odor

- Sustains enhanced appearance
- Lasts as long as the coating lasts

Benefits & Features

- Restores luster and color
- Outstanding slip co-efficient of friction
- Significantly reduces maintenance costs:
 - Eliminates burnishing and buffing
 - Eliminates stripping
- Water-based products that are virtually odorless with low VOCs
- Increases product longevity
- GripLok & GripLok Gloss additives available to increase slip resistance

- Education
- Healthcare
- Sports arenas
- Restaurants
- Big box retail
- Retail outlets
- Hospitality

- Banks
- Airports
- Government Buildings
- Churches
- Prisons
- Warehouses

Marketing Materials Substrate: Wood







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Benefits & Features

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- Outstanding slip co-efficient of friction
- Significantly reduces maintenance costs:
 - Eliminates burnishing and buffing
 - Eliminates stripping
- Virtually odorless
- Increases product longevity

- Education
- Healthcare
- Sports arenas
- Restaurants
- Big box retail
- Retail outlets

- Banks
- Airports
- Government Buildings
- Churches
- Prisons
- Warehouses
- Hospitality

Marketing Materials Substrate: Poured Urethane





VersaTek Game Line Paints
VersaTek Clear Top Coat



Antimicrobial Technology – "Plus MB™"

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Benefits & Features

- Restores luster and color
- Outstanding slip co-efficient of friction
- Significantly reduces maintenance costs:
 - Eliminates burnishing and buffing
 - Eliminates stripping
- Virtually odorless
- Increases product longevity

- Education
- Healthcare
- Sports arenas
- Restaurants
- Big box retail
- Retail outlets

- Banks
- Airports
- Government Buildings
- Churches
- Prisons
- Warehouses
- Hospitality

Marketing Materials Substrate: Rubber Gymnasium Floors





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- Inhibits growth of bacteria, mold and mildew on the coating
- Reduces odor

- Sustains enhanced appearance
- Lasts as long as the coating lasts

Benefits & Features

- Restores an old dirty looking floor into a beautiful new floor while saving significant money because there is no need to replace the entire floor
- Can custom match any specific color
- Virtually odorless
- Outstanding slip co-efficient
- Reduces maintenance and costs
- Fast turnaround service times

Markets & Industries

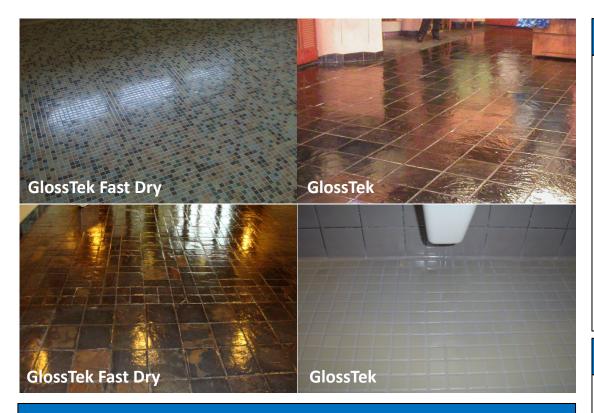
- Education
- Churches
- Sports arenas
- Fitness Ctrs.

Game Line Paints

- VersaTek Colors can be used as game line paints
- A clear top coat seals in the game line paints and prevents further game line paint applications

Marketing Materials Substrate: Stone





Antimicrobial Technology – "Plus MB™"

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- Inhibits growth of bacteria, mold and mildew on the coating
- Reduces odor

- Sustains enhanced appearance
- Lasts as long as the coating lasts

Benefits & Features

- Restores luster and color
- Outstanding slip co-efficient of friction
- Prevents grout from becoming soiled, discolored or stained
- Dramatically reduces or eliminates foul odors from grout
- Seals in the stone
- Water-based products that are virtually odorless with low VOCs
- Impervious to urine

- Education
- Healthcare
- Sports arenas
- Restaurants
- Big box retail
- Retail outlets
- Zoos

- Banks
- Airports
- Government Buildings
- Churches
- Prisons
- Warehouses
- Hospitality

Marketing Materials Examples of Select Markets



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31	Commercial / Office Space

Marketing Materials Market: Healthcare











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- Reduces odor

- Sustains enhanced appearance
- Lasts as long as the coating lasts

Benefits & Features

- Restores luster and color
- Outstanding slip co-efficient of friction
- Significantly reduces maintenance costs:
 - Eliminates burnishing and buffing
 - Eliminates stripping
- Reduces operational interference
- Virtually odorless
- Increases product longevity
- Consistently great looking floors

- Lobbies
- Hallways
- Patient Rooms
- Cafeterias
- Stair wells
- Elevators
- Nurses stations

- Operating Rooms
- Labs
- Emergency Care Units
- Dialysis Centers
- Intensive care

Marketing Materials Market: Education











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- Consistently great looking floors

- Hallways
- Bathrooms
- Gymnasium
- Cafeterias
- Classrooms
- Multipurpose Rooms
- Admin areas
- Stairwells
- Labs

Marketing Materials Market: Government Buildings









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- Bathrooms
- Hallways
- Lobbies
- Patient Rooms
- Stairwells
- Fire station
- Police station

- Military Bases
- VA Hospitals
- Barracks
- Court houses
- Municipalities
- Capitals
- City Hall

Marketing Materials Market: Retail Stores











Benefits & Features

- Restores luster and color
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- Reduces odor

- Sustains enhanced appearance
- Lasts as long as the coating lasts

- Aisles
- Check out Lanes
- Bathrooms
- Runners

- Big Box
- Outlet Stores
- Malls
- Grocery Stores

Marketing Materials Market: Hospitality (Restaurant / Hotels)





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Benefits & Features

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 - Eliminates stripping
- Reduces operational interference
- Virtually odorless
- Increases product longevity
- Consistently great looking floors

- Entrance
- Bathrooms
- Bars
- Lobbies
- Dining Areas

- Dance Floors
- BanquetAreas
- Back Hallways

Marketing Materials Market: Kitchens





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- Sustains enhanced appearance
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Benefits & Features

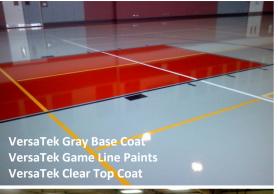
- Restores old dirty looking floors into beautiful floors
- Available in 200+ colors with or without flakes
- High chemical resistant to chemicals found in kitchens
- Virtually odorless
- Outstanding slip co-efficient
- Reduces maintenance and costs
- Low VOCs
- Fast turnaround service times

- Education
- Hospitals
- Nursing Homes
- Sports arenas
- Restaurants

- Airports
- Government Buildings
- Churches
- Prisons
- Office Buildings

Marketing Materials Market: Gymnasium Floors











Antimicrobial Technology – "Plus MB™"

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- Inhibits growth of bacteria, mold and mildew on the coating
- Reduces odor

- Sustains enhanced appearance
- Lasts as long as the coating lasts

Benefits & Features

- Restores an old dirty looking floor into a beautiful new floor while saving significant money because there is no need to replace the entire floor
- Available in Clear or can custom matched colors
- Virtually odorless
- Outstanding slip co-efficient
- Reduces maintenance and costs
- Fast turnaround service times

Markets & Industries

- Education
- Churches
- Sports arenas
- Fitness Ctrs.

Game Line Paints

- VersaTek Colors can be used as game line paints
- A clear top coat seals in the game line paints and prevents further game line paint applications

Marketing Materials Market: Churches





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- Outstanding slip co-efficient of friction
- Significantly reduces maintenance costs:
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 - Eliminates stripping
- Reduces operational interference
- Virtually odorless
- Increases product longevity
- Consistently great looking floors

- Hallways
- Bathrooms
- Auditoriums
- Church Alter
- Gymnasiums
- Sanctuary

- Office
- Prayer Room
- Kitchen
- Multipurpose room

Marketing Materials Market: Transportation (airport / train / bus)









Benefits & Features

- Restores luster and color
- Outstanding slip co-efficient of friction
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 - Reduces odor

- Sustains enhanced appearance
- Lasts as long as the coating lasts

- Terminal Hallways
- Bathrooms
- Baggage
 Claim

- Restaurants
- Check-in Counter

Marketing Materials Market: Commercial / Office Space





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- Consistently great looking floors

- Lobby
- Hallways
- Bathrooms
- Offices
- Multi-Purpose Rooms

- Stairwells
- Elevators
- Boiler Rooms
- Mechanical Rooms
- Gymnasiums