

# BEYOND FIRST IMPRESSIONS

The Many Uses of Logo Mats

## DID YOU KNOW

Logo mats serve **multiple** crucial functions for businesses, making them a versatile tool beyond simple floor coverage?

### Top Industries Using Logo Mats



EDUCATION



BEVERAGE



FINANCIAL



GOVERNMENT

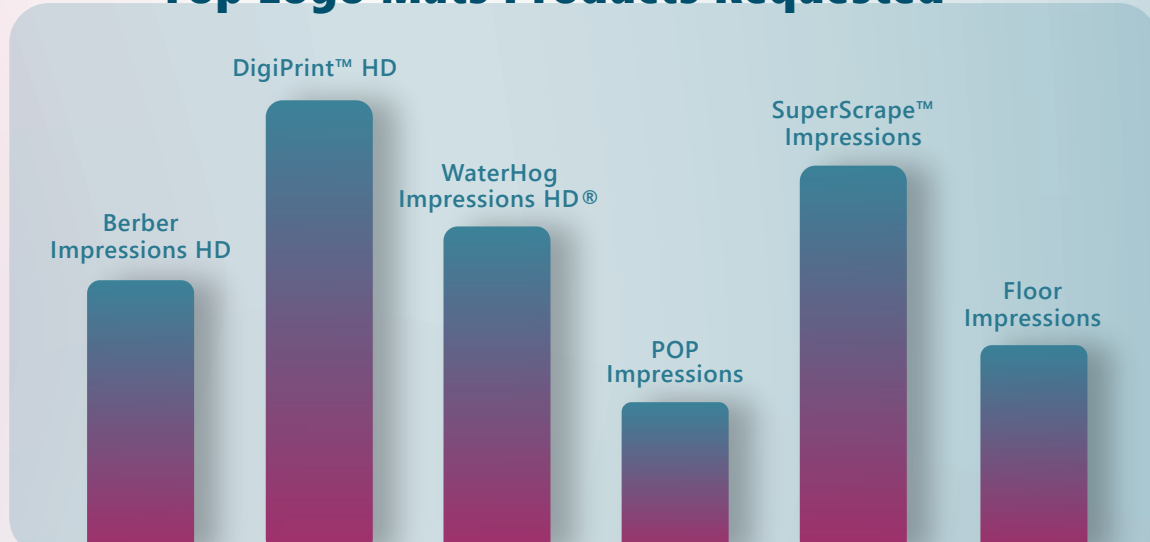


RETAIL AND HOSPITALITY

### Top Uses of Logo Mats

1. BOOST POINT-OF-PURCHASE PROMOTION
2. MAINTAIN CLEANLINESS
3. ENHANCE SAFETY
4. GROW BRAND AWARENESS
5. LEAD GENERATION/ACTIVATION
6. DIRECTIONAL/WAYFINDING
7. EDUCATIONAL/INFORMATIONAL

### Top Logo Mats Products Requested



### Top Logo Mats Locations Within A Facility



ENTRANCE/EXITS



CONFERENCE DISPLAYS



WORK STATIONS

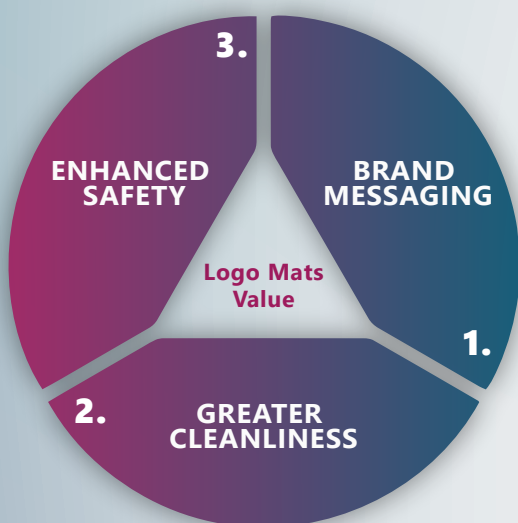


POINT OF SALE

## THE FACTS OF THE MAT(TER)

Proof of Logo Mats' Value-Trifecta

The Logo Mats value-trifecta seamlessly integrates **brand messaging, enhanced safety, and greater cleanliness** to deliver exceptional value for businesses



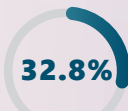
### 1. INFLUENCE PURCHASES



91% of shoppers said in-store branding influences decisions<sup>1</sup>



17% increase in foot traffic by front-of-store signage



32.8% of sales lift from in-store signage

### 2. REDUCE ACCIDENTS

#1

Slips and falls are the #1 cause of workplace injuries<sup>2</sup>



55% of general liability claims are slips and falls related

\$7B

loss in direct costs per year due to slips and falls<sup>3</sup>

### 3. INTERCEPT DIRT

\$600

The cost of removing a single pound of dirt can exceed \$600<sup>4</sup>

\$1

\$1 spent keeping soil out saves up to \$10 in removing it later<sup>5</sup>



85% of dirt can be contained in the first 15ft with proper matting

Sources: 1. International Sign Association 2. National Floor Safety Institute 3. EHS Today 4. ISSA (Cleaning Industry Association) 5. Cleaning & Maintenance Management

## HOW LOGO MATS LIFT PROMOTIONAL PRODUCTS DISTRIBUTOR PROFITS

Logo Mats enhances distributor revenues by **driving sales** through



### HIGHER MARGINS

50% per product unit margin for logo mats



### DOOR OPENING

Logo mats serve as a "wedge" offering supporting complementary promotional product sales

### UPSELLING OPPORTUNITIES

Logo mats lend themselves to inclusion in larger promotional packages



### LOWER SALES HURDLE

"No minimum" order policy for distributors



2X

### DOUBLE SALES OPPORTUNITY

Each entrance offers two logo mats sales opportunities - one for the outside and one for the inside

### CROSS-SELLING POTENTIAL

Logo mats can be easily cross-sold with other promo products



## I.D.E.A.TION FOR LOGO MATS

Enhance Your Brand Impact. Discover how Logo Mats can transform your branding strategy by aligning with customer priorities and key audiences.

I

IMPACTFUL BRANDING



Unpack your customer's brand priorities and key audiences.

D

DURABLE ADVERTISING



Explore where logo mats can provide practical, functional value.

E

ENGAGING EXPERIENCE



Consider the "fun value" and how logo mats can engage customers.

A

ATTENTION GRABBING



Pinpoint where logo mats can grab the most attention.