

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?

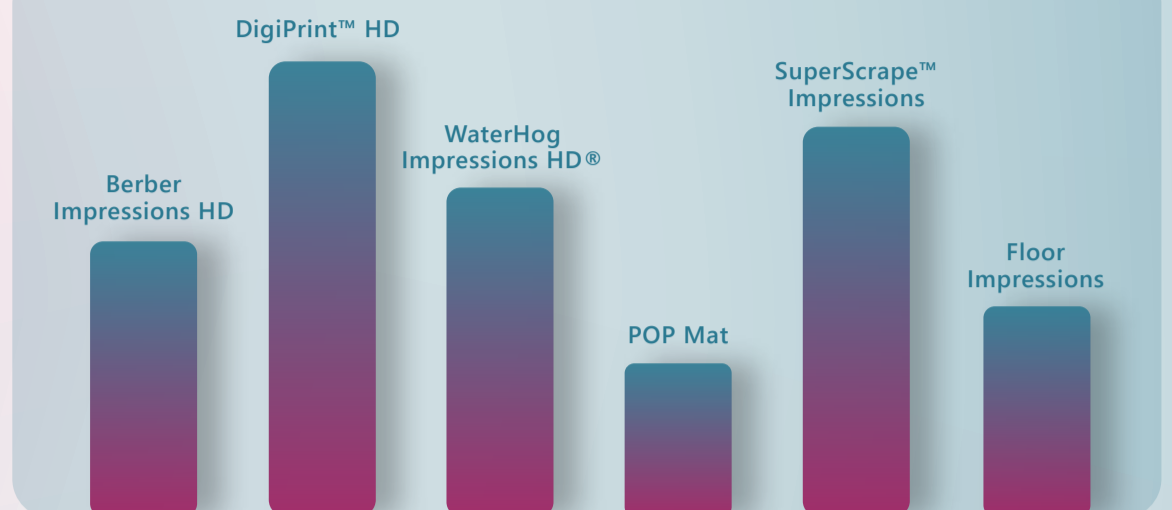
Top Industries Using Logo Mats



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



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 decisions¹



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 injuries²



55% of general liability claims are slips and falls related

\$7B

loss in direct costs per year due to slips and falls³

3. INTERCEPT DIRT

\$600

The cost of removing a single pound of dirt can exceed \$600⁴

\$1

\$1 spent keeping soil out saves up to \$10 in removing it later⁵



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.