

SELLING ACTIVE SOFT PEARLS®

Active Soft Pearls® is a new and revolutionary technology that is completely changing the heavy-duty skin cleaning market. It offers patented “Soft Pearls” technology that uses soft, smooth hydrogenated castor oil pearls. These pearls are polarized to attract and bind with dirt particles creating a dual cleaning process that is unlike any other scrubber. They clean the hands without mechanical abrasion, leaving the hands clean, soft and smooth. The solvent-free technology is safe for the user and for the environment. There is nothing else like it in the industry; it is truly a Heavy-duty Skin Care Revolution.

WHERE TO SELL THIS PRODUCT?

Any industrial applications where tough dirt, grease and grime, ink or other embedded dirt or stubborn soil is present.

WHO USES THIS PRODUCT?

All workers with dirty hands. Automotive grease and grime, dirty manufacturing sites, machine shops, metal working and foundries.

HOW DOES IT WORK?

Soft Pearls® contains only the highest quality ingredients, designed in combination to quickly and completely remove stubborn soil with only one washing.

It is a combination of detergent blend, Soft Pearl® scrubbers and conditioners that remove the dirt without damaging the skin. It is solvent free and ph balanced to the skin so that skin irritation is never created due to using this product.

Most people comment that their hands are cleaner and more conditioned than ever before!

CAN IT REPLACE COMPETITIVE PRODUCTS?

It is unique in that it can reduce SKU's by replacing multiple competitive products.

Stoko®: Replaces Kresto®, Kresto Select®, Solopol®.

GOJO®: Replaces Eco Soy™, Multi Green®, Original Formula™, Lemon Pumice, Lemon Hand Cleaner, Crème Hand Cleaner, Natural Orange™ Pumice, and Natural Orange™ Smooth, Supro Max®, and Cherry Gel.

Deb®: Replaces Heritage®, SBS® 21, 30, 63, Lime, Orange and Swarfega®.

Kimberly Clark®: Replaces Naturally Tuff® Orange, Super Duty Cleanser with Grit.

Zep®: Replaces Reach, Reach 2, Shell Shock, Cherry Bomb, Cherry Punch, Double Play, Work Day, and Soy Punch.

IS IT ECONOMICAL?

Active Soft Pearls® is 10% lower in cost than the market leader's products of similar quality, and can save as much as 30% vs. the other competitors. Peter Greven® is the low cost producer of high quality products, plus we offer very effective dispensing systems.

The combination of low price and dispenser efficiency results in savings of 30% and more. For example, our 2,000ml bottle gives 1,000 hand washings. Some of the leading competitors only give 666 hand washings. This factor alone brings substantial savings.

Many competitive products require more than one washing to remove all soil and dirt. Soft Pearls® works the first time and

saves even more by eliminating the need for multiple washings. Often, Soft Pearls® will outlast competitive products by as much as 2-to-1!

IS IT HIGH QUALITY?

This product is our highest quality hand cleaner and outperforms competitive products in every case. Active Soft Pearls® is unsurpassed in quality and performance!

IS IT "GREEN"?

Soft Pearls® is 100% biodegradable and considered "harmless to human" skin by an independent test lab. It is proven safe for the user and the environment. It is NATRUE certified, the international green certifying organization.

WHAT IS THE BEST WAY TO PRESENT IT?

Use the Peter Greven "**5 Steps to Success**" selling method.

Presentation

- Show the product and literature
- Explain the Key Points of Difference

Demonstration

- Wash some hands!
- Pick the dirtiest guy in the place.

Installation

- Hang a "Trial Installation Demo"
- Put up a dispenser

Confirmation

- Use the "Trial Survey" to track acceptance

Close The Sale!!!