

SELLING ACTIVE ULTRA AB[®]

WHERE TO SELL THIS PRODUCT?

Any industrial applications oil based paint or stain, lacquers, varnish, Resin, tar and asphalt, adhesive or stubborn ink are present.

WHO USES THIS PRODUCT?

Workers with special hand cleaning needs where the above contaminants are present. Automotive paint and body workers and silk screening factories.

HOW DOES IT WORK?

AB contains only the highest quality ingredients, designed in combination to quickly and completely remove stubborn contaminants with only one washing.

It is a combination of dibasic esters, detergent blend, polyethylene scrubbers and conditioners that remove the contaminant without damaging the skin. It is pH balanced to the skin so that skin irritation is greatly reduced by using this product.

Used for safer removal of contaminants, instead of using technical solvents or paint thinner.

CAN IT REPLACE COMPETITIVE PRODUCTS?

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

Stoko[®]: Replaces Cupran Special[®].

GOJO®: Replaces Paint and Body Shop Hand Cleaner and Cherry Gel® Pumice.

Zep®: Replaces Painters Partner®

IS IT ECONOMICAL?

Active Ultra AB™ is up to 26% lower in cost than the market leader's products, and can save as much as 40% 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 40% 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. AB works the first time and saves even more by eliminating the need for multiple washings. Often, AB 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 Ultra AB is unsurpassed in quality and performance!

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!!!