



Americo Customers:

We are pleased to introduce our latest innovation in the chemical free and wood floor restoration category...**Maroon X**. Although the Americo Maroon EPP is widely accepted becoming one of our top selling products, there were applications where customers requested a product with increased aggressiveness. With over two years in development and field testing we now have the Maroon X pad that will meet or exceed the performance requirements in the most demanding applications.

Maroon X is ideal for use in deep scrubbing or complete stripping of coated floors. Its increased aggressiveness will reduce the time required to complete that task. It's also ideal for restoration of wood floors with urethane coating. Side by side testing of Maroon X against major competition has proven we offer the highest performance. Maroon X will not only save labor, but is a more economically priced solution providing a superior price/value relationship for the user. Maroon X can be private branded for those distributors who prefer to go to market under their own brand.

This launch brief will provide you all of the needed sales, competitive comparative data, technical information and marketing materials for immediate sales presentations. If you have any questions or would like to provide your feedback please feel free to contact your Americo Regional Sales Director.

Sincerely,

A handwritten signature in black ink that reads "John W. Miller". The signature is written in a cursive style with a large, looped 'J' and 'M'.

John Miller
Executive VP of Sales and Marketing
Americo Manufacturing Company



MAROON X

HEAVY-DUTY RESTORATION PAD



IDEAL FOR EXTRA HEAVY-DUTY WOOD FLOOR REFINISHING AND FAST REMOVAL OF COATINGS ON ALL TRADITIONAL FLOORING.



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PRODUCT FEATURES, ADVANTAGES AND BENEFITS

Feature	Advantage	Benefit
Increased abrasive content	<ul style="list-style-type: none"> Faster finish removal Proven to remove scuffs on wood floor polyurethane finishes in 1 pass. 	<ul style="list-style-type: none"> Lower cost in use Consistent results Longer cut life
Tighter web construction	<ul style="list-style-type: none"> More abrasive points of contact to the floor 	<ul style="list-style-type: none"> Reduces time Improved results
Enhanced binder system	<ul style="list-style-type: none"> Improved abrasive adhesion 	<ul style="list-style-type: none"> Longer cut life
Uniform grit control	<ul style="list-style-type: none"> Consistent cut characteristic 	<ul style="list-style-type: none"> Limits irregular scratch patterns that may cause swirls

Maroon X Specs:

Thickness: 8mm

Finished Weight: 31 oz/yd²



Maroon X Microscopic Picture

TARGET MARKETS

Maroon X is a thin heavy duty chemical free deep scrub and stripping pad that can be used wet (water or neutral detergent) or dry for the removal of floor finish on any commercial floor.

Target Markets

- All educational facilities
- BSC's
- Healthcare facilities
- Retail chains
- Hospitality

Key Value Selling Propositions

- Extra aggressive for use on the more demanding stripping applications
- Provides longer and more consistent "cut" life
- Lower acquisition cost vs leading competitor
- Private labelling available



TECHNICAL OVERVIEW

PROPERTIES

Property	Value
Thickness <i>(nominal)</i>	0.31 in. 8 mm
Weight	31 osy 1051 gsm
Fiber Type	Synthetic
Binder System	Thermosetting Resins
Binder Application	Spray/Dip
Abrasive Application	Spray/Dip
Abrasive	Yes
Color	Maroon
Pack	10 per case

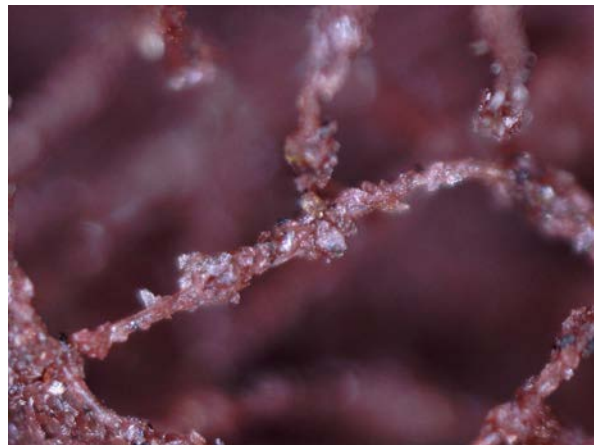
AMERICO MAROON PADS SELECTION



MAROON EPP COMPARED TO MAROON X



Maroon EPP



Maroon X

MAROON CONDITIONING

- For light cleaning on wood and for use to add scratch patterns in between laying new coats of urethane.

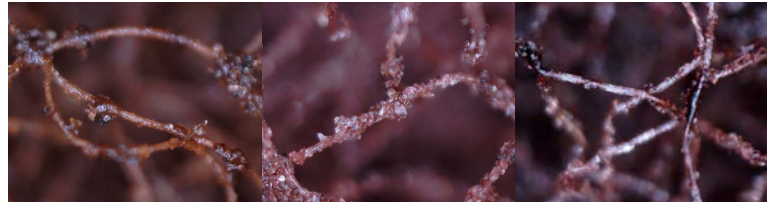
MAROON EPP

- For removal of floor finish, wet or dry, without the need for harsh chemicals.

MAROON X

- For heavy-duty removal of floor finish without harsh chemicals.
- For restoration (removal) of urethane coats on wood floors.

COMPETITIVE TESTING



	Maroon EPP	MAROON X	SPP 3M
Durability			
% Weight Loss - Average of 2 Tests	8.1	2.2	6.8
Use: 20" Pad Weight Loss % after 10 Passes on 175 rpm Machine Over 1 - 4" Slip Resistant Tape (Wet)			
Abrasivity on Schiefer			
Initial - 2500 revs, gms tile removed	5.1	6.9	6.9
Extended - 10,000 revs, gms tile removed	18.6	25.5	15.6
Abrasivity After 10 Passes over Slip Resistant Tape			
Post Use - 2500 revs, gms tile removed	3.1	4.2	3.2
Post Use - 10000 revs, gms tile removed	8.1	15.2	9.86
<i>All Test Data Below is average of 2 Test</i>			
Finish Removal	# of passes to remove 5 coats		
Squat Scrub Machine (Dry)	3	3	3
<i>All Test Data Below is average of 3 Test</i>			
Finish Removal (Initial) 175 rpm on Standard Electric Machine (wet)	# of passes to remove 5 coats		
Coat # 5	4	3	3
<i>All Test Data Below is average of 2 Test</i>			
Finish Removal (Post Use) 175 rpm on Standard Electric Machine (wet)	# of passes to remove 5 coats		
Coat # 5	14	10	13

HOW TO USE

1. Dust mop the floor using TrapEze Disposable Dusting Sheets
2. You have the option to use wet or dry.
 - a) Wet:
 - Mop the floor with neutral detergent or plain water
 - Scrub the floor using standard speed or oscillating machines
 - Pick up solution with a wet/dry vac
 - Thoroughly rinse the floor with plain water
 - Once dry, dust mop using TrapEze Disposable Dusting Sheets
 - Apply new coatings
 - b) Dry:
 - After dust mopping, scrub using a standard speed or oscillating machine
 - Pick up dust using a wet/dry vacuum
 - Dust mop using TrapEze Disposable Dusting Sheets
 - Apply new coating

STOCK CODES

Floor Pads

Stock Code	Pad Size	Pads Per Cs.	Case Weight	Case Cube
420912	12"	10	2.17	0.43
420913	13"	10	2.55	0.51
420914	14"	10	2.95	0.59
420915	15"	10	3.49	0.76
420916	16"	10	3.86	0.76
420917	17"	10	4.35	0.86
420918	18"	10	4.87	0.96
420919	19"	10	5.43	1.07
420920	20"	10	6.02	1.19
42091218	12" x 18"	10	3.95	0.65
42091420	14" x 20"	10	5.12	0.83
42091428	14" x 28"	10	7.16	1.16
42091432	14" x 32"	10	8.18	1.33

Hand Pads

Stock Code	Pad Size	Pads Per Cs.	Case Weight	Case Cube
510107	6" x 9"	20	1.36	0.45
510112	6" x 9"	60	5.10	1.23

Octopus Pads

Stock Code	Pad Size	Pads Per Cs.	Case Weight	Case Cube
541008	4.5" x 10"	48	3.52	0.68

FAQs

Q: Where can I use Maroon X?

A: You can use Maroon X on any hard surface flooring including wood.

Q: What types of machines do I use Maroon X?

A: You can use any standard speed and oscillating machines.

Q: Is Maroon X used wet or dry?

A: Maroon X can be used both wet or dry. When using wet, no harsh chemicals are required and it is recommended to use a neutral cleaner or plain water.

Q: When would I use Maroon X instead of Maroon EPP?

A: You can use Maroon X in exactly the same applications as EPP but it is ideally used in the toughest stripping or wood floor restorations.

Q: What is the average lifespan of Maroon X?

A: Pad life will vary by use and care but you can expect 5000-10,000 sf of use for removal of floor finishes. Life will be 1000 linear feet per pad on wood floor restoration.

Q: What sizes are available with Maroon X?

A: All standard sizes, including rectangular for oscillating machines, are available.

