

TRAILER INSTALL DAYS

INSTALL PROGRAM MANUAL

POLYLAST™
BEST UNDER HOOF & FOOT



WHAT IS POLYLAST™ SURFACEGUARD WITH MICROBAN® ANTIMICROBIAL?

Polylast™ SurfaceGuard with Microban® Antimicrobial (Polylast™) is a patented and proprietary non-slip surface made from 100% recycled rubber combined with U.S. primers, binders and finishes. Polylast™ can help protect horse owners and trainers investment by keeping their horses safer, making them more comfortable, and saving time and money on cleaning and maintenance.

HORSES ARE SAFER

- Polylast™ offers the best non-slip surface available. Horses are more stable and don't have to strain to maintain their footing.
- Polylast™ flooring absorbs 50% to 60% of the impact shock on horse's hooves helping to prevent lameness and injury.
- On an unprotected surface, bacteria can double in number every 20 minutes. Microban® protection works continuously to keep Polylast™ cleaner, longer.
- Microban® Antimicrobial is infused into Polylast™ during the manufacturing process to help prevent the growth of damaging bacteria.

HORSES ARE MORE COMFORTABLE

The Polylast™ SurfaceGuard with Microban® Antimicrobial (Polylast™) cushioning effect means that even horses with hoof or leg soreness are more comfortable. Since horses don't have to strain to maintain their footing they can be more relaxed and since Polylast™ is a noise suppressant, a quieter ride can reduce stress, too.

- The lighter color floors mean that horses have better depth perception. They see the floor so they don't hesitate stepping into the trailer.
- Since there's no need for ANY bedding, horses breathe cleaner air and stay cleaner.
- The insulating factor of Polylast™ means that the floor and horses stay cooler in the summer and warmer in the winter.

OWNERS SAVE TIME ON CLEANING & MAINTENANCE

- No mats are used in a Polylast™ floored trailer so there are no mats to pull, clean and replace!
- Polylast™ is a poured in place, permanent surface that is bonded to the trailer floor. First, an impervious "pre coat" is applied to the floor which protects metal and wood surfaces from corrosion. Then, the patented Polylast™ processed recycled rubber is applied. Polylast™ horse trailer floors are warranted for ten years when applied by certified installers.

HOW DO YOU BENEFIT BY HOLDING A TRAILER INSTALL DAY?

- First it is good for your customers. You can provide them with all of the amazing benefits listed on pages 1 & 2.
- Trailer Install Days can increase sales from existing customers and bring you new customers. Customers who are having Polylast™ SurfaceGuard with Microban® Antimicrobial (Polylast™) installed, will most likely hang around the store while the installation is taking place, increasing the opportunity they will purchase goods. Also, customers who are having Polylast™ installed in their trailers are likely to tell their friends and family, increasing the opportunity for them to schedule an installation and visit your store.
- Your dealer can install Polylast™ in one of your store's trailer's for 33% off. Besides receiving the benefits of having Polylast™ in one of your trailers, you can leave this trailer out so your customers can see the benefits for themselves.
- You can passively make hundreds of dollars per Trailer Install Day. You will make 5% or at least \$50 for every trailer installation, so more trailers means more money!

# OF TRAILERS	TOTAL EARNED
1	\$50.00
2	\$100.00
3	\$150.00
4	\$200.00
10	\$500.00
1 TRAILER TAKES APPROX 1-2 HOURS	

WHAT IS NEEDED?

- Space available where a trailer can be accessed.
- A power source.
- Winter installations will need to have an enclosed shed.
- Flyers to pass out to your customers (Design provided by your dealer).

HOW IT WORKS

- Select a day within the next month that the Trailer Install Day will be held.
- Staple the provided flyers to the receipts of your customers.
- Make flyers accessible within your store for other patrons.
- Interested customers contact the certified Polylast™ SurfaceGuard with Microban® Antimicrobial (Polylast™) dealer to schedule their trailer installation.
- Customers drop off their cleaned trailers the night before or morning of the Trailer Install Day.
- The certified Polylast™ dealer performs all trailer installations.
- You receive 5% or at least \$50 for every installation.



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