



PROMOTIONAL MATTING *BY* THE NUMBERS

IMPACT



THE AVERAGE COST PER IMPRESSION OF A PROMOTIONAL FLOOR MAT IS 1/10 OF A PENNY.



AVERAGE INCREASE IN SALES OF RETAIL PRODUCTS PROMOTED WITH FLOOR MATS.



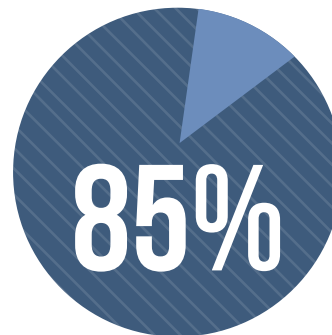
OF RETAIL SHOPPERS STOP AND NOTICE FLOOR GRAPHICS & MATS. (*99.9% OF PEOPLE LOOK WHERE THEY WALK.)

SAFETY



1 MILLION

THE NUMBER OF HOSPITAL VISITS FROM SLIP AND FALL ACCIDENTS PER YEAR.



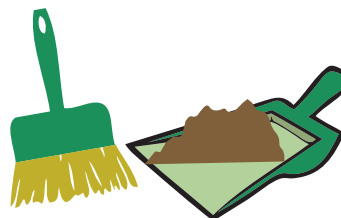
OF WORKERS COMPENSATION CLAIMS ARE FROM SLIPS AND FALLS ON WET FLOORS.

SAVINGS



\$620

AVERAGE YEARLY SAVINGS FROM PURCHASING 5 FLOOR MATS INSTEAD OF RENTING.



\$750

AVERAGE COST TO REMOVE A POUND OF DIRT FROM A RETAIL OR COMMERCIAL BUILDING.

SOURCES: POINT OF PURCHASE ADVERTISING INSTITUTE, NATIONAL FLOOR SAFETY INSTITUTE, INDUSTRIAL SAFETY & OCCUPATIONAL HEALTH MARKETS, 5TH ED.

PLEASE CONTACT YOUR DISTRIBUTOR FOR PRODUCT INFORMATION.