

Your Floors Are Being Damaged By Wooden Pallets...

DO YOU REALIZE THIS?

Attention Retail Store Operators. You care about damaged floors; unfortunately Retail Buyers that bring in products do not know or think about this.

The problem. It starts with your vendor. Your Buyer makes an arrangement with a CPG company to create a **pallet program** with a POP display or stacked product. It's a great promotion and it's an easy truck-to-floor selling display.

But it comes with a problem. Wood pallets are used over and over again. **They become damaged with wood splinters and protruding nails.** This causes damage to your floors. And some pallet companies **paint their pallets**, which bleed onto your floors. (See photo on left).

What do damage floors cost you? Of course there is the obvious **repair cost**, (material and labor). But worst of all is the hidden cost of the **potential loss of customers**, due to a negative shopping perception. When a store is visually unappealing customers may not come back and even tell others about their experience; and we know what that means!

Would you like to prevent this from happening? Of course you do. Our Pallet Floor Protector (PFP-3), saves money, saves time, protects floors and **there should be no cost to you, the retailer.**
The PFP-3 will increase the Life-Cycle and Appearance Retention of your floors.



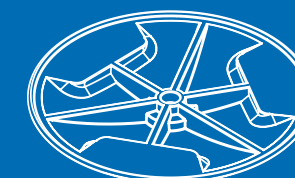
AVOID EXPENSIVE REPAIRS

Made From High Density Polyethylene

HDPE is durable and safe for your floors. The Pallet Floor Protector has been tested up to 5000 lb loads and -20 degree temperatures. Due to the unique design and material, the Protector will not scratch your floor; thus making standard wood pallets POP friendly.

Additional Benefits

Due to the unique design and material, the PFP-3 also allows for light weight pallets to be slightly shifted on the floor without the use of pallet jacks and without scratching your floors.



Free Samples

If you or your vendors would like a FREE sample, please contact us at 1-800-425-4778, or email us at samples@clipstrip.com and ask for the PFP-3.



DAMAGED & PAINTED PALLETS CAUSE DAMAGED FLOORS



STACK BASES ARE NO LONGER NEEDED

STACK BASES:

- Expensive
- Requires Storage Space
- Requires Extra Labor

The Solution: Our PFP-3, Pallet Floor Protector

This clever device is made of durable yet gentle high density plastic that is attached to the bottom of a pallet, protecting your floors from scratches, gouges, dings and marks.

The Best Part - No Cost To You

HERES HOW: The PFP-3 is a low cost solution that you mandate to all your vendors, when wooden pallets are used. The investment for your vendors is only \$1.72 to \$2.15 per pallet, depending on the size of the pallet. In addition, installation for your vendors is very quick and simple. Not a lot to ask from them, unless they would like to pay for your floor repairs.

And when you open up NEW STORES, the last thing you want is all the displays, fixtures, etc; coming into your stores without the PFP-3, damaging your beautiful new floors. **Insist that all your vendors use the PFP-3 on pallets and box bases, to prevent premature damage - before you open!**

Are Plastic Stack Bases The Solution?

COMPARE THE COST

If you use stack bases below your wooden pallets or you use plastic pallets, you know that they are expensive, requiring additional labor and utilize excessive storage space at your stores.

Plastic stack bases cost between \$35 - \$135 each, and adds another step to the process of placing your wooden pallet POP Display program on the floor.

MORE GOOD NEWS. Let's face it, your brand suppliers don't always live up to pallet standards. However with the PFP-3 attached to their pallets, **you are still protected.**

How Does It Work?

By having your vendors add 4 or 5 PFP-3's to the bottom of a wood pallet before it is used, raises the pallet 0.5" off the floor. This creates a much safer and less destructive pallet. The raising of the pallet will also protect corrugated displays, which sit directly on the floor, from night-time mopping damage.



MAKING STANDARD WOOD PALLETS POP FRIENDLY



NO MORE DAMAGED FLOORS