

CAPTAIN ESSENTIAL TO THE RESCUE!!!

We need help!
A new distributor opened up down the street with products similar to ours!

How do we keep them from cutting into our business?

I'd say THIS looks like a job for...

JANITOR CLOSE

ZAP

CAPTAIN ESSENTIAL

You can **AMAZE** them with your own **UNIQUE** brand!!

JANITOR CLOSE

CAPTAIN ESSENTIAL!
Private Branding seems way too complex for us!

BALDERDASH!!

Essential Industries makes it EASY!

First, Essential will design **AMAZING** labels in your own unique look!

Then, choose which Essential products you want in your own brand!

Essential can also create literature and training pieces in **YOUR** brand look!

YOUR BRAND

YOUR BRAND

YOUR BRAND

YOUR BRAND

FLOOR CARE PROCEDURES

FLOOR CARE GUIDE

WOW! Essential really makes it easy to develop our own brand!

Our customers won't even remember that place down the street!
How do we get started?

Just contact your Essential Sales Representative!

IT'S THAT EASY!

CALLING: Essential Industries Sales Representative