



SMART STEP® INTERNATIONAL

BECOME A DISTRIBUTOR

NL PORT PROGRAM

WHO IS SMART STEP?

A large, partially visible American flag is positioned on the left side of the slide, its stars and stripes flowing across the frame.

100% MADE IN AMERICA

We will never compromise our products, values, or integrity by looking for shortcuts. We strongly believe in producing the highest quality products, abiding by U.S. Government instilled guidelines, supporting our economy and keeping jobs in America.

Every Smart Step employee is exceptionally proud of our 100% Made in America products and policies. Our strong sense of pride is clearly demonstrated in our manufacturing, media, and marketing campaigns. This synergy is contagious and reflected in every Smart Step Mat produced.



For A Healthy Way Of Life®

THE LEADER IN COMFORT, DESIGN, & INNOVATION

SMART STEP® mats
PREMIUM STANDING SOLUTIONS®

SMART STEP®
PREMIUM SALON MATS

WELLNESSmats®
for A Healthy Way of Life®

SMART STEP®
INDUSTRIAL



SMART STEP®
MEDICAL

StandSmart
STANDING DESK MATS BY SMART STEP

WELLNESSmats®
PREMIUM FITNESS MATS
MADE IN AMERICA

WELLNESSmats®
PROFESSIONAL

Producing 1.2 Million *Premium Standing Solutions®* Every Year

RECYCLE & RENEW

STANDING FOR A GREENER TOMORROW

Creating Dependable
Infrastructure for
Generations to Come



A LEVEL ABOVE

As the standing mat category has developed, it has matured into the standard three categories; Good, Better and Best. Each group has a value to the Anti-Fatigue Mat category. Consumers in search of the best will spend above average for a standing mat that outperforms the others.

- Some relief from hard floor surfaces
- Minimal anti-fatigue values and durability
- Cheap toxic compositions, (usually off-shore) use plasticizers and fillers that quickly breakdown
- Edges often curl and tear
- Top surfaces often wear through or bubble
- Little or meaningless warranties
- Short life span, high replacement costs

GOOD

SMART STEP®

- 100% Made in America since 1996
- The absolute best relief from hard floor surfaces
- Proprietary formulated 100% polyurethane creates unmatched comfort and durability
- Effectively suspends body weight that truly generates superior anti-fatigue values
- 33% more density than most, produces increased performance and longevity
- Guaranteed to always lie flat, gradual beveled edges will never curl
- Sealed top and bottom, one-piece technology will never separate or bubble
- Dramatically reducing mat replacement costs with our Comprehensive 5-Year Warranty
- Many size and color options available, along with customization capabilities
- Custom branding and licensing abilities to enhance aesthetics
- Proven over time with millions produced in almost every work environment

BEST

- Basic relief from hard floor surfaces
- Some anti-fatigue values and average durability
- Often reversed engineered to look like the best products
- Mixed compositions, (sometimes off-shore) usually bonded with glues that breakdown
- Edges can curl and tear
- Top surfaces can wear through or bubble
- Average life span, with some replacement costs
- Limited warranties

BETTER

OUR STORY

With the grueling standing requirements of the Beauty Industry, we all know that Salon Mats are a tremendous health benefit. Unfortunately, they are often unsightly, tattered, torn, and offer little support and anti-fatigue value. Through experience and innovation, Smart Step continues to elevate, expand, and develop meaningful products that fit today's Salon Markets.

The proven comfort, support, and durability of our *Premium Standing Solutions*® are designed to provide industry professionals with the needed medical benefits that enhance, prolong, and in some cases preserve their career. With decorative designs available, Smart Step Salon Mats can accent salon decor, while boosting productivity, improving morale, and promoting *A Healthy Work-Life Balance*.

- *UNMATCHED COMFORT AND SUPPORT*
- *BEVELED EDGES WILL NEVER CURL, REDUCING TRIP HAZARDS*
- *SEALED TOP AND BOTTOM ALLOWS FOR EASY SWEEPING AND CLEAN UP*
- *STAIN AND HAIR COLOR RESISTANT*
- *GRADUAL BEVELED CART PATH ALLOWS EASY COLOR CADDY ACCESS*
- *5 YEAR COMPREHENSIVE PERFORMANCE WARRANTY GUARANTEES EDGES WILL NEVER CURL UP, AND THE MATS WILL NEVER BUBBLE, DELAMINATE, OR COMPRESS*
- *PROMOTES A HEALTHY WORK-LIFE BALANCE*



STATE OF THE MARKET



It is agreed that the grueling long hours, constant standing, and strenuous acrobatic motions make the Beauty Industry one of the most challenging of all occupations.

It should not be a surprise to know that 82% of all Stylists and Barbers endure at least one back, hip, leg or foot injury they consider serious when working a minimum of 10 years in the industry.

Today, with the abundant knowledge of the costly and painful health ailments that often develop with prolonged standing, Stylists and Barbers are looking for meaningful solutions to better their lives, lengthen their careers and encourage a healthy work-life balance.

In recent years, the Beauty Industry has become much more aware and educated on the importance of healthy living in the workplace. There is a call and demand for *Premium Standing Solutions®* that truly make a difference and Smart Step Premium Salon and Barber Mats are ready to answer that call.



SO WHY NOW?



Never Before Has *Employee Retention* Been So Important

Help Your Customers Take Care of Their Employees
by providing them with
PREMIUM STANDING SOLUTIONS®

POLISHED PRECISION

SINCE 1996



Reputable Distributors Have
Enough of a Voice to Tell the
Salon Industry

WE HAVE A
SOLUTION!

BECOMING A SMART STEP DISTRIBUTOR



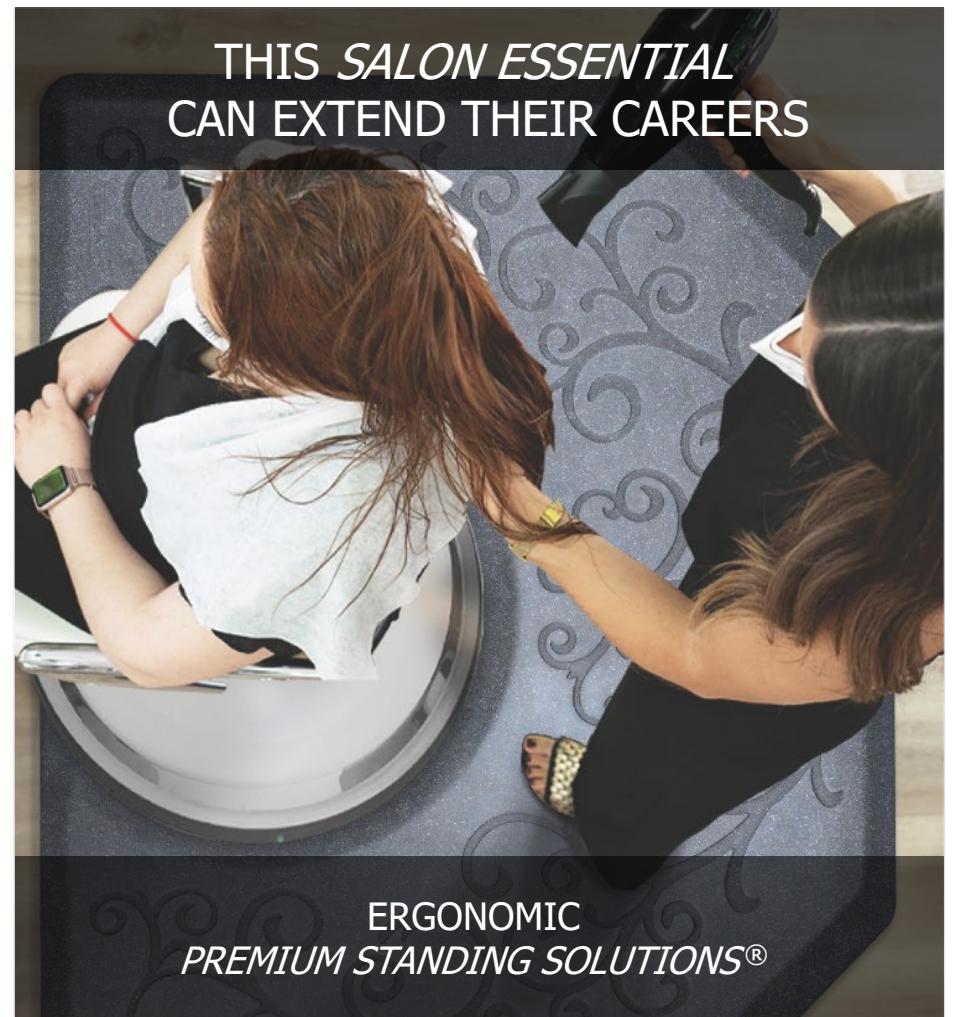
- Today's market is looking for better, USA Made products, with a company that Stands Behind Their Warranty. By carrying Smart Step as your Premium Brand, this will generate Newfound Revenue for both the DSCs as well as the Distributor.
- The Premium Salon Mat Category is an untapped market with high demand and Little Competition.
- With the exciting new Smart Step Sales Program that includes the innovative and complete Sales Tools, Digital Asset Library as well as Direct to Salon Presentations to be sent prior to a visit.
- Premium and Designer Salon Mats become contagious in salons.
Premium Mats sell Premium Mats.

TAKING CARE OF YOUR CUSTOMERS

JUST LIKE THESE ARE
SALON ESSENTIALS



ERGONOMIC BLOW DRYERS
AND SHEARS



ADDRESSING THE STANDING CONCERNS OF THE BEAUTY INDUSTRY



INCREASE SAFETY, MORALE & PRODUCTIVITY

- Unmatched Comfort, Support and Durability
- Edges Never Curl, Tops Never Bubble
- Easy-To-Maintain, Clean, and Disinfect
- Non-Slip Bottom Reduces Mat Travel
- Every Smart Step Mat is Clear Coated, Repelling Dirt, Hair Color, and is Easy to Sweep
- All Smart Step Mats are Aesthetically Pleasing

SMART STEP[®]
PREMIUM SALON MATS

MADE IN AMERICA

THE MUSCULOSKELETAL DISORDERS (MSD) OF THE BEAUTY INDUSTRY



It is widely known that the stylists and barbers of the beauty industry endure one of the toughest occupations known. The long grueling hours of stressful standing, with arms extended, maneuvering styling tools causes unavoidable traumas and ailments to the human body.

With thousands of surveys and reports, the internet can quickly educate the beauty industry on the endless ailments caused from long-term standing. Almost every case references, working on a good, anti-fatigue mat can positively address every ailment related to the beauty profession.

Whether improving the ailments and conditions developed over the years or acting as preventative medicine to enhance a career, minimizing the challenges is healthy for the body, mind and overall performance and moral.

Some of the more common ailments found in the beauty industry include Back: chronic inflammation * herniated discs * sciatica nerve damage * muscle fatigue * inflammatory spinal conditions. Hips: arthritis * osteoarthritis * bursitis * sciatica * hip labral tear. Legs: oedema (swollen ankles, feet and legs) * venous diseases (varicose veins, chronic venous disease and chronic venous insufficiency). Knees: inflammation * patellofemoral syndrome * Chronic degenerative meniscus tears * Osteoarthritis. Feet: plantar fasciitis * bone spurs * chronic inflammation (blood pools in the veins of the feet and legs and causes swelling and pressure on the surrounding tissues) * metatarsalgia (a condition in which the ball of your foot becomes stressed, painful and inflamed.)

When amortized over the warranty, a good anti-fatigue mat will cost a few pennies a day and return many years of good health and wellbeing.

UNMATCHED COMFORT, SUPPORT AND DURABILITY



Protective clear coat finish helps repel color and stains, allows for easy sweeping



Beveled Edges Will Never Curl, Eliminating Trip Hazards



$\frac{3}{4}$ " One-piece construction will never bubble, separate or delaminate



Comprehensive 5-Year Warranty reduces mat replacement costs



Many elegant finishes available to compliment any décor



Standard 2' depth behind the chair accommodates all industry settings.



100% Pure, USA Formulated Polyurethane



Available 3" gradual beveled cart paths allow for smooth and easy caddy transitions



Available 4' depth allows both feet on mat, with the extra 1' being closest to the mirror

PROMOTES A HEALTHY WORK-LIFE BALANCE

WHY OFFER
THESE?



WHEN YOU CAN
SELL THESE!



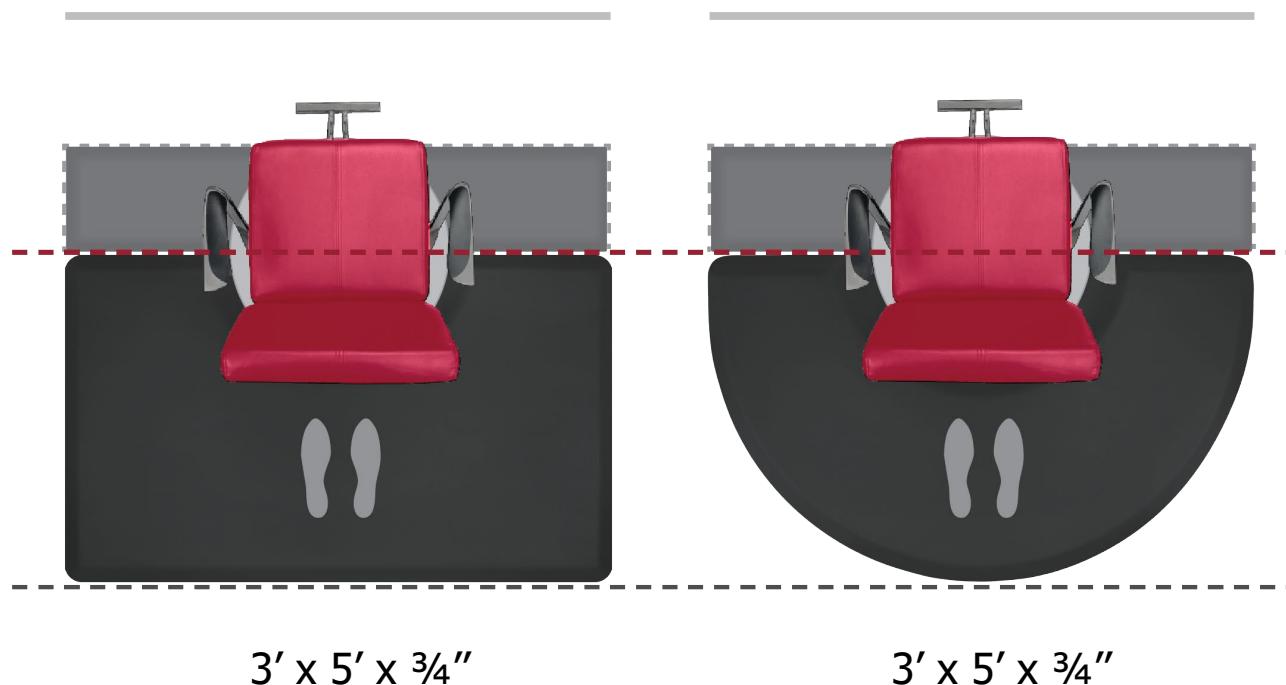
DESIGNING COMFORT



MAT COMPARISON CHART

THE STANDARD 2' BEHIND THE CHAIR ACCOMIDATES ALL SALON SETTINGS

THE EXTRA 1' OF MAT IS CLOSEST TO THE MIRROR



TERMS AND POLICIES

SMART STEP[®]

PREMIUM SALON MATS

MADE IN AMERICA



Freight

EXW from Clear Freight Distribution Center
in Netherlands

Netherlands Distribution Center

Minimum Order Quantity: 6 Units

Handling Fee: \$7 per mat for orders less than 12 units

Order 12+ Units: Handling Fees are Waved

Terms

Payments Processed via Wire Transfer when Orders are Placed

Mix and Match Orders: Anytime

All Pricing is Distributor Cost in USD



**NOW
AVAILABLE
IN
EUROPE**

ELITE

THE "ORIGINAL" BLACK, AMERICAN-MADE POLYURETHANE BEAUTY MAT

The Elite is the cornerstone of the Smart Step brand and the "Gold Standard" of Premium Standing Solutions for salons. With its simple smooth surface, elegant lines and sleek design, the Elite is the mat of choice among professionals.



SS3050R75

91cm D x 152cm W x 2cm

3'D x 5'W x 3/4"



SS3050C75

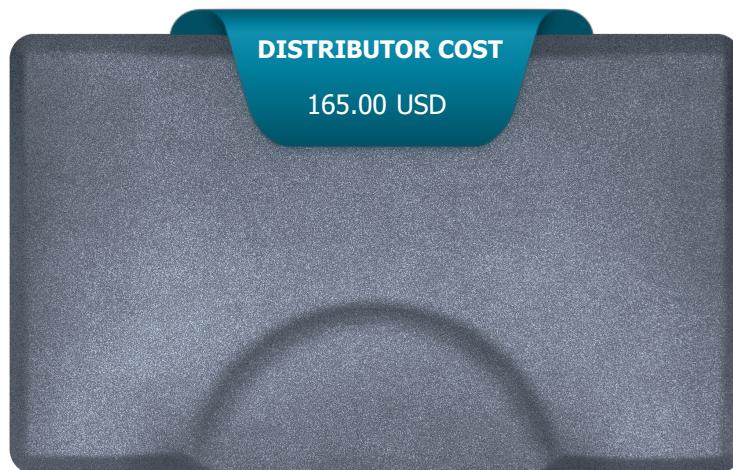
91cm D x 152cm W x 2cm

3'D x 5'W x 3/4"

GRANITE SAPPHIRE

BOLD METALIC COMFORT

The distinguished precious metal design of Granite adds a never-seen-before elegance to tastefully designed salons and barbershops. The smooth surface mixed with a metallic flecked finish combines function with fashion – instantly adding more style to your space.



SS3050R75

91cm D x 152cm W x 2cm

3'D x 5'W x 3/4"



SS3050C75

91cm D x 152cm W x 2cm

3'D x 5'W x 3/4"



SALES SECRETS

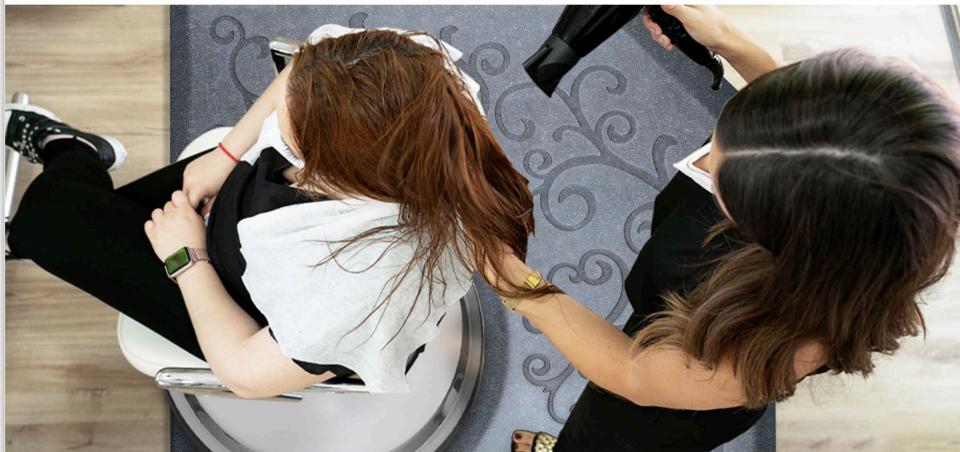
OUR TOOLS OF
THE TRADE

SALES SUPPORT PRESENTATIONS

Sales Team Support Presentation & Salon Support Presentation

SMART STEP®
PREMIUM SALON MATS

MADE IN AMERICA



SALES TEAM SUPPORT

SMART STEP®
PREMIUM SALON MATS

MADE IN AMERICA



SALON SUPPORT

SMART STEP BEAUTY DIGITAL ASSET LIBRARY

Well organized [Smart Step Beauty Asset Library](#) to help Engage and Boost Sales

SMART STEP BEAUTY ASSET LIBRARY



Sanctioned Sale & Marketing Assets



January & February

March & April

May & June

July & August

September & October

November & December

Logo and Product Assets



Full Product Descriptions & Selling Points

Full Product Shots

“Hero” up close angles

Lifestyle Images

Smart Step Logos & Seals

Certifications

Shipping Programs



Guaranteed Swift Ship Collection

Swift Ship Collection

General Ship Collection

Warranty Information



Warranty Information

Contact Information

Sales Team & Salon Support



Sales Team Support

Sales Team Support Voiceover

Salon Support

Salon Support Voiceover

Attributes Animation

MAP Policy

5-YEAR PERFORMANCE WARRANTY

Only Smart Step® offers the most comprehensive, "Best-In-Class" 5-Year Performance Warranty. With our extensive and proven track record in many commercial environments, Smart Step® can confidently stand behind this guarantee. As the manufacturing is located in the United States, we comply with all stringent U.S. regulations. With our SmartTech™ Polyurethane (STP) Technology, Smart Step® Mats are free of formaldehyde, heavy metals, PVC's, latex, plasticizers, phthalate, or any other fillers. This allows us to warrant every Smart Step® Mat against any defects in materials and workmanship for 5 years, with great pride.

INCLUDED IN THE 5-YEAR PERFORMANCE WARRANTY:

Will Remain Unmatched in Comfort - Smart Step® Mats provide the optimum in comfort and relief. The 5/8" SmartTech™ Polyurethane (STP) Technology composite effectively suspends body weight, reducing impact on the back, legs and feet, while encouraging proprioception (re-balancing). This exclusive advantage results in unmatched and consistent comfort.

Will Always Lie Flat - The 16°, gradually beveled edges of Smart Step® Mats will never curl up. Distinctive to our Smart Step® Mats, our STP includes 100% memory properties, meaning the mat is cured flat and will always remain flat, reducing dangerous trip hazards.

Will Never Delaminate - The unique one-piece construction of the Smart Step® Mats eliminates the need for glues or toxic bonding agents that often break down over time. Our mats will never separate, bubble up, ripple, or tear as a result of broken-down glues.

Will Never Compress - Smart Step® Mats have an unprecedented immediate recovery (bounce back) and are guaranteed to never lose their form. Smart Step® Mats effectively suspend the body weight, reducing the impact of gravity on the body's joints. The one-piece STP polyurethane construction will not compress (squish down) creating dangerous high and low spots or lose resiliency. This results in consistent comfort, even where the most frequent use occurs.

Warranty Replacement Coverage - If a Smart Step® Mat is found to be defective as per the warranty, a full replacement mat or allowance toward another mat will be offered. American Pro Marketing, LLC reserves the right to determine if a mat is considered warranted, or damaged by normal wear and tear, or other.



WARRANTY CLAIMS AND RETURNS MUST BE ACCCOMPANIED BY A PROOF OF PURCHASE.

Maintenance and Cleaning - Smart Step® Mats require little to no special care. Mild soap and water, or a non-abrasive cleaner are usually all that is required for most spills. For disinfecting, cleaning wipes or the standard salon and home cleaning solutions sprayed onto a cloth and wiped gently are all that is needed. It is not recommended to spray anything directly on to Smart Step® Mats, or use highly concentrated solutions of bleach, vinegar, or alcohol. Spills should be addressed as soon as possible, especially those that are acidic or corrosive in nature. We recommend blotting or wiping instead of concentrated scrubbing. For large debris, use a soft to medium bristle broom, dust mop or a handheld vacuum. Avoid using a vacuum with a spinning brush roller that could damage the mat as this will not be covered under warranty. Smart Step® recommends that you always test our products with any chemicals to be used. A free test sample is available upon request.

Finish and Custom Surface Applications - Some of our Smart Step® Mats feature exclusive color finishes or custom surface applications. While very similar, a slight variance between mats using the same dye may occur. With normal wear, these finishes and/or surface applications may fade over time and are not covered under the performance warranty. Custom Surface Applications such as Digital Transfers are not covered under our warranty and may fade overtime.

Flooring and Usage - Smart Step® Mats are sealed on both top and bottom, making them water resistant. However, water containing additives such as salt or chlorine may damage the surface of Smart Step® Mats, which is not covered under Warranty. With normal wear, mats with Surface Applications such as color finishes or branding may fade, wear or peel over time and are not covered under warranty. It is important that care is taken to ensure a floor is completely dry before Smart Step® Mats are put in place. Any floor cover may create color differentials to the floor when exposed to elements such as sunlight, humidity, and other environmental conditions. Smart Step® Mats damaged by incorrect usage and physical abuse will not be covered under warranty. Wearing small heeled shoes on Smart Step® Mats is discouraged, and while unusual, may leave indentation marks or punctures. When dismantling the PuzzlePiece Mats, lift to release the notch, do not tug or pull on the connection.

ABOUT US



We have been manufacturing and marketing Premium Anti-Fatigue Mats since 1996. From the beginning, it has always been our goal to produce the "Absolute Best" products. Our Smart Step® Mats are manufactured at our own factory in Sullivan, Missouri, where all stringent US Regulations are met. Our brands are the Gold Standard in many industries including: salon, fitness, healthcare, industrial, housewares, hospitality, and many more.

Through innovation and creativity, Smart Step continues to evolve and meet the changing needs of our partners and their market requirements.

The cornerstone of our success is our SmartTech™ Polyurethane (STP) Technology. The performance of STP and the comfort, support and durability it provides are what separates our *Premium Standing Solutions*® from our competitors.

"It has never been our vision to be the biggest, just the best!"

– Daniel J. Bouzide, Founder and President of Smart Step & WellnessMats

SMART STEP®

PREMIUM SALON MATS

MADE IN AMERICA



PREMIUM
STANDING
SOLUTIONS®



A woman with short brown hair, wearing a white shirt and a dark apron, is smiling and giving a thumbs up. She is holding a comb and a pair of scissors. In the background, a man is smiling. The text "THANK YOU!" is overlaid on the image.

THANK YOU!