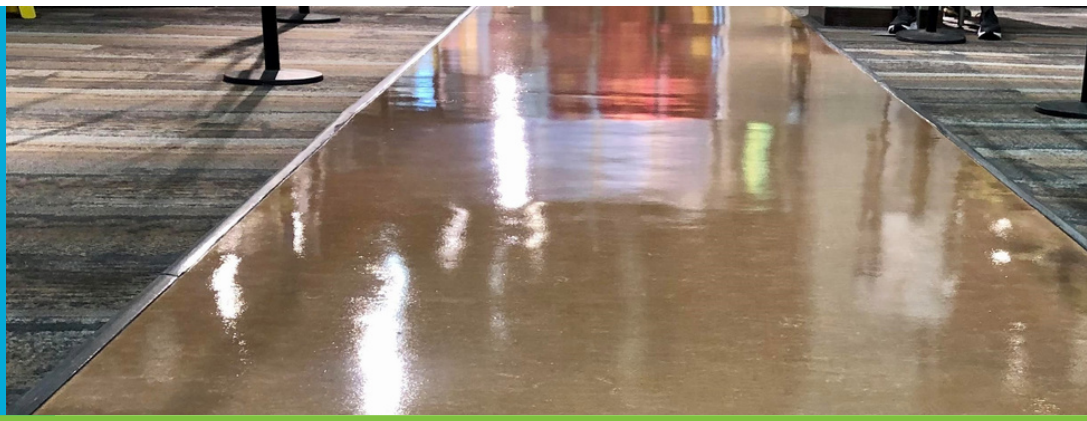


CASE STUDY

EPIC CHANNEL PARTNER PROGRAM SUCCESS!



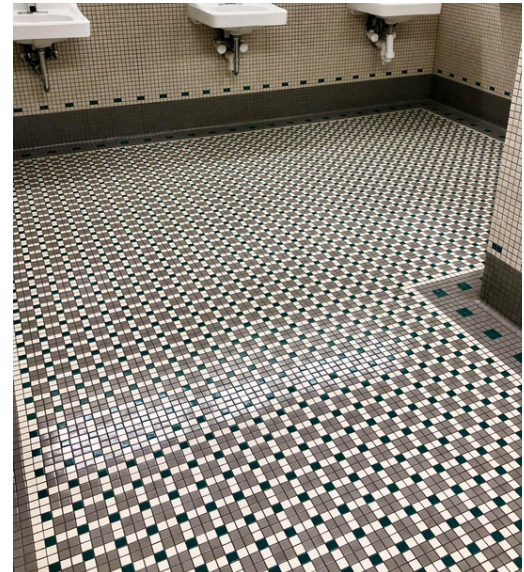
AT A GLANCE

The UDT Channel Partner Program offers valuable benefits such as:

- Qualified leads
- Discounted products
- Robust customer service and tech support
- Thorough sales and technical training
- Promotion of services by UDT
- ROI Analyses
- Privatized sales materials

OVERVIEW

Facility Health Solutions (FHS) in Saint Cloud, Minnesota serves the Midwest as a leader in specialty coatings. In 2009, FHS began restoring tile and grout floors using EPIC High-Performance Floor Finish, a long-lasting, durable water-based floor coating. FHS has since successfully grown as a reputable company that performs consistent high-quality floor transformations on a variety of floor types. In 2022, Travis Negaard, CEO of Ultra Durable Technologies, approached FHS owners, Tim and Kim Burnett, with an opportunity to expand their business through a new kind of partnership, the EPIC Channel Partner Program.



“The program's ability to drive new customer acquisition, coupled with its terrific customer service and innovative product development, has had a profound impact on our business growth.”

Tim and Kim Burnett

RESULTS

Just one year later, Tim is thrilled how the EPIC Channel Partner Program has helped FHS acquire new contracts and provided them with additional confidence in the EPIC brand. He shares, “The sales and technical training were enlightening for us. For instance, we didn't realize how user-friendly the UDT Grout Colorant process is. Adding this solution to our service offering has been a game changer.” He continues, “We used to be cautious about sharing the product name with our customers. Now, we are utilizing the marketing materials



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that UDT provides, and rest assured that UDT will send leads in the area back to us.” In 2023, UDT provided project opportunities for FHS in multiple K-12 schools, colleges (including Iowa State), and healthcare facilities such as Rice Memorial Hospital and CentraCare Plaza.

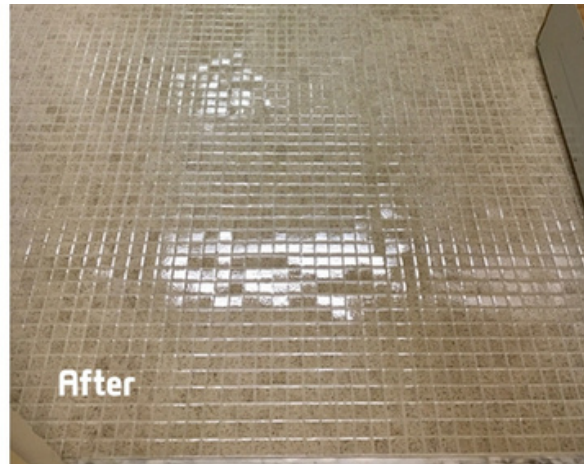
Travis Negaard states, “The EPIC Channel Partnership with FHS has proven to be a win-win-win situation for all. UDT wins because we have a contractor that represents the EPIC product properly. FHS wins because of the new opportunities and open lines of communication relating to sales and technical support. And most importantly, the customer wins because they enjoy the benefits of a floor finish that looks great, lasts, and reduces the disruptions and environmental footprint.”

FHS anticipates even more growth as a Channel Partner, especially equipped with the knowledge and confidence that UDT is there to support them every step of the way.



“...most importantly, the customer wins because they enjoy the benefits of a floor finish that looks great, lasts, and reduces the disruptions and environmental footprint.”

Travis Negaard



For more information about the EPIC Channel Partner Program, please scan the QR code below.



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