

EPIC® High-Performance Floor Finish Online Sales Seminar



*Manufacturing
Innovative
Coatings*

ULTRADT.COM

Agenda

1. What is EPIC / Recent Stories
2. Why Contractors Add EPIC / New Opportunities
3. Problems EPIC Solves
4. How to Sell the Value of EPIC
5. The EPIC Value Proposition
6. Discovery Questions for Facilities
7. Pricing / Profit Discussion
8. Overcoming Objections
9. Tools UDT Provides
10. Closing Call to Action

WHAT IS EPIC?

EPIC IS NOT JUST A PRODUCT.

EPIC IS A PROFIT CENTER AND A WAY
TO SOLVE FLOOR CARE PROBLEMS THAT
CONTRACTORS AND FACILITIES FACE.



Recent Visits (August 2026)

STMA School District - MN

EPIC after 6 years on Terrazzo



Recent Visits (August 2026)

McFarland Clinic – Ames, IA
LVT and Tile & Grout

They are recoating EPIC
on average between 5-7 years



Recent Visits (August 2026)

A large Midwestern
University
EPIC Gloss on Terrazzo

Left - stripped

Right - 1 coat EPIC Gloss



Why Contractors Add EPIC

Provides higher-margin floor care service

Differentiates you from strip-and-wax and polishing competitors

Opens doors to new industries and new areas within existing customers

Helps customers reduce labor, downtime, and long-term floor cost

Creates repeat/recoat opportunities (you own/manage these floors now)

New opportunities for Terrazzo, Concrete, LVT/LVP, VCT, Tile & Grout

New Opportunities with EPIC

Terrazzo – Extremely low maintenance vs. waxing and polishing

Concrete – Apply direct to troweled and polished concrete

LVT/LVP – These floors don't last forever. Just don't wax them!

VCT – Turn old VCT into a new “no wax floor”

Tile & Grout – Easy to clean with brilliant high gloss or natural /
matte sheens

Questions?



The Three Dimensions of Value



\$ Financial Value

How does EPIC make me more money?

- Higher-value service offering
- Opportunity for stronger margins
- Add recurring recoat and maintenance revenue
- Increase revenue per customer
- Differentiate beyond price



Operational Value

How does EPIC make me more efficient?

- Faster, simple, 1-coat application process
- Less labor intensive than traditional strip-and-wax programs
- Minimal equipment requirements
- Easy to train crews and standardize results
- Complete more work with the same labor force



Facility Performance / Customer Value

Why do customers choose EPIC?

- Deliver a longer-lasting and durable floor solution
- Improved, consistent appearance
- Chemical resistance and traction options
- Easier ongoing maintenance for the customer
- Return on Investment (ROI)



Current Industry Issues

Traditional waxing and polishing is labor intensive

Labor rates are increasing and it is hard to find reliable labor

Competition is driving service prices down

Floors lose appearance / degrade quickly

Lost opportunities due to low maintenance / no wax floors

Facilities desire beautiful floors without frequent disruptions

The EPIC Value Proposition

Sell the Outcome, Not the Coating

This is a long-term alternative to the traditional strip-and-wax cycle

Eliminate stripping, waxing, top-scrubbing and burnishing

1,000+ days without major floor care disruptions

Reduce the long-term cost and labor required to maintain the floor

Protect the flooring asset while maintaining a better appearance

Give customers a reason to invest — not just another floor finish quote

Questions?



Discovery Questions for Facilities

What do you like about your current floor care program?

What would you like to change about your floor care program?

Is scheduling your floor care service challenging or disruptive?

How much do you currently pay for your service and how often?

How do you handle complaints about the floors?

Which floors are hardest to keep looking good?

What if you didn't need to buff your floors ever again?

Are hand sanitizers or other things damaging or staining your floors?

Do you have areas that are slippery when wet (or even dry)?

Do you have bad odors in restrooms?

Additional Discovery Questions for Schools

How much of your summer is spent stripping and refinishing floors?

Are you fully staffed?

What projects aren't getting done because your custodians are tied up with floor scrubbing and finishing?

Do you want to self-perform floor restoration, outsource it, or possibly something in between?

What if we could take this floor out of your annual restoration cycle for 5-7 years?

Can we start to budget some of these services for next year?
(July-June fiscal calendars)

Pricing / Profit Discussion

Contractors do **not** need to underprice EPIC

EPIC costs more than wax, but saves initial labor due to 1-coat application

Sell based on value, not just material cost

For early jobs, consider simple cost-plus or a fair margin to build confidence

As experience grows, you will start to price your projects based on TCFO savings and customer value

Job Costing Tool

Stripping Acrylic from VCT, LVT, Vinyl & Terrazzo + EPIC Application

	Total Square Feet	Hourly Wage Rate	
Edit yellow cells as needed	1,500		
Prepare and Apply EPIC	Max Sq.Ft./Hr	Select Process (Y/N)	Hours
Stripping Acrylic (default = 150 Sq. Ft./Hr.)	150	y	10.00
Additional time for stripping a heavy buildup of acrylic or small areas (default = 350 Sq. Ft./Hr.)	350	y	4.29
Mix and Apply EPIC (default = 500 Sq. Ft./Hr.)	500	y	3.00
	Production Labor Total		17.29
	Labor Hours	Hourly Wage Rate	Total
Process Labor (from above)	17.29		
Additional labor for moving furniture, travel, etc.	0		
Total Labor	17.29		
Materials	Coverage Rates (SqFt)	Price	
Acrylic Stripper (default coverage rate = 500)	500		
Black High Productivity Stripping Pads (default coverage rate = 400)	400		
EPIC Standard Kits (2 Standard kits = 1 Contractor kit) (default coverage rates = Rolling 200, T-Bar 350)	350		
T-bars, rollers, etc. (/ 2000 Sq. Ft.)	2000		
	Total Materials		
	Total Labor		
ACTUAL Job Cost (w/o sales commission)			

Recoating Existing EPIC

	Total Square Feet	Hourly Wage Rate	
Edit yellow cells as needed	2,000		
Prepare and Apply EPIC	Max Sq.Ft./Hr	Select Process (Y/N)	Hours
Wet Screening (60-150 grit) (default = 400 Sq. Ft./Hr.)	400	y	5.00
Maroon, Very Fine Conditioning Pad Scrub (default = 400 Sq. Ft./Hr.)	400	y	5.00
Mix and Apply EPIC (default = 500 Sq. Ft./Hr.)	500	y	4.00
	Production Labor Total		14.00
	Labor Hours	Hourly Wage Rate	Total
Process Labor (from above)	14.00		
Additional labor for moving furniture, travel, etc	0		
Total Labor	14.00		
Materials	Coverage Rates (SqFt)	Price	
Screens (default coverage rate = 400)	400		
Maroon Conditioning Pads (default coverage rate = 400)	400		
EPIC Standard Kits (2 Standard kits = 1 Contractor kit) (default coverage rates = Rolling 200, T-Bar 350)	350		
T-bars, rollers, etc. (/ 2000 Sq. Ft.)	2000		
	Total Materials		
	Total Labor		
ACTUAL Job Cost (w/o sales commission)			

Tools UDT Provides

www.UltraDT.com

Case Studies

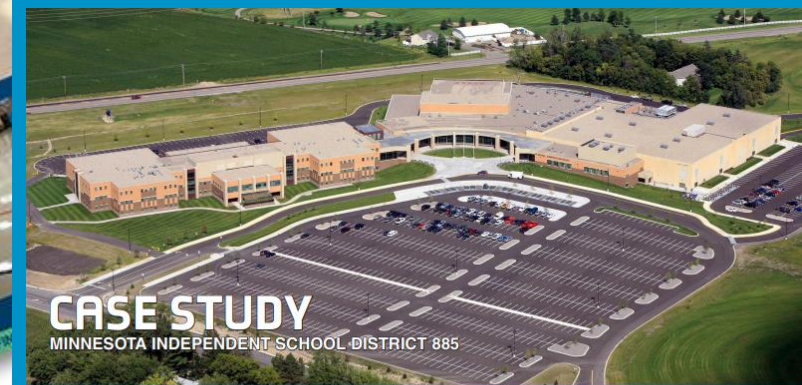
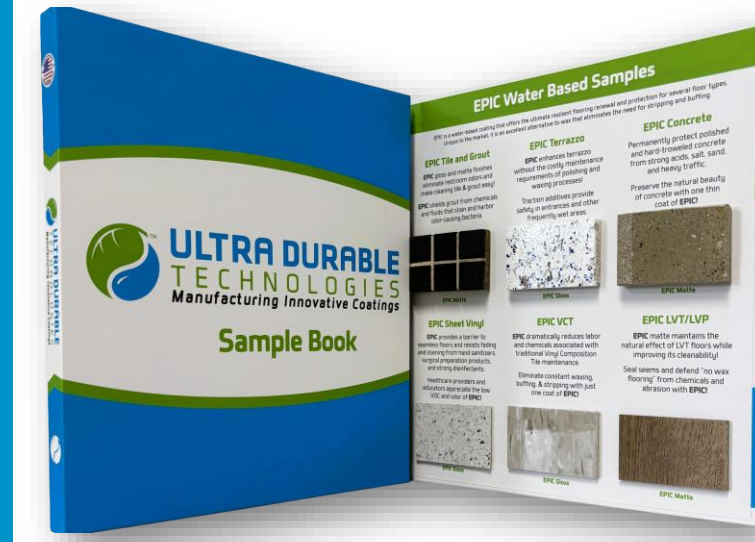
Product Data Sheets

System Guides & Specifications

Image Library

Training Manual & Videos

Hard Samples



ULTRA DURABLE TECHNOLOGIES' EPIC® FLOOR FINISH

OVERVIEW

EPIC® (manufactured exclusively by Ultra Durable Technologies) is a sustainable and environmentally-friendly floor finish that dramatically improves the appearance of floors while also providing cost savings. EPIC® has impressed facility managers with

current acrylic floor finish on the school's terrazzo floors. The floors are in very high-traffic areas of the high school and include two main entrances, the cafeteria and the main lobby.

The initial EPIC® trial was led by the Director of

Overcoming Objections

“That sounds expensive compared to wax.”

→ Compare the long-term cost, labor, energy, water, scheduling, downtime, and repeated stripping only to have it look good for 20% of the time

“How can one coat last that long?”

→ Explain urethane chemistry vs acrylic wax

“Will it really stay glossy?”

→ You will not notice a loss of gloss for years. “Never a dull moment”. Share the case studies (don’t just listen to me, read about what others are saying)

“My Polished Concrete/Terrazzo is No Maintenance”

→ There is no such thing as a no-maintenance system. In fact, polished concrete and terrazzo require diamond pad maintenance, guard (finish) applications, buffing, and repeated polishing

Closing Call to Action

Start with customers that have floor care pain points

Offer a discount if you can show/share with others

Offer a risk-free demo (not free)

Bring UDT/distributor into the conversation

Build off success to find more EPIC projects

Consider trade shows: APPA, MASMS, ASHE, BSCAI, Surfaces

**Don't simply sell EPIC as
a different coating.**

**Sell EPIC as a comprehensive
floor care system.**

THANK YOU!

Travis Negaard

320-204-2477

travisn@ultradt.com

Survey

Future Seminars:

- EPIC for Terrazzo
- EPIC for Concrete
- EPIC for LVT
- EPIC for Healthcare

Ultra Durable Technologies

320-258-2266

info@ultradt.com

www.ultradt.com