



Diversification Program

STONE CARE

Pricing and Income Potential

Examine these typical prices for stone care services and you'll see the reason we are so excited about showing these services to cleaners.

Clean & Seal

\$1.75 to \$2.75 per sq. ft.

Additional fee to polish lightly worn floor

\$0.50 - \$1.00 per sq. ft.

Additional fee to restore moderately worn floor

\$2.00 - \$3.00 per sq. ft.



With increasing frequency carpet and rug cleaners are walking across stone floors to get to the carpets they will clean. This is in addition to all of the stone countertops they see more and more of every day. Sales of stone surfaces continue to grow. Limestone, marble and travertine have become more affordable as of late and are becoming increasingly popular.

Many cleaners have hesitated to take on the lucrative service of stone care because of concerns over training and the skill & equipment needed. This is due to lack of information and education.

The introduction of The **Spinergy Stone Polishing pads** along with the **Spinergy line-up of cleaning products** developed specifically for stone will allow you to get in on the ground floor of stone care.

Product List (Suggested items to perform this service)

SX-15 Hard Surface Tool	Spinergy pads in variety of Grits
SX-7 Tool	Stain Absorb for Stone
Gekko wand	Spinergy SR
Gekko Brush tool	Stone Perfect
Versa Pro Rotary Machine	Vivid
Weighted Drive Block	Resuscitate
Tile Cleaning Brush	SolidRock
White Buffing pads	DuraProtect
Large spotting towels	Revive Color Enhancer

Educational Resources

Jump Start Technician Training Stone, Tile & Grout Module
Quick Reference Guide for Stone, Tile & Grout
Spinergy stone training course from Interlink Supply
IICRC Stone Masonry and Tile Class taught by Dane Gregory

Marketing

You are likely to see stone floors, counter tops and walls in more places every week. When you notice these floors, find out who is responsible for maintaining them and offer your services. Here are some other ways you can market this service:

- Show stone care on all forms and communication such as business cards, invoices, thank you letters, van or company vehicle, web site, referral coupons, etc. Highlight that you not only can clean but also hone, polish and finish worn stone.
- Send postcards to all existing customers featuring this newly added service.
- Offer bundling packages when combined with other services such as carpet or rug cleaning. Many of your customers may have stone surfaces as well.
- Target building contractors, flooring installers and interior decorators to build a referral network. Many installers would love to cooperate with a company who can seal and later maintain the floors they install.
- Many office buildings, government buildings and other high profile public buildings have floors of marble or other stone. Often this has been neglected waiting for someone qualified to service the floor. Search out the person in charge and let them know you can help.

Other

There are several levels of service required for stone floors. Start with cleaning and sealing. With a little training and practice you can be polishing worn floors and establishing the foundation that will allow you to provide other services. Getting into stone care has never been easier or more profitable than it is right now.

BRIDGEPOINT
SYSTEMS

www.BridgepointSystems.com

800-658-5314



STONE CARE ORDER FORM

[Street Address]

P.O. NO.

[City, ST ZIP Code]

DATE

[Phone] [Fax]

CUSTOMER ID [ABC12345]

[e-mail]

VENDOR [Name]
 [Company Name]
 [Street Address]
 [City, ST ZIP Code]
 [Phone]

SHIP TO [Name]
 [Company Name]
 [Street Address]
 [City, ST ZIP Code]
 [Phone]

REQUESTED SHIPPING METHOD	SPECIAL SHIPPING INSTRUCTIONS (IF ANY)	REQUESTED SHIP DATE

QTY	ITEM #	DESCRIPTION	UNIT PRICE	NOTES	LINE TOTAL
	AW105	SX-15 Hard Surface Tool	\$949.00		
	AW101	SX-7 Tool For Walls, Counter Tops	\$524.59		
	AR54A	Gekko Wand	\$221.00		
	AR54H	Gekko Brush Tool	\$229.00		
	MH48	Versa Pro	\$989.00		
	ASP10	Pad Driver Weighted 16"	\$279.00		
	AC917C	Tile Cleaning Brush	\$236.22		
	AX142	White Buffing Pads (2 @ \$7.13)	\$8.23		
	AU18	White Spotting Towels (Case of 28)	\$25.99		
	ASP17	17" Spinergy Pad 5-Pack	\$254.05		
	CST10QT	Stain Absorb For Stone	\$21.17		
	CST01GL	Stone Perfect	\$29.95		
	CST03GL	Vivid	\$20.75		
	CST02GL	Resuscitate	\$33.16		
	CST20GL	Solid Rock	\$82.37		
	CST21QT	DuraProtect	\$28.80		
	CST22GL	Revive Color Enhancer	\$86.95		

* Prices subject to change without notice

*Sales tax calculated at time of purchase.

SUBTOTAL	
SALES TAX	
TOTAL	

Authorized by _____

Date _____