

# WELLNESSmats®



**PREMIUM  
STANDING  
SOLUTIONS™**



*for “A Healthy Way of Life®”*

BECOME A RETAILER



# Always Committed to...

## **AMERICAN MADE**

100% Manufactured in the USA since 1996

## **OUR RETAIL PARTNERS**

MAP protected, offering Online Partnership and  
Drop-Ship programs

## **EXCELLENCE**

Global Leaders in *Premium Standing Solutions™*

## **YOU**

Providing retailers with the products  
and support they need most



An American flag is draped across the top of the image, with the stars and stripes clearly visible. The flag is slightly wrinkled and appears to be resting on a white surface.

# 100% MADE IN AMERICA

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

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

PRODUCING OVER A MILLION  
PREMIUM STANDING SOLUTIONS™  
EVERY YEAR, RIGHT HERE IN THE USA.

AMERICAN PRO MARKETING LLC

WELLNESS**mats**® | SMART STEP® FLOORING

PREMIUM STANDING SOLUTIONS™

WELLNESS**mats**®  
PREMIUM STANDING SOLUTIONS™

SMART STEP®  
BUSINESS SOLUTIONS

**FITNESS**mats  
PREMIUM FITNESS SOLUTIONS

SMART STEP®  
PREMIUM SALON & BARBER MATS

SMART STEP®  
INDUSTRIAL

SMART STEP®  
HOSPITALITY

## **BENEFITS & ATTRIBUTES**

- Superior Comfort, Support and Durability
- Easy-To-Clean and Sanitize
- 100% Pure Polyurethane is 3/4" thick and meets the ASTM G21 Standard for Anti-Microbial Properties
- Gradual Beveled Edges Will Never Curl
- Safe, Non-toxic, and Latex Free
- Non-slip Top and Bottom Surfaces
- Proudly Made in the USA Since 1996

## WHY OFFER WELLNESSMATS?

- Sell with confidence, the “best-in-class” anti-fatigue floor mats with more than 20 years of proven experience in residential and commercial settings.
- WellnessMats® are only sold through reputable retailers and always sell for full MSRP and are MAP protected.
- WellnessMats® implements a three tiered shipping program to help streamline the shipping process.
- A convenient and seamless Drop-Ship Program makes it easy to offer all of the WellnessMats® collections and never lose a sale.
- To maintain brand integrity WellnessMats® are only offered to specific partners and will not be found in mass retailers or discount membership clubs. You will never be undersold.
- We offer award-winning digital and traditional point-of-sale materials that are supported with national media coverage to help drive sales.
- Every WellnessMat® component is 100% made in the USA and backed with a comprehensive 20-Year Manufacturer's Warranty.
- WellnessMats® offer products beyond the kitchen; including vanity, standing desk, workshop, garage, outdoor kitchen, laundry, fitness, and workplace.
- To capitalize on market trends, we will continue to innovate and expand opportunities for our retail partners.

# RETAILER PROGRAMS & PRICING

**STANDARD RETAILER DISCOUNT:** MSRP less 50%

**CONVENIENT DROP-SHIP PROGRAM:** Easily offer all WellnessMats with minimal effort. Simply add \$12 per mat for orders less than 6 (applicable freight calculated separately).

**SWIFT SHIP PROGRAM:** 3 groups of tiered shipping speeds; Guaranteed Swift Ship, Swift Ship, and General Ship.

**SPLIT SHIP PROGRAM:** Worried about space? Orders of 12 or more mats can be split into 2 separate shipments for your convenience.

**MAP AND MSRP PRICING:** WellnessMats has a stringent MAP Policy, maintaining brand integrity and protecting your profits.

**TERMS:** Opening orders accepted upon execution of Business Application and to be paid with ACH payment or Credit Card. Net 30 available after upon approval.

**SHIPPING:** All WellnessMats orders are shipped F.O.B. from St. Louis, MO. Third party shipping accepted and preferred.

**CASE PACKS:** All case packs can be mixed and matched to accommodate your buying needs.

**EMPLOYEE DISCOUNT:** Use additional WellnessMats for demonstration, employee standing and even employee usage at home, and take advantage of a 65% discount off MSRP.

# WELLNESSmats®

## MISSION STATEMENT

It is our mission to pave the way for the *Premium Standing Solutions™* category by creatively promoting a healthy lifestyle, beginning from the ground up. This includes manufacturing the “Best-in-Class” products, while educating both consumers and businesses on the valuable health, safety, and morale benefits experienced while using a premium anti-fatigue mat. Through imagination and innovation, we will continually elevate, expand and develop meaningful products that fit today’s markets. We will continue to be the leaders in this “Healthy Way of Life®” campaign while never compromising the integrity and values that our company was founded upon.

## FROM OUR PRESIDENT

“When we started manufacturing our premium APT flooring products, we had no idea of the tremendous impact we would have on countless lives. The thousands of astonishing testimonials have and always will continue to encourage us. Not many companies are fortunate enough to be a part of such an inspirational, well-being movement. In exchange for your overwhelming support, we at WellnessMats® will never compromise our values and commitment to exceptional quality.”

**“IT HAS NEVER BEEN OUR VISION TO BE  
THE BIGGEST, JUST THE BEST!”**

– Daniel J. Bouzide, Founder and President





WELLNESSmats™

LINEN

COLLECTION





GRANITE  
— COLLECTION —

PREMIUM STANDING SOLUTIONS  
WELLNESSmats® / SMART STEP FLOORING®

ORIGINAL  
— COLLECTION —



GENERATION

GRANITE™

WELLNESSmats®

PREMIUM STANDING SOLUTIONS™  
*for "A Healthy Way of Life"®*









## EXECUTIVE SUMMARY

You may be asking, what is Generation Granite? GENERATION GRANITE is the next creation and future of the WellnessMats brand. Over many successful years of being the “Gold Standard” in the Premium Standing Solutions category, now, WellnessMats has expanded its market segments by offering GENERATION GRANITE, thus creating “New-Found Revenue” for our partners.

Some may ask why? Without ever changing the exceptional Comfort, Support, and Durability synonymous with a WellnessMat, the customer base and the visual styles of the last 20 years may be different than the current customer and the potential customers of next 20 years.

While maintaining the bestsellers in each category, the addition of GENERATION GRANITE lends fresh aesthetics to the next generation of cooking enthusiasts, widely considered millennials. Surveys have shown that the smooth surface of GENERATION GRANITE is preferred as it is considered non-committal and welcomed to all. The new, on trend color pallet of offerings are in style with many popular houseware tools and accessories.

GENERATION GRANITE is not limited to future cooking fans only, it creates a new experience for all WellnessMats supporters and believers, and delivers an opportunity to re-fresh and re-sell to your customers which you have sold to previously. While the performance of a WellnessMat will never waiver, the aesthetics may have become worn or dated in today's modern kitchens and homes. For many, it is time for an upgrade.



In efforts to logistically strengthen the GENERATION GRANITE campaign, we knew increasing production and reducing delivery times was necessary to better support you. There is no secret that the exquisite Dye Wash Finishes are very time consuming and labor intensive. This unique process has dramatically slowed production in the past. With the new GENERATION GRANITE, the dyes are robotically applied as a part of the manufacturing process, thus eliminating much of the manual labor that has resulted in tremendous time delays.

To better support you, our valued partners, moving forward all three of our annual Sanctioned Sales Periods will feature the best-selling new Granites, Granite Impressions, the best-selling Linens and the Original WellnessMats. We feel this well-rounded offering of our Swift Ship items will meet 90% of your customer's requests and allow us to deliver in much more reasonable timelines.

At WellnessMats, we strongly believe that GENERATION GRANITE will allow us to be much more flexible and adaptable, while creating new markets and allowing us to better serve you and your customers.







BUY IN PROGRAM

## INVENTORY

Purchase any 12 Swift Ship Items  
and receive:

POS Demonstration Mat • Granite Combo

Demo Mat Swatch Ring • Selling Sample Mat

Retail Signage • Consumer Brochures

DropBox Asset Library

Assorted Promotional Items

## DROP SHIP

Purchase any 6 Swift Ship Items  
and receive:

Granite Combo Demonstration Mat Swatch

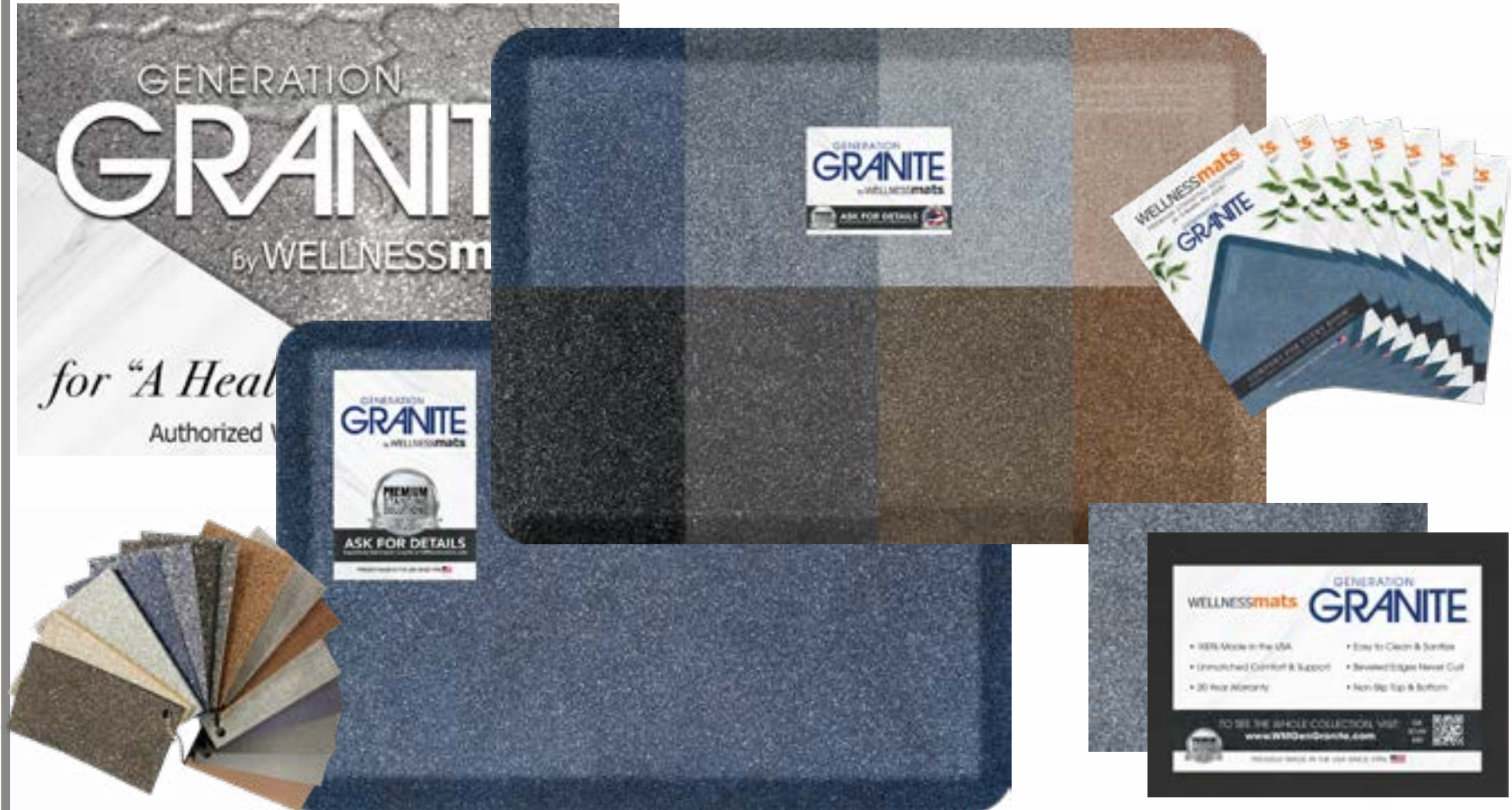
Ring • Selling Sample Mat

DropBox Asset Library

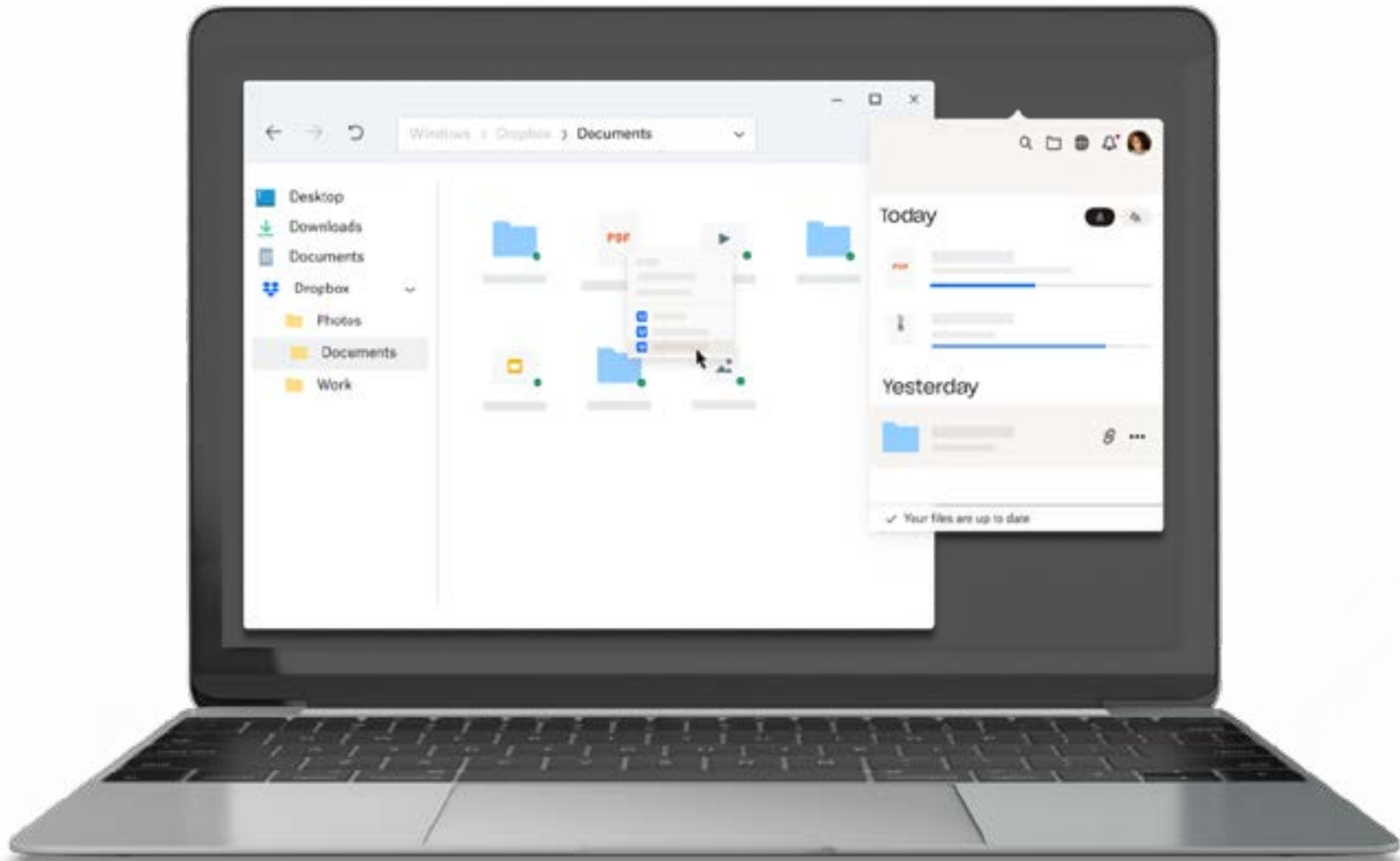
Assorted Promotional Items

GENERATION  
**GRANITE**

**SALES SUPPORT**  
POINT OF SALE MATERIAL



Sales Support P.O.S. Materials includes "Authorized WellnessMats® Retailer" Signage, a 9" x 12" sample mat with decal, set of customer brochures, an organized swatch ring, a GENERATION GRANITE combo mat with decal, and a Demonstration Mat with decal



New Dropbox Asset Library is a source for a variety of digital assets, including product and lifestyle photographs of WellnessMats® products



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For More Information  
Reach out to your Sales Rep or Contact Us at

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**Sales@WellnessMats.com**

