

QUESTIONS TO ASK (BENCHMARK AGAINST MATGUARD'S ANSWERS IN RED BELOW:

- 1) You want to know if the formula is safe and effective.
 - a. Is all their product FDA and EPA regulated/registered? **Yes**
 - b. Find out if the formula is patented too. **Yes**
- 2) Next, find out about the company.
 - a. How long have they been in business? **Since 2003**
 - b. Who do they sell to and how many sports teams use the product? **Over 5000 High Schools, Colleges and Professional Teams**
- 3) Ask first ...and if you like the answers "Buy it and try it" because many companies embellish their answers and effectiveness
 - a. Does it dry your skin, drip in your eyes, leave a bio-film residue? **No to All**
 - b. Is it sticky or greasy and easy to apply? **Not a gel, non-sticky and not greasy. Easy to Apply with Spray or Wipe**
 - c. Does it come in a spray, wipe or foam? **Yes, all three.** What is their biggest seller of the three? **The Spray is more popular with Households. All three with B2B.**
 - d. Are there different sizes and a size that lasts most of the season for multiple players and staff? **Yes, there are small and XL wipes and 8 oz and 32 oz sprays**
 - e. Is the product available now? **Yes, but don't delay. Peak Season begins in August and sells out quickly.**
- 4) If you feel you need a higher concentrated product for other sports facility and equipment for after hour applications, ask.
 - a. Do they have a professional choice for disinfecting large surfaces? **Yes, see our MatPRO products**
 - b. What economical sizes do they carry? **Popular sizes are 32 oz and 128 oz**
- 5) If you are satisfied with your findings, ask what other complimentary products do they stock?
 - a. Do they carry dispensing units and cartridges? **Yes, click on our Dispenser Tab**
 - b. How about mops and buckets? **Yes, click on our MatPRO Cleaning Solutions Tab**
 - c. Don't forget to ask if they have a travel guard product that can be carried on planes for away games. **Yes, click on our MatPRO Germ Bullet Product**
 - d. Do they have a Yoga product? **Yes, click on our Yoga Matguard Tab**
- 6) Ask about pricing and what are the key differentiators
 - a. Make sure premium ingredients go with premium prices. **Matguard uses Isopropyl Alcohol. Others use Quaternary Ammonium which is known to be hazardous to skin**
 - b. What is the average shelf life? **Up to 5 years**
 - c. Can you reach the President of the Company, if you can't find or get an answer you are looking for? **Yes, contact Tom Bunge**
- 7) Ask for their URL where you can buy product and check their site out
 - a. Do they have multiple sports and industries on their site, from football to wrestling? Or Healthcare workers to Police? **Yes, click on our "USES" Tab to see Industries**
 - b. Do they have blogs that are helpful in this Covid-19 Era for multiple audiences? **Yes, check out our Blog Page**
- 8) Finally, ask yourself how other companies you are considering benchmark against Matguard?
 - a. Are they subject matter experts, affordable, reliable, and reputable? **Check out Matguard reviews**
 - b. Is their product unique for your industry? **"The Best Bacteria Fighter on the Market"**
—University of Minnesota Clinical Study