

MORETM Surface Care Product Knowledge Training

MORE™ is Different



- We started MORE™ Surface Care because we knew that the industry needed a fresh new approach to stone, tile, and hardscapes care
- We knew the products could be better for everyone involved consumers, professionals, distributors, and retailers
- We took 35 years of combined experience working for Clorox, StoneTech Professional, and DuPont and turned it into what we describe as:

Safe. Simple. Effective.



MORE™ is Different - Safe



Safer for Consumers, Professionals, Retailers & the Planet

Our Entire Product Line is Water-Based:

- Easy to use / easy clean-up
- Reduces V.O.Cs by 90%
- Less impact on indoor air quality
- Low odor, non-flammable, non-combustible
- Easy to ship no HAZMAT transportation requirements
- No phosphates / no formaldehyde (only DfE / Safer Choice ingredients)
- Qualify for LEED certified projects







"Everyone knows that water-based products are safer than solvent-based products."

August 2, 2017 MORE Surface Care, LLC | CONFIDENTIAL

MORE™ is Different - Simple



Simple to Choose & Simple to Use

- We made it simple to choose exactly what's required for the task at hand
 - No fancy (or confusing) product names
 - Product names describe what products are or what they do
 - We named our stone sealer "Stone Sealer"
 - Simple application instructions
 - Easy to use / easy clean-up

MORE

Available in economical large sizes (pint, quart, gallon, 5 gallon, 55

gallon)







MORE™ is Different - Effective



Product Performance

- We asked our team of brilliant scientists to do just 2 things:
 - 1. Engineer a better line of stone, tile & hardscapes care products
 - 2. But, do it in a way that respects the well being of you, those around you, and the planet
- MORE™ Delivers:
 - ✓ More stain protection
 - ✓ More enhancement
 - ✓ More cleaning power
 - ✓ More cost effective



Why MORE™?



Effective- Increase Profitability and Customer Loyalty

The MORE™ Infinity™ Warranty Program

Some customers want the hassle free solution for long term stain protection. The Infinity™ Warranty program provides a low maintenance protection option for natural stone countertop surfaces. Just clean it and you're good to go!

- Homeowners are protected against food and beverage stains for 20 years
- Commercial spaces are covered against staining for 10 years (granite only)
- Exterior countertop installations are covered for 1 year
- We will replace the countertop if the stain can't be removed (that includes both labor and materials)
- We cover granite, quartzite, and marble
- The warranty is fully transferable
- No re sealing required for the entire warranty period





MORE™ Surface Care Sealers

Premium Stone Sealer



Description:

A high performance, water-based, penetrating natural stone sealer that forms an invisible barrier which provides **maximum** protection against the toughest oil and water-based stains.

- Penetrating Sealer for Natural Stone
- Natural Look- Invisible Barrier
- Oil and Water Repellent
- Low V.O.C
- Water Based
- Maximum Concentration Level of the Active Ingredient
- Interior and Exterior Use

- 1. Apply liberally using a brush, roller or sprayer
- 2. Allow 15 minutes for sealer to penetrate into the surface
- 3. Remove excess sealer using a dry clean cloth
- Allow 30 minutes between coats
- Foot traffic in 6 hours
- 6. Full cure in 24 hours





Stone Sealer



Description:

A high performance, water-based, penetrating natural stone sealer that forms an invisible barrier which provides **excellent** protection against the toughest oil and water-based stains.

- Penetrating Sealer for Natural Stone
- Natural Look- Invisible Barrier
- Oil and Water Repellent
- Low V.O.C
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- High Concentration Level of the Active Ingredient
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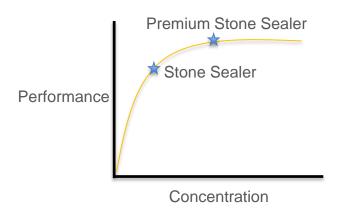


Sealers



What makes a sealer perform better?

Oil and water repellency improves when you raise the concentration level of the active ingredient









Grout Ceramic and Porcelain Sealer

Description:

A water-based, penetrating sealer that forms an invisible barrier to protect grout, ceramic, and porcelain from both oil and water-based stains. It can also be used to prevent grout and pigment from staining the surface of the tile. Apply to the tile surface prior to grouting. Will not create a haze, residue, or change to the appearance of the tile.

- Penetrating Sealer for Grout, Ceramic and Porcelain Tile
- Natural Look- Invisible Barrier
- Oil and Water Repellent
- Low V O C
- Water Based
- Use as a Grout Release
- Makes Cleaning Tile and Grout Easy

- 1. Apply liberally using a brush, roller or sprayer
- 2. Allow 15 minutes for sealer to penetrate into the surface
- 3. Remove excess sealer using a dry clean cloth
- 4. Allow 30 minutes between coats
- Foot traffic in 6 hours
- 6. Full cure in 24 hours







MORE™ Surface Care Enhancers

Premium Stone Enhancer



Description:

A high performance, water-based, penetrating sealer that enhances stone's natural color, texture, and unique character. At the same time provides maximum protection against oil and water-based stains.

- Penetrating Sealer
- Enhance and Seal in One Easy Step
- No Gloss finish
- Extreme Oil and Water Repellent
- Low V.O.C.
- Water Based
- Interior and Exterior Use

- 1. Apply liberally using a brush, roller or sprayer
- 2. Allow 15 minutes for sealer to penetrate into the surface
- 3. Remove excess sealer using a dry clean cloth
- 4. Allow 30 minutes between coats
- 5. Foot traffic in 6 hours
- 6. Full cure in 24 hours





Stone Enhancer



Description:

A water-based, penetrating sealer that enhances stone's natural color, texture, and unique character. At the same time provides excellent protection against oil and water-based stains.

- Penetrating Sealer
- Enhance and Seal in One Easy Step
- No Gloss finish
- Oil and Water Repellent
- Low V.O.C.
- Water Based
- Interior and Exterior Use

- 1. Apply liberally using a brush, roller or sprayer
- 2. Allow 15 minutes for sealer to penetrate into the surface
- 3. Remove excess sealer using a dry clean cloth
- 4. Allow 30 minutes between coats
- Foot traffic in 6 hours
- Full cure in 24 hours







MORETM

Description:

A high-gloss sealer that highlights the color, texture and unique character of natural stone and concrete surfaces. Provides excellent stain protection.

- Brilliant High Gloss Sealer
- Enhances the Color of the Stone
- Excellent Stain Protection
- Interior and Exterior Use
- Water Based
- Topical Sealer



- Apply 2 even coats of sealer to the surface using a brush, paint pad or roller or low pressure sprayer
- 2. Allow sealer to dry for 30 minutes between coats or until surface is dry.
- 3. More porous surfaces may require additional coats to achieve desired gloss level.



Semi Gloss Stone Sealer



Description:

A semi-gloss sealer that highlights the color, texture and unique character of natural stone and concrete surfaces. Provides excellent stain protection.

- Semi-Gloss Sealer
- Enhances the Color of the Stone
- Excellent Stain Protection
- Interior and Exterior Use
- Water Based
- Topical Sealer



- 1. Apply 2 even coats of sealer to the surface using a brush, paint pad or roller or low pressure sprayer
- 2. Allow sealer to dry for 30 minutes between coats or until surface is dry.
- 3. More porous surfaces may require additional coats to achieve desired gloss level.





MORE™ Surface Care Cleaners

Acidic Cleaner



Description:

A concentrated, professional strength acidic cleaner formulated specifically for cleaning and restoring natural stone, tile and grout. Removes cement-based grout haze, efflorescence and mineral deposits. Use ONLY on non-acid sensitive surfaces.

- Safely Removes Grout Haze
- Removes Efflorescence
- Removes Mineral Deposits
- Safe for Cleaning Ceramic, Porcelain and Grout
- Concentrated Formula
- DO NOT USE ON: Marble, Limestone, Travertine, Onyx and polished Concrete

- 1. Dilute Acidic Cleaner with water as per instructions
- 2. Apply the solution to the surface liberally
- Allow 5 minutes dwell time
- 4. Agitate the surface using a bristle brush
- 5. Remove dirty solution using a mop or wet vacuum
- 6. Rinse with clean water
- 7. Seal when surface is dry





Alkaline Cleaner



Description:

A concentrated, professional strength alkaline cleaner formulated specifically for cleaning and restoring natural stone, tile and grout and concrete. Safely removes grease, oil and ground in dirt an grime from floors, counters and other high traffic areas.

- Safe for Natural Stone, Ceramic, Porcelain, Grout & Concrete
- Quickly Dissolves Grease, Oil, Dirt, and Grime
- Economical, Concentrated Formula
- Degrades Penetrating Sealers
- Removes Soap Scum
- Water Based



- 1. Dilute Alkaline Cleaner with water as per instructions
- 2. Apply the solution to the surface liberally
- Allow 5 minutes dwell time
- 4. Agitate the surface using a bristle brush
- 5. Remove dirty solution using a mop or wet vacuum
- Rinse with clean water
- 7. Seal when surface is dry



Coating Stripper



Description:

A professional strength stripper formulated specifically for use on natural stone, tile and concrete. Safely and effectively dissolves tough topical coatings including epoxy and urethane grout haze, paint and adhesives.

- Removes Topical Coatings
- Safe for Natural Stone, Ceramic, Porcelain, and Concrete
- Water Based
- Removes Epoxy and Urethane Grout Haze, Paint & Adhesives
- VOC Compliant
- Degrades Penetrating Sealers
- Water Based
- Ready to Use Formula

- 1. Pour a liberal amount of Coating Stripper on the surface
- 2. Allow 1 hour dwell time
- 3. Agitate the surface using a bristle brush
- 4. Remove dirty solution using a mop or wet vacuum
- Rinse with clean water.
- 6. Seal when surface is dry





Oil Stain Remover



Description:

A special poultice compound designed to safely and effectively extract oil stains from the surface of natural stone, grout and concrete.

- Removes Oil Stains from deep within the surface
- Safe for Natural Stone, Grout, Concrete, Ceramic & Porcelain
- Easy to Use
- No Plastic Cover Required
- Low Odor and VOC Compliant
- Degrades Penetrating Sealers
- Professional Grade

- 1. Apply the compound $\frac{1}{4}$ " thick onto the oil stain
- 2. Allow 72 hours dwell time
- Remove dried compound
- 4. Rinse with clean water
- 5. Seal when surface is dry





MORF™

Stone and Quartz Cleaner +Protector

Description:

A 2-in-1 daily cleaner and protector formulated specifically for cleaning and protecting natural stone and quartz surfaces. Neutral pH formula is safe for everyday use.

- Cleans and Protects
- Safe for Natural Stone and Quartz
- Gently Dissolves Dirt and Grime
- Fresh Scent & Streak Free
- Phosphate and Formaldehyde Free
- No Rinse Required
- Ready to Use Formula

Basic Application:

1. Spray and wipe with a clean cloth





Stone and Tile Cleaner



Description:

A concentrated daily cleaner specifically formulated for cleaning natural stone and tile surfaces. Safely dissolves dirt and grime and leaves behind a streak free shine. No rinsing is required. Neutral pH formula will NOT damage stone, ceramic, porcelain, concrete, grout, and glass

- pH Neutral Cleaner
- Safe for Natural Stone, Tile and Grout
- Gently Dissolves Dirt and Grime
- Streak Free
- Phosphate and Formaldehyde Free
- No Rinse Required
- Concentrated

- Dilute cleaning solution with water in bucket per dilution instructions.
- 2. Apply diluted cleaning solution with a damp mop, sponge, or automated floor scrubber.







MORE™ Surface Care Questions

www.moresurfacecare.com

844-404-MORE (6673)