

# The World of Essential...



# World Class Coatings and Chemistry

[www.essind.com](http://www.essind.com)



Whether it's world class coatings  
or custom-blended chemistries...

# Innovation is ESSENTIAL.





Monomer shipment  
direct to our Nevada  
facility



New investments in our  
Polyurethane Reactors and  
Dispersion Drop Kettles



Acrylic Polymer Reactors



Innovation  
is Essential.

The World of Essential...  
is Powered by



Essential™  
Polymers



The Spark of Innovation

## Polymer Technologies

Essential Polymers offers a wide range of high performance polymers, polyurethanes and raw material technologies:

- **Green Technologies**

- n-MP-Free Urethane/Acrylic IPNs

- **Self Cross-Linking Technology**

- Urethane/Acrylic Self Cross-Linking Proprietary Technology
- Self Cross-Linking Acrylic Technology

- **Polyurethane Dispersions**

- **Specialty Formulated Products**

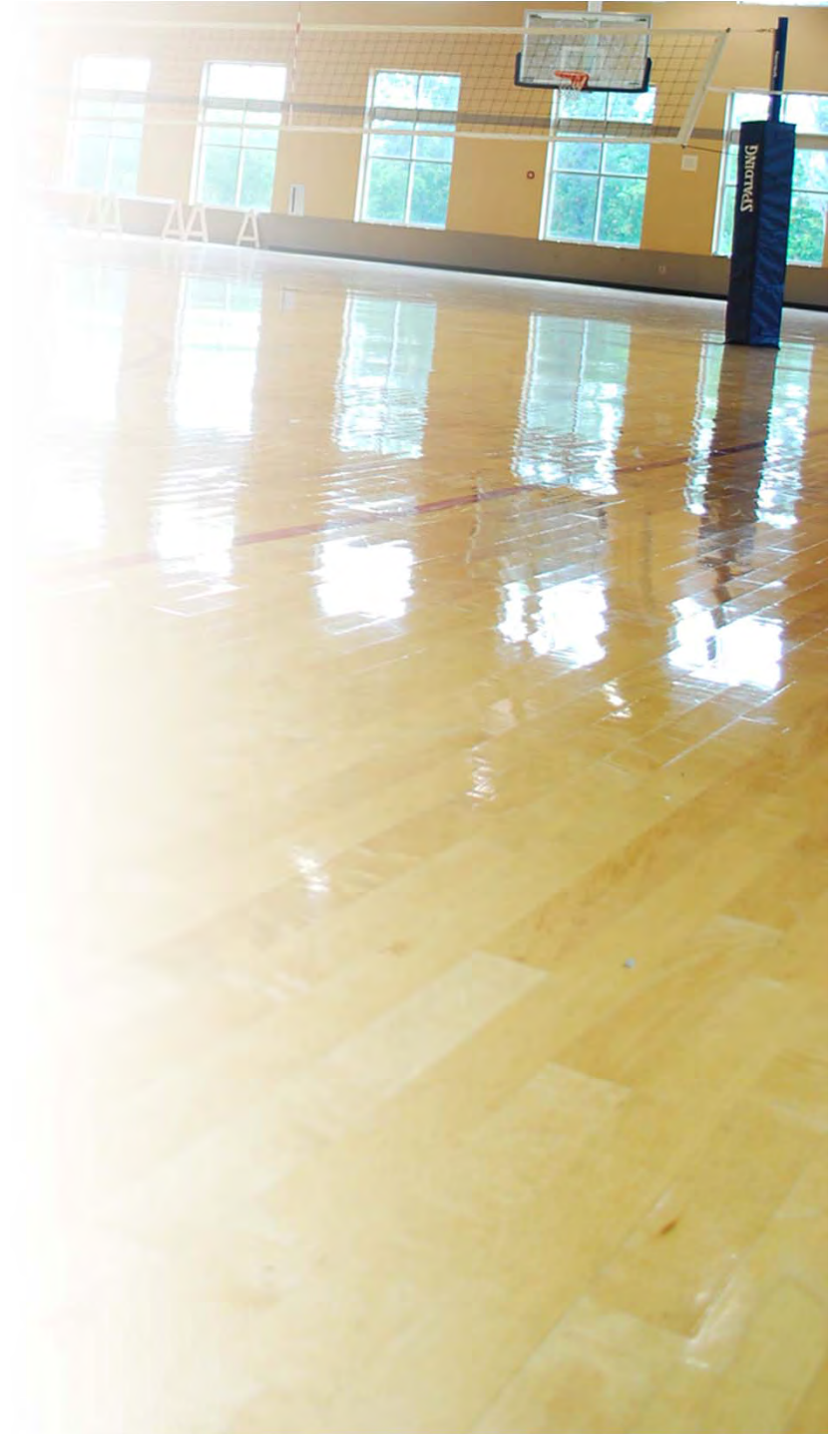
- Acrylic Restoration Coating for Gel Coats
- Metallic Ink Vehicle
- Blister Packaging Adhesive
- Water-Based Wood Varnish
- Concentrated Resilient Floor Coating



The MARKET LEADING  
one-part water-based  
gym coating!



**Let's Discuss  
Your Current  
Program...**



# Sport Kote Features

- Long-lasting ultra high gloss
- Adheres to any sound gym floor coating
- No sanding or screening
- Single-component – pour and apply
- Fast-drying – 60 minutes under normal conditions
- Play on it the next day
- Easily restored to like-new gloss
- Self cross-linking eliminates need for catalysts, gluing or heavy metals
- MFMA-approved and UL-classified
- VOC-compliant in all 50 states
- Finish lasts at least a year with proper maintenance



**SPORTKOTE**®

Powered by  
Essential Polymers



## The 2 x 5 x 24 Promise



**2 people...**



**5 hours for 2 coats...**



**Play on it the next day!**





**"I love the ease of use and prep time. I can coat multiple floors in one day with my crew. I know the floor will be perfect the next day. Easy lay down, fantastic gloss, great durability. The best water-based gym finish on the market."**

Dale Johnson

Mokim Hardwood Refinishers – St. Louis, MO

5-year Sport Kote User • Multiple School Districts



The next generation of  
**SPORT KOTE**



# What's different about Sport Kote PC? Everything...and Nothing!

## Sport Kote PC still delivers:

- Same great features including low VOC's
- 2 x 5 x 24 Promise
- MFMA-approved
- UL-classified

**But now, it's made with Polycarbonate, the same material found in the bullet proof canopy of the U.S. Military's new F-22 Raptor fighter jets for added durability and gloss!**



# The Sport Kote Advantage



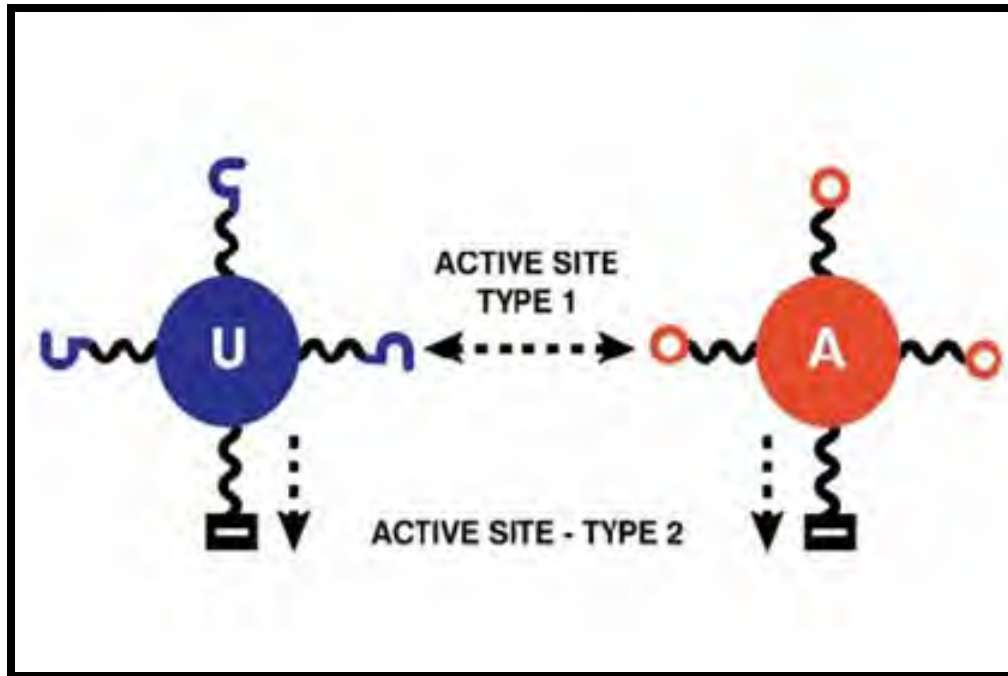
- Self cross-linking system
- Loading system doesn't require oxygen
- Incredibly FAST

# Sport Kote's UNIQUE Technology

## Polymer uses two types of specialized active sites:

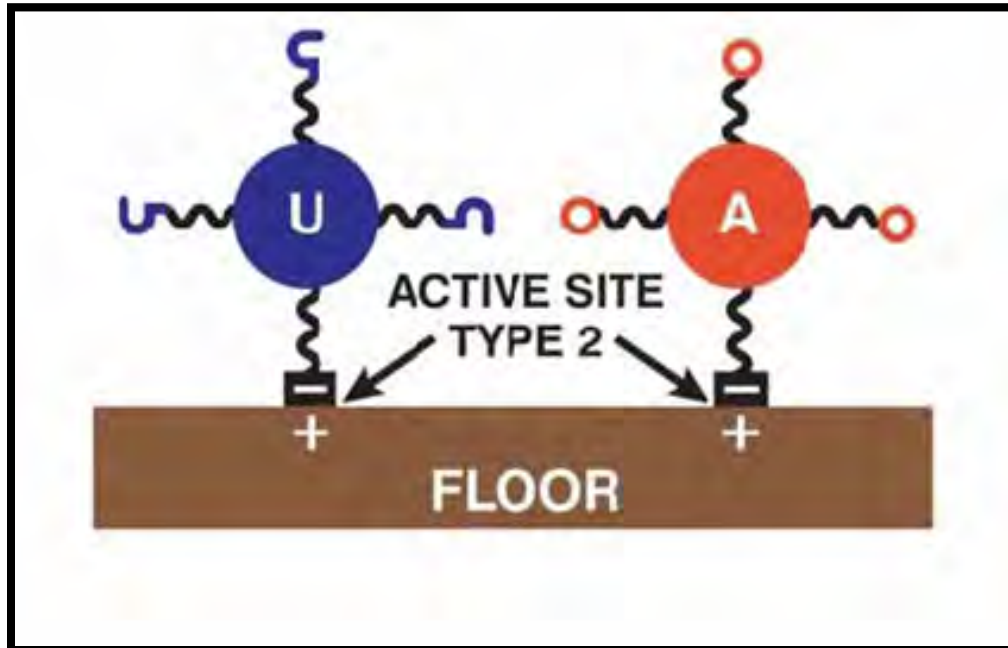
- Permanent cross-linking throughout the coating matrix
- Chemically “bolts” the finish to the floor

# UNIQUE Technology



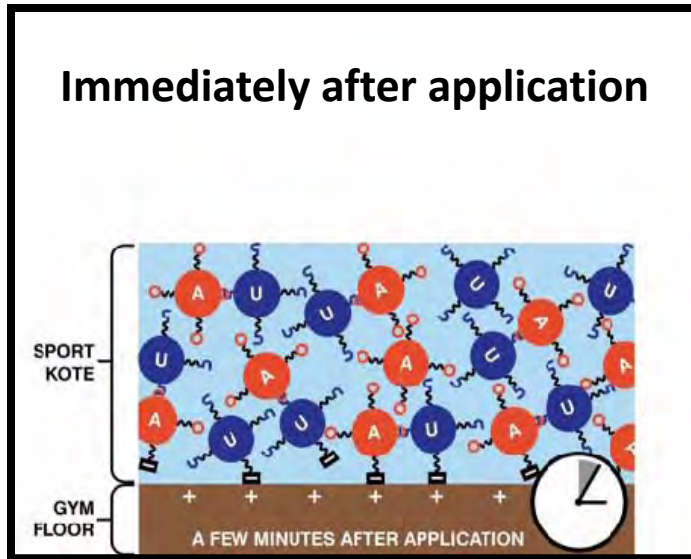
- Unique chemistry connects urethane directly to acrylic
- Flexibility and durability

# UNIQUE Technology

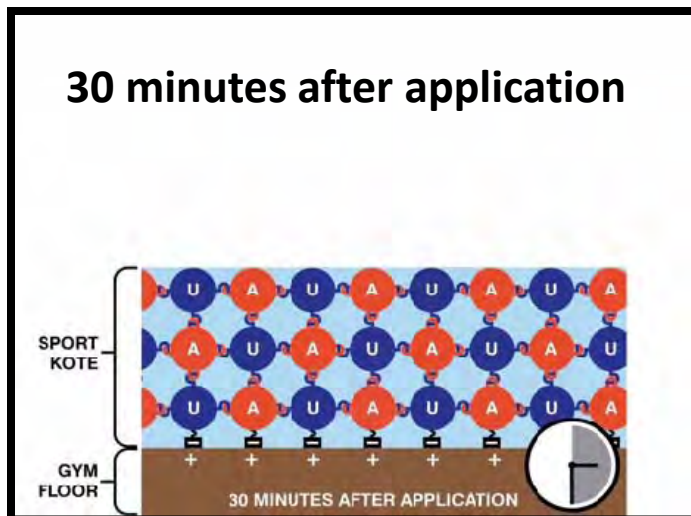


- Chemically bolts coating to wood floor
- Forms permanent chemical bond
- Fast reaction
- No sanding or screening
- The polymers in the finish do the work for you

# UNIQUE Technology



- Oxygen isn't required
- Full matrix simultaneous cross-linking system
- Instantaneous reactions



- Cross-linking complete
- Bonds permanent and irreversible





## Key Products

### Sport Kote and Sport Kote PC

- Single-part water-based gym coating
- Can be used over any gym floor coating on the market
- 2 x 5 x 24 Promise: 2 people, 5 hours and you can play on it the next day

### Sport Prep

- D-Limonene based restorer ensures maximum adhesion
- This product is mandatory in the Sport Kote floor preparation process

### Sport Clean

- Designed specifically to ensure Sport Kote performance, durability and longevity
- We can only guarantee results if you stick with the Sport Kote system





## Additional Products

### Satin Sport Kote

- Water-Based, Urethane Wood Finish

### Sport Tack

- Dual-Purpose Wood Floor Cleaner

### Sport Seal

- Fast-Drying Water-Based Floor Seal

### Other Wood Floor Products:

**Sportflex** - Synthetic Sports Floor Finish

**OMU Wood Seal** - Oil-Modified Sealer

**40% Gym Finish** - Oil-Modified Wood Finish

**Waterless Cleaner** - Cleans and Tacks Wood Floors



# Application

## Prep

- Prep in sections 20' x 10'
- Apply finish

## Regular Maintenance

- Dust mop floor up to 2 times per day
- Spot mop with Sport Clean on a regular basis – follow a regular program

## Restoration

- Dust mop wood floor
- Tack or clean the floor with Sport Clean
- Buff floor with hair pad using either Gelcon or Sport Prep

# Sport Kote Seminars



# Sport Kote Links

## Videos:

[Introduction](#)

[It's All About Adhesion](#)

[Play on it the Next Day](#)

[Good For at Least a Year](#)



[www.SportKote.com](http://www.SportKote.com)



# Wurtsmith Air Force Base

Oscoda, MI



# Davidson College

Davidson, NC



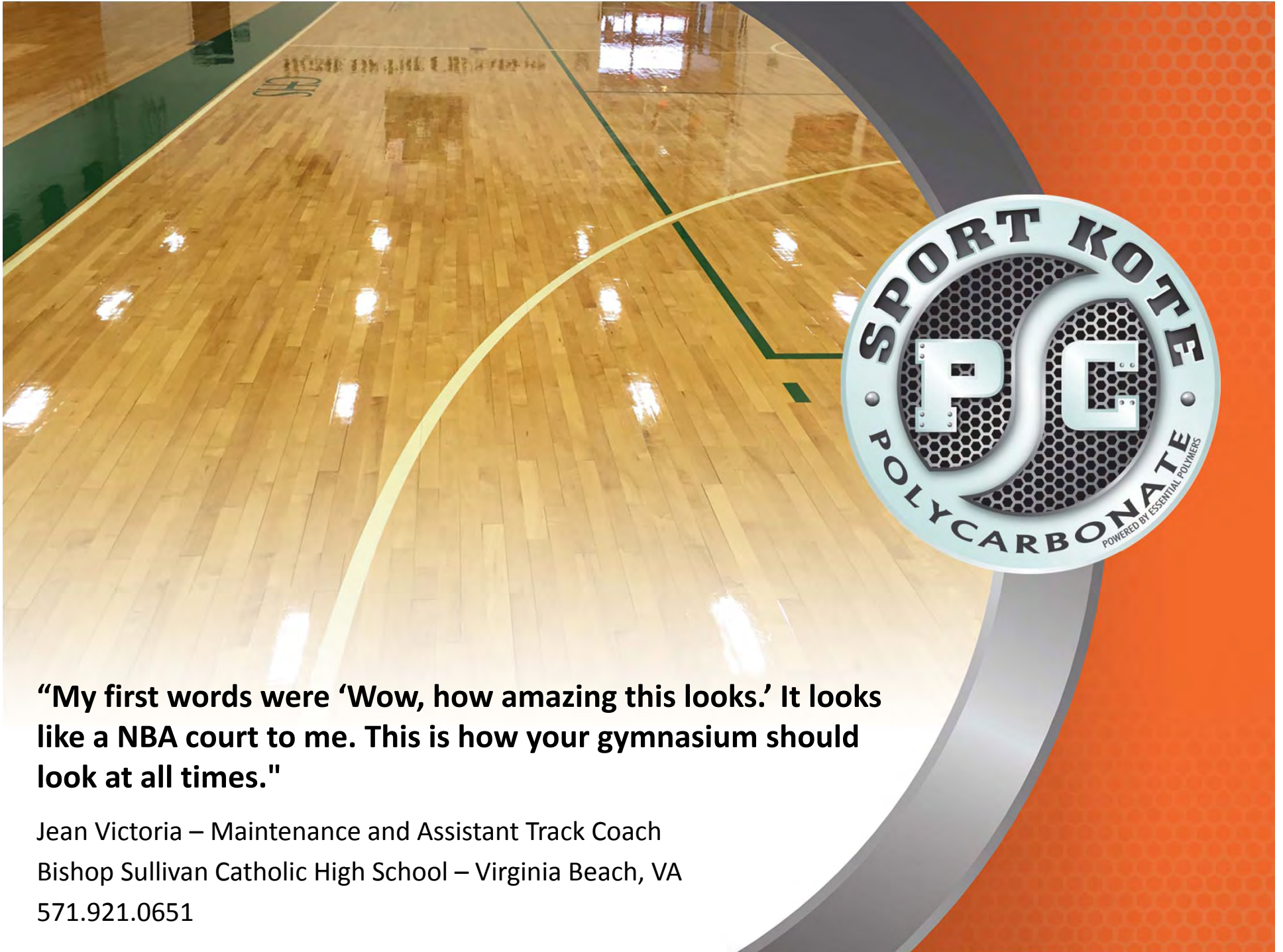
**Fallbrook High School**  
Fallbrook, CA





**Bishop Sullivan  
Catholic High School**  
Virginia Beach, VA





**“My first words were ‘Wow, how amazing this looks.’ It looks like a NBA court to me. This is how your gymnasium should look at all times.”**

Jean Victoria – Maintenance and Assistant Track Coach  
Bishop Sullivan Catholic High School – Virginia Beach, VA  
571.921.0651

# St. Patrick's High School Chicago, IL





“Very easy to put down the product. The durability and the shine are outstanding. The maintenance is very straightforward and easy...holds up really well. They use this floor like 14 hours a day every day of the week. As you can see it’s beautiful after months of use. Highly recommend it.”

Tom Gillespie – Maintenance Engineer  
St. Patrick’s High School – Chicago, IL  
773.287.8844

# Target Markets

- Schools
- Colleges and Universities
- Recreation Centers
- YMCAs and Health Clubs
- Banquet Centers and Halls
- Wood Floor Contractors
- Restaurants and Commercial Businesses

# Value Proposition

The key to the Sport Kote value proposition is manufacturing. Essential manufactures their own Urethane, Acrylics, and Polyethylenes, giving us the ultimate flexibility in boutique chemistry. We can change simple characteristics of our polymer building blocks to acquire a customer driven result; for instance, Essential's ability to marry urethane and acrylic polymers in solution, without a catalyst, is entirely unique. The ability to engineer polycarbonate technology into to this chemistry is what truly differentiates us from the likes of 3M, Diversey, NCL, Betco, etc.

We offer a unique and dependable product that has been on the market for over 15 years. We guarantee the product will adhere to any other wood floor coating by using our simple and cost-effective prep program.

## The 2 x 5 x 24 Promise

- 2 People
- 5 Hours
- Play on it the next day

# Best Practice Sales Questions and Process

Current Program	Our Program
Do you use a screen to prep the floor?	Maroon Pad
Do you use a wet prep or a dry prep?	Can be done wet or dry
Do you wait a full day after prep before applying your first coat?	Coating can be applied once prep is completed
Do you use mineral spirits?	No mineral spirits required
Do you use an oil-based wood coating or a water-based wood coating?	Single-part water based
Do you have halo issues following prep?	Maroon pads and wet prep help eliminate halo issues
How do you apply your gym floor coating?	Weighted t-bar and Kai Motion bucket
How many people does it take to coat a gym floor?	As few as 1 to 2 people
How long does it take to apply one coat of gym floor coating?	30 - 45 minutes to apply one coat on a standard gym floor
How long do you need to wait to apply your second coat?	Approximately one hour
Do you need to abrade your first coat before applying the second?	No abrading necessary
Do you need to shut the gym down for an extended period of time once completed?	Play on it the next day
Does the facility smell bad for an extended period of time after you've completed the job?	SportKote smells like floor finish
Describe your clean up process once job is completed.	Water-based clean up job

