

WELLNESSmats®

For A Healthy Way Of Life®

BECOME A RETAILER







100% MADE IN THE USA

We will never compromise our products, values, or integrity by looking for shortcuts. We strongly believe in producing the highest quality products, 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 products and policies. Our strong sense of pride is clearly demonstrated in our manufacturing, media, and marketing campaigns. This synergy is contagious and reflected in every WellnessMats® Mat produced.

PRODUCING 1.2 MILLION
PREMIUM STANDING SOLUTIONS®
EVERY YEAR, RIGHT HERE IN THE USA.

RECYCLE & RENEW

STANDING FOR A GREENER TOMORROW

CREATING DEPENDABLE INFRASTRUCTURE FOR GENERATIONS TO COME



WELLNESSmats®

For A Healthy Way Of Life®

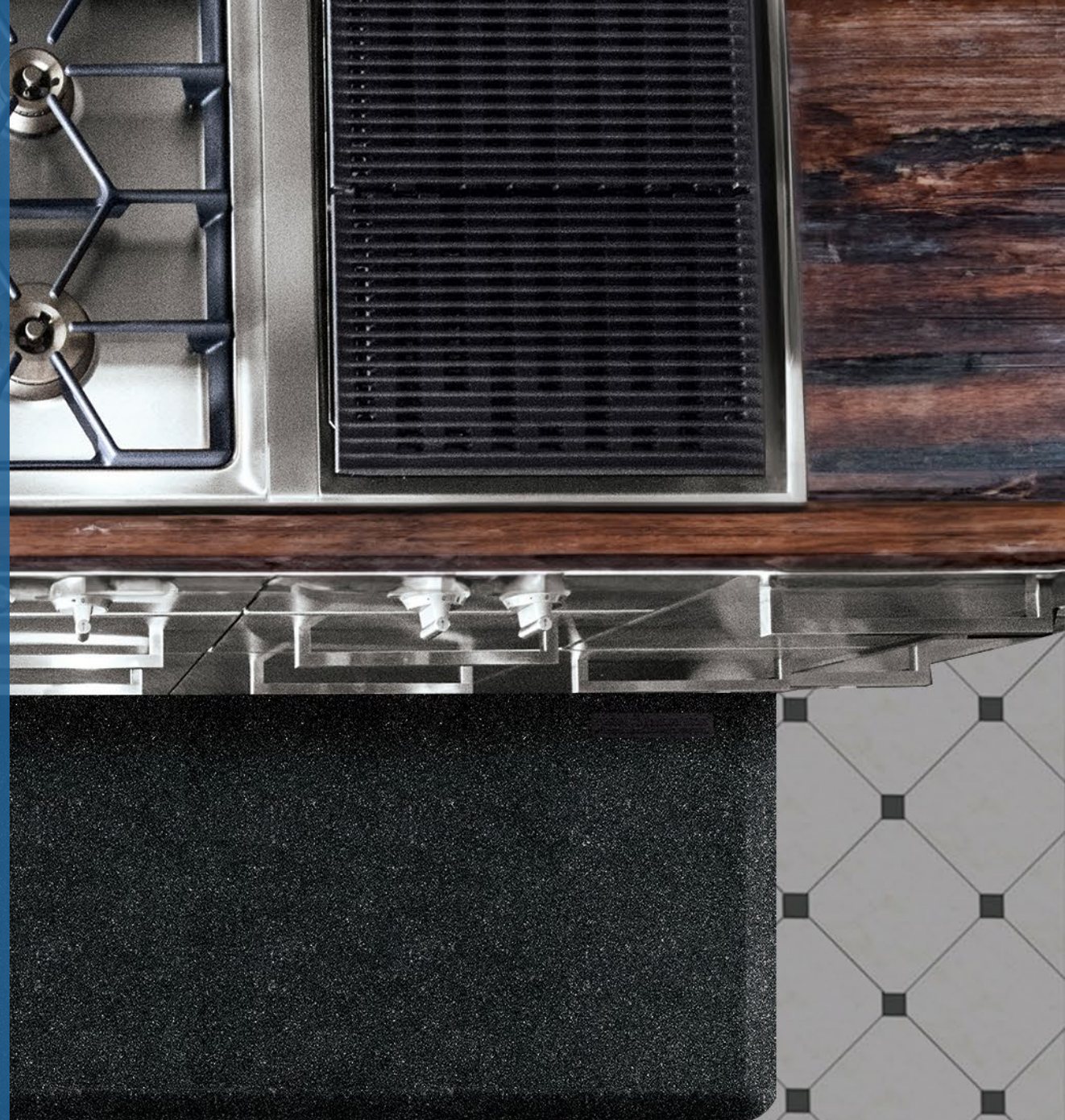
THE ONLY

PREMIUM ANTI-FATIGUE MAT

THAT MEETS

ASTM G21 STANDARDS FOR ANTI-MICROBIAL PROPERTIES

Making them 100% Sanitizable for
best health and safety of your team.





As the standing mat category has developed, it has matured, into three categories: **Good, Better and Best.**

Each group has value to the Anti-Fatigue Mat category. Consumers in search of the best will spend above average for a standing mat that outperforms the others.

- Some relief from hard floor surfaces
- Minimal anti-fatigue values and durability
- Cheap toxic compositions, (usually off-shore) use plasticizers and fillers that quickly breakdown
- Edges often curl and tear
- Top surfaces often wear through or bubble
- Little or meaningless warranties
- Short life span, high replacement costs

GOOD

WELLNESSmats®

- 100% Made in America since 1996
- The absolute best relief from hard floor surfaces
- Proprietary formulated 100% polyurethane creates unmatched comfort and durability
- Effectively suspends body weight that truly generates superior anti-fatigue values
- 33% more density than most, produces increased performance and longevity
- Guaranteed to always lie flat, gradual beveled edges will never curl
- Sealed top and bottom, one-piece technology will never separate or bubble
- Dramatically reducing mat replacement costs with our Comprehensive 5-Year Warranty
- Many size and color options available, along with customization capabilities
- Custom branding and licensing abilities to enhance aesthetics
- Proven over time with millions produced in almost every work environment

BEST

- Basic relief from hard floor surfaces
- Some anti-fatigue values and average durability
- Often reversed engineered to look like the best products
- Mixed compositions, (sometimes off-shore) usually bonded with glues that breakdown
- Edges can curl and tear
- Top surfaces can wear through or bubble
- Average life span, with some replacement costs
- Limited warranties

BETTER



Since 1996, we have been successfully addressing the ergonomic concerns of many commercial industries. Our WellnessMats are the Premium Standing Solution of choice for Homeland Security and TSA and are widely advocated by health care professionals. Our products are commonly used in the hospitality, industrial, medical and health & spa industries, as well as the home.

Here at WellnessMats we take extra care to ensure every Premium Standing Solution is expertly crafted with care and quality. Being 100% Made in the USA, we take great pride in producing only the best in anti-fatigue comfort.

All Premium Standing Solutions™ come with a Comprehensive 3-Year Warranty. Our guarantee stands behind and specifically mentions, our edges will never curl, bubble, delaminate or compress.

Use in the home or workplace, the gym or office, or even for your pet!

“It has never been our vision to be the biggest, just the Best!”

- Daniel J. Bouzide, Founder and President of Smart Step & WellnessMats



POLISHED
PRECISION

Since 1996



SMART STEP®
PREMIUM STANDING SOLUTIONS™

WELLNESS**mats**®

StandSmart
STANDING DESK MATS BY SMART STEP

SMART STEP®
PREMIUM SALON & BARBER MATS



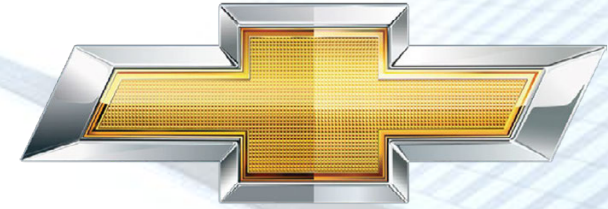
WELLNESS
FITNESSmats™
A Healthy Way of Life

SMART STEP®
MEDICAL

WELLNESS**mats**
PROFESSIONAL

SMART STEP®
INDUSTRIAL

Producing 1.2 MILLION *Premium Standing Solutions™* Every Year.



CHEVROLET

TSA

American Airlines



Offer More Safety, More Comfort, and More Support for the Home.

Unmatched Comfort, Support and Durability

Edges Will Never Curl, Top Will Never Bubble or Delaminate

Easy to Clean & Sanitize

Meets ASTM G21 Standards for Anti-Microbial Properties

Non-Slip Top & Bottom

20 Degree Non-Trip Beveled Edge is ADA Compliant

100% Pure Polyurethane is Safe, Non-Toxic, Latex and BPA Free.



Why Offer These...



...When You Can Sell These?



Why Partner With WellnessMats?

- Sell with confidence – the *Best-In-Class* Premium Anti-Fatigue floor mats with more than 20 years of proven experience in residential and commercial settings.
- WellnessMats® are only sold through reputable retailers, always sell for full MSRP, and are MAP protected.
- To maintain brand integrity, WellnessMats® are only offered to specific partners and will *never* be found in mass retailers or discounted membership clubs. You will never be undersold.
- Every WellnessMat® component is 100% made in the USA and backed with a comprehensive 20-Year Manufacturer's Warranty.
- WellnessMats® offers products that function well beyond the kitchen - including in front of vanities, standing desks, in workshops, garages, outdoor kitchens, laundry, fitness, and in the workplace.
- To capitalize on market trends, we will continue to innovate and expand opportunities for our retail partners.



Shipping:
F.O.B. Sullivan, MO.
3rd Party shipping accepted
and preferred.

Standard Retailer Discount

MSRP less 50% with a minimum order quantity of 6 mats

Drop Ship Program

\$12 Handling Fee per mat for orders less than 6 mats, plus applicable freight.

Split Ship Program

Worried about Space? Orders of 12 or more mats can be split into 2 separate shipments for your convenience.

MAP & MSRP Pricing

WellnessMats must be sold at full MSRP and has a stringent MAP policy, maintaining brand integrity and protecting your profits.

Order Terms

First order accepted upon execution of Business Application, to be paid via ACH or Credit Card*. Net 30 terms available upon approval & 60 days of purchasing.

**3% Credit Card Processing Fee applies, ACH is preferred.*

Case Packs

All case packs can be mixed and matched to accommodate your buying needs.

Employee Discounts

Use additional WellnessMats for store demonstration, employee standing, and even employee home use. Purchase WellnessMats at 65% off MSRP when you are a current, active retailer.



Sanctioned Sale Events

Beginning in 2024 we are increasing the number of sanctioned sale events- Giving you more opportunities to promote WellnessMats.

Streamlined Immediate Ship Items

Already WellnessMats has streamlined offerings by 58%, into two easy shipping tiers as mentioned. Every Monday WM sends out a list of 6-10 items that are available for IMMEDIATE SHIP to get products to your clients as fast as possible.

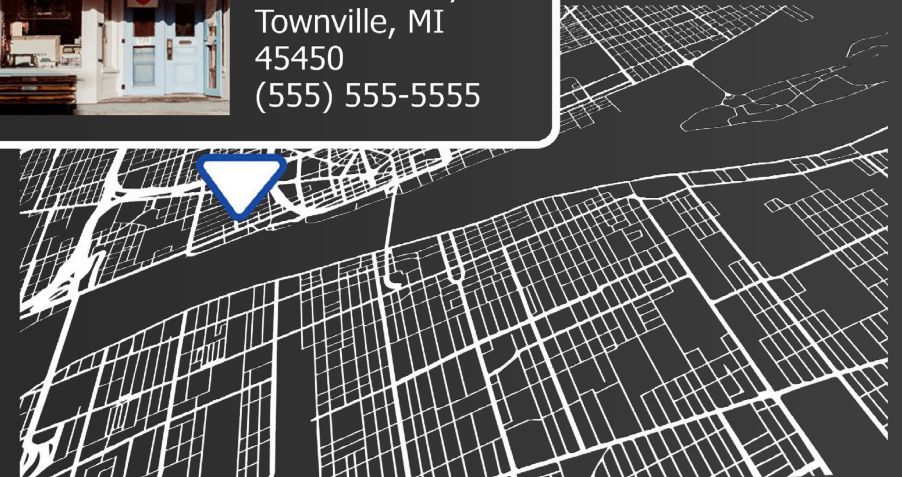
NEW- Store Locator

Live in February 2024, an Independent Retailer store locator will be visible on WellnessMats.com sharing all our amazing retail partners.

FAMILY COOKS



Family Cooks LLC
1234 Mulberry Ln
Townville, MI
45450
(555) 555-5555





2024 SALES CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	<p>"Warm Up With WellnessMats" Jan 25 - Feb 11</p> <p>Save 20% on all Swift Ship Mats</p>	<p>"March Into Comfort" March 15 - 31</p> <p>Save 20% on all Swift Ship Mats</p>		<p>"Spring Into Savings" April 26 - May 19</p> <p>Save 20% on all Swift Ship Mats</p>	<p>"Summer Kickoff" June 7 - 30</p> <p>Save 20% on all Swift Ship Mats</p>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>"Freedom Sale" July 17 - Aug 18</p> <p>Save 20% on All Products</p>		<p>"Cook In Comfort" Sept 27 - Oct 13</p> <p>Save 20% on all Swift Ship Mats</p>		<p>"Home For The Holidays" Nov 15 - Dec 15</p> <p>Save 20% to 30% on all Swift Ship Mats</p>	

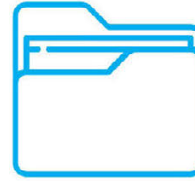
MADE IN AMERICA

For planning purposes only. Margin Support is available to retailers on all eligible items sold at up to 20% off during sale periods.



WMASSETLIBRARY.COM

www.WMAssetLibrary.com



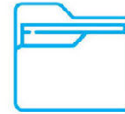
Sanction Sales



- Warm Up with WellnessMats
- March Into Comfort
- Spring Into Savings
- Summer Satisfaction
- Freedom Sale
- Cook In Comfort
- Home for the Holidays



12 Months of Promos



- January Features
- February Features
- March Features
- .
- .
- .
- December Features



Product Assets



- Pricing & Information
- Descriptions
- Logos, Seals, Certifications
- Full Product Shots
- “Hero” up close angles
- Lifestyle Images
- Mats on Different Floors



Two Tiers of Fulfillment:



Items fulfilled in 10 Days or Less

Special Orders

Items Made to Order

Fulfilled in 10 Days or Less

GRANITE COLLECTION



Sand
3' x 2' and 6' x 2'



Beach
3' x 2' and 6' x 2'



Sapphire
3' x 2' and 6' x 2'



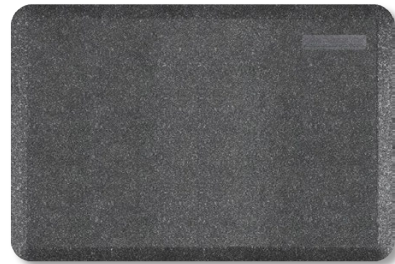
Cobalt
3' x 2' and 6' x 2'



Copper
3' x 2' and 6' x 2'



Topaz
3' x 2' and 6' x 2'



Steel
3' x 2' and 6' x 2'



Onyx
3' x 2' and 6' x 2'

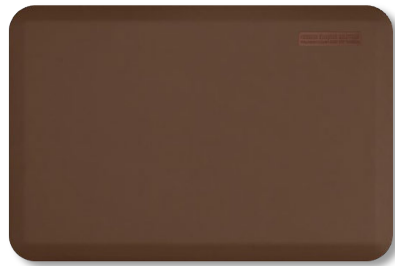
Fulfilled in 10 Days or Less

ORIGINAL CLASSIC



Black

3' x 2' and 6' x 2'



Brown

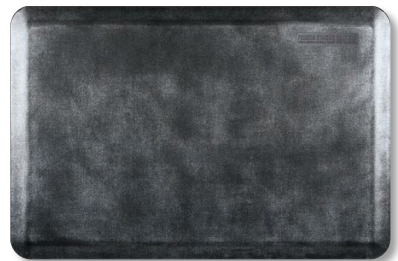
3' x 2' and 6' x 2'



Gray

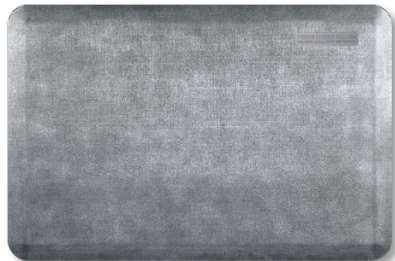
3' x 2' and 6' x 2'

LINEN COLLECTION



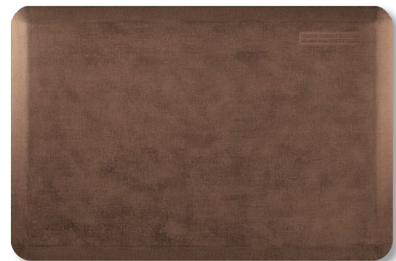
Onyx

3' x 2' and 6' x 2'



Slate

3' x 2' and 6' x 2'



Antique Light

3' x 2' and 6' x 2'



Lagoon

3' x 2' and 6' x 2'

Fulfilled in 10 Days or Less

GRANITE IMPRESSIONS - BELLA



Sand

3' x 2' and 6' x 2'



Beach

3' x 2' and 6' x 2'



Steel

3' x 2' and 6' x 2'



Onyx

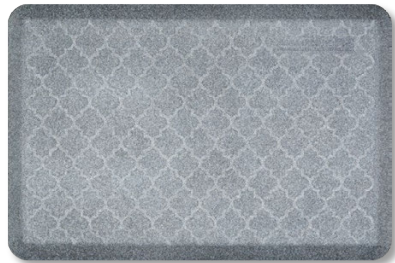
3' x 2' and 6' x 2'

GRANITE IMPRESSIONS - TRELLIS



Sand

3' x 2' and 6' x 2'



Beach

3' x 2' and 6' x 2'



Steel

3' x 2' and 6' x 2'



Onyx

3' x 2' and 6' x 2'



DESIGNING
COMFORT

A high-angle photograph of a white kitchen island with a granite countertop. The island has a decorative pedestal leg and is situated on a brown mat placed over a light-colored wooden floor. The background shows more white kitchen cabinets.

WELLNESSmats®

For A Healthy Way Of Life®

GRANITE
COLLECTION

Energized Comfort

These bold styles offer multi-dimensional colors that will bring a dynamic flair to any space. Revitalizing the standing experience in any application.

GRANITE BOLD



GRANITE SAPPHIRE



GRANITE COBALT



GRANITE RUBY



GRANITE JADE





Soft Neutral Support

With subtle hints of color balanced with soft neutral tones, Granite Shades takes luxurious comfort to a new level. Multi-faceted colors add a calm yet versatile look to the premium comfort of WellnessMats®.

GRANITE SHADES



GRANITE SAND



GRANITE BEACH



GRANITE PALM



GRANITE SKY



Bold Metallic Comfort

The distinguished precious metal design of Granite adds a never-before-seen elegance to tastefully designed home spaces. The smooth surface mixed with a metallic flecked finish combines function with fashion- instantly adding more style to your space.

GRANITE CLASSICS



GRANITE COLLECTION

All Granite Mats available in 3'x2' and 6'x2' and are ¾" thick.
Additional sizes available for special order, including 5'x2', 5'x3', 5'x4', and 6'x3'.



3' x 2'



6' x 2'

COLORS: Ruby, Jade, Sapphire, Cobalt, Sand, Palm, Beach,
Sky, Copper, Topaz, Steel, Onyx

MSRP: \$159.95, \$319.95

Retailer Cost: **\$79.98, \$159.99**



Granite Impressions - Trellis

The next generation of our classic Trellis pattern, Granite Impressions- Trellis combines the distinct style with modernized color tones to Revolutionize Comfort



SAND



BEACH



STEEL



ONYX



GRANITE IMPRESSIONS - TRELLIS

All Granite Trellis Mats available in 3'x2' and 6'x2' and are ¾" thick.



3' x 2'



6' x 2'

COLORS: Sand, Beach, Steel, Onyx

MSRP: \$159.95, \$319.95

Retailer Cost: **\$79.98, \$159.99**



Granite Impressions - Bella

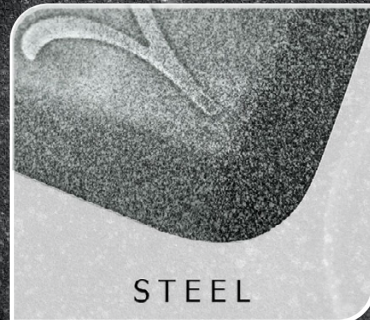
Revolutionized by dynamic Granite colors, the lyrical Bella pattern is elevated to the next generation of Premium Comfort.



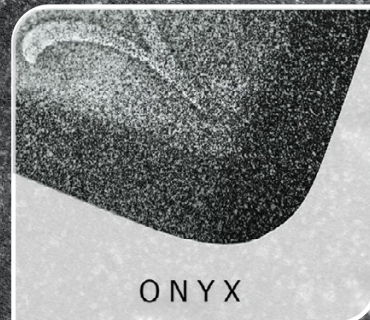
SAND



BEACH



STEEL



ONYX

GRANITE IMPRESSIONS - TRELLIS

All Granite Trellis Mats available in 3'x2' and 6'x2' and are ¾" thick.



3' x 2'



6' x 2'

COLORS: Sand, Beach, Steel, Onyx

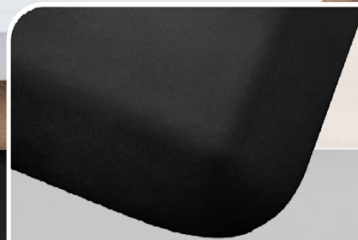
MSRP: \$159.95, \$319.95

Retailer Cost: **\$79.98, \$159.99**



The Classic

With elegant lines, a sleek ergonomic design and a smooth surface, the Original has long been the mat of choice. The Original offers comfort and performance, is supportive and resilient, and easy to clean.



BLACK



GREY



BROWN



ORIGINAL COLLECTION

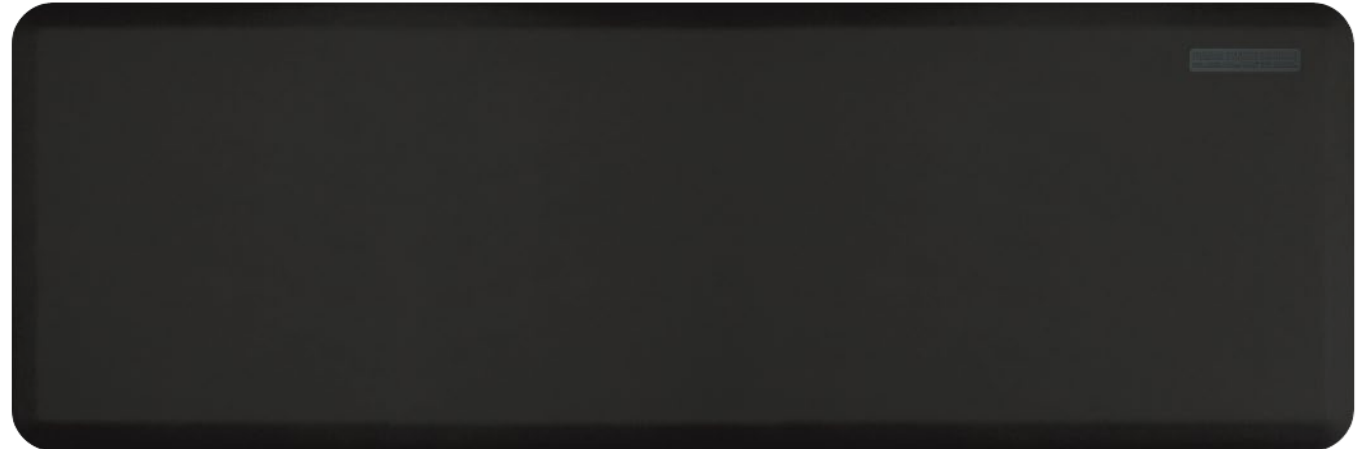
All Original Mats available in 3'x2' and 6'x2' and are ¾" thick.
Additional sizes available for special order, including 5'x2', 5'x3', 5'x4', and 6'x3'.



18" x 22"



3' x 2'



6' x 2'

COLORS: Black, Gray and Brown.
MobileMats only in Black and Gray.

MSRP: \$89.95, \$149.95, \$299.95

Retailer Cost: **\$44.98, \$74.98, \$149.98**



Timeless, Subtle Luxury

The Linen Collection provides a subtle, textured pattern with the appearance of a naturally woven fabric; a perfect complement to every room. Linen is sure to become an immediate classic with its delicately interwoven impression and colors to match virtually every décor.



LAGOON



ONYX



SLATE



ANTIQUE LIGHT

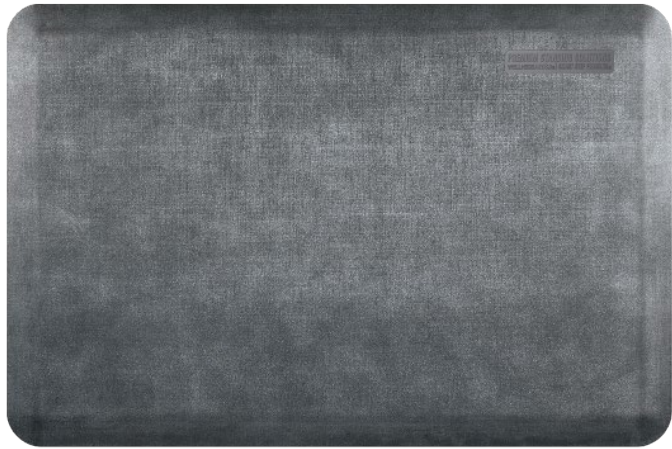


ANTIQUE DARK

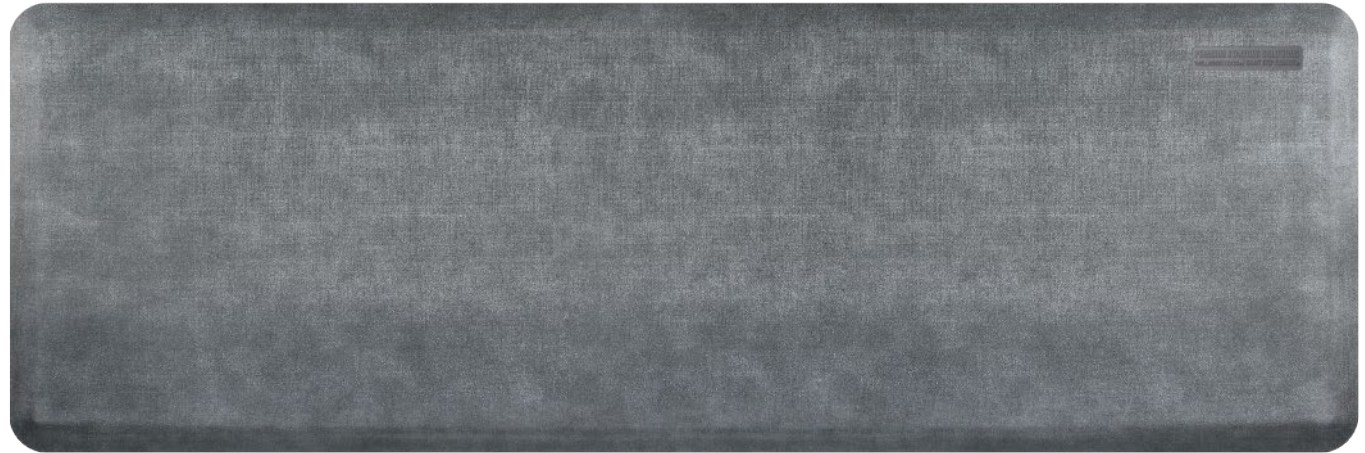


LINEN COLLECTION

All Linen Mats available in 3'x2' and 6'x2' and are ¾" thick



3' x 2'



6' x 2'

COLORS: Lagoon, Onyx, Slate, Antique Light, Antique Dark

MSRP: \$169.95, \$339.95

Retailer Cost: **\$84.98, \$169.99**



***Special
Orders***

***Made to
Order***



Comfort & Style Meet

The Trellis Collection features a visually striking lattice-like pattern inspired from antique wrought-iron designs. Trellis is one of our Artisan Designs- these skillfully created items go through an exclusive process to develop their one-of-a-kind appearance.



ANTIQUÉ DARK



ANTIQUÉ LIGHT



LAGOON



SILVER LEAF



SLATE

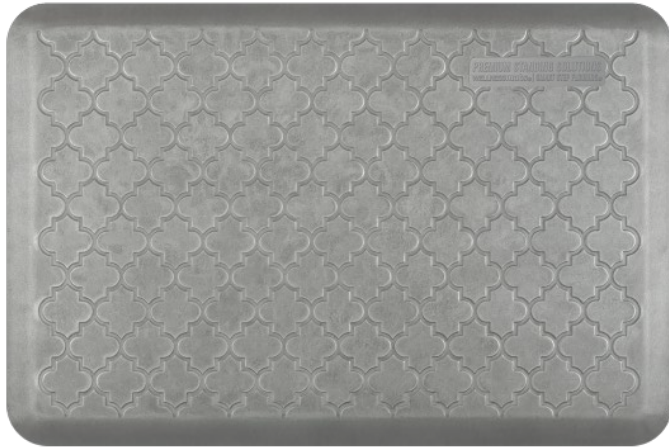


ONYX

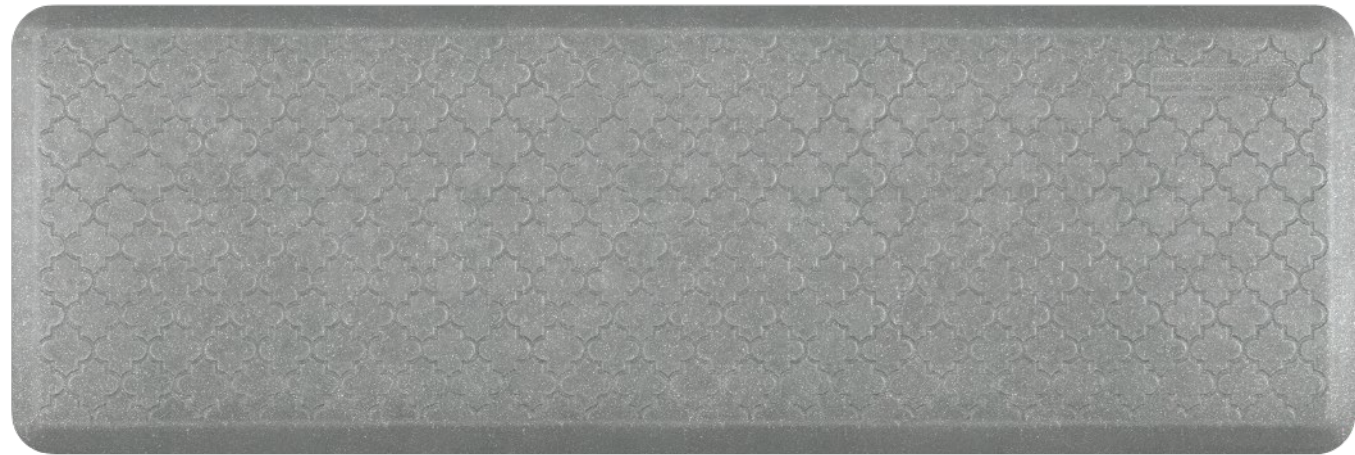


TRELLIS COLLECTION

All Trellis Mats available in 3'x2' and 6'x2' and are ¾" thick



3' x 2'



6' x 2'

COLORS: Lagoon, Onyx, Slate, Silver Leaf, Antique Light, Antique Dark.

MSRP: \$169.95, \$339.95

Retailer Cost: **\$84.98, \$169.99**



Comfort & Style Meet

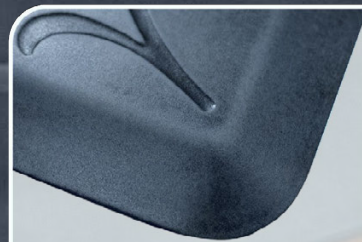
The Bella Collection features a beautiful, lyrical relief pattern with a soft, subtle floral design. Bella is another of our Artisan Designs- these skillfully created items go through an exclusive process to develop their one-of-a-kind appearance.



ANTIQUÉ DARK



ANTIQUÉ LIGHT



LAGOON



SILVER LEAF



SLATE



ONYX

BELLA COLLECTION

All Bella Mats available in 3'x2' and 6'x2' and are ¾" thick



3' x 2'



6' x 2'

COLORS: Lagoon, Onyx, Slate, Silver Leaf, Antique Light, Antique Dark.

MSRP: \$169.95, \$339.95

Retailer Cost: **\$84.98, \$169.99**

WELLNESSmats®

For A Healthy Way Of Life®

Puzzle Piece



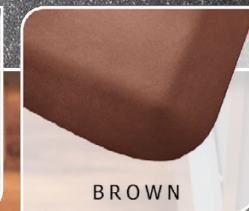
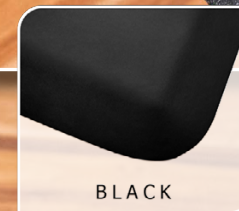
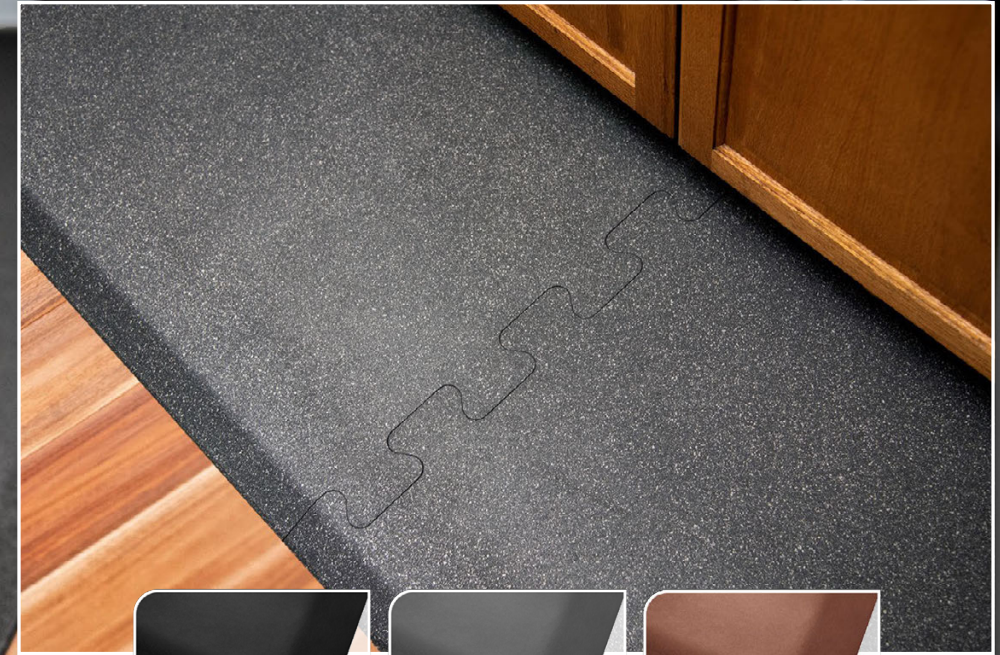


3/4" Premium Wellness Mats With A Protective Clear Coat Finish

Available in select Original and Granite Colors.

Same great benefits as all other WellnessMats with the added benefits that allows you to fit your needs with continuous mat.

Extended lengths come as puzzle sections that connect to create a clean, virtuously seamless look.





Inventory Program

- Order 12 - 3'x2' Swift Ship WellnessMats and receive all the best WellnessMats Sales Tools
 - 1 – 3'x2' Demonstration Mat with Decal
 - 1 – 3'x2' Generation Granite Combo Mat with Decal
 - 1 – 9" x 12" Sample Sales Tool with Selling Features Decal
 - 1 – Swift Ship Color Swatch Ring & 1 – Special Order Color Swatch Ring
 - 50 – Consumer Brochures w/ holder

Drop Ship Program

- Order 6 - 3'x2' Swift Ship WellnessMats and receive a selection of WellnessMats Sales Tools
 - 1 – 3'x2' Demonstration Mat with Decal
 - 1 – 9" x 12" Sample Sales Tool with Selling Features Decal
 - 1 – Swift Ship Color Swatch Ring
 - 25 – Consumer Brochures w/ holder





Available Store Support

Place the Demonstration Mat at the checkout counter so that every customer can experience the comfort of a WellnessMat. The permanent decal importantly promotes your customers to "ASK FOR DETAILS".

Standing is Believing!



Granite Showcase Mat

- An eye-catching and fun way to showcase Generation Granite
- All 8 colors of Granite represented are part of our Swift Ship fulfillment tier.
- This piece comes with a permanent decal promoting your customers to "ASK FOR DETAILS".



Sample With A “Complete The Sale” Decal

Have this compact sample readily available when your customers do ask for details. By handing the sample to them, they can touch and feel the actual thickness of the WellnessMat.

Make note of the gradual beveled edges that will never roll up, the soft contours and smooth surface; making the WellnessMats easy to sweep and clean. The backside lists the key selling features to complete a WellnessMat sale.



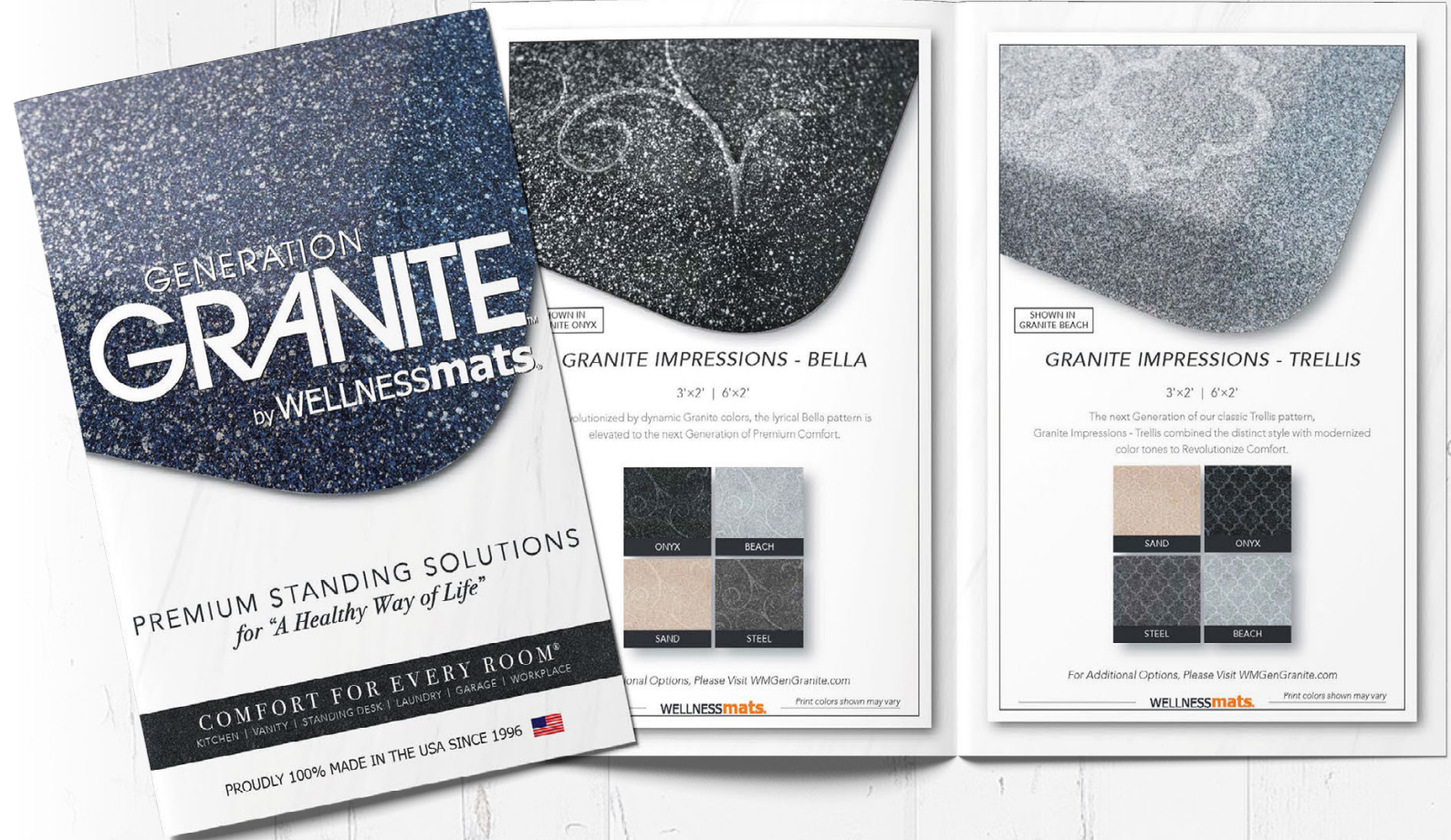
3/4"

Front view of 9" x 12" x 3/4" sample



Consumer Brochures

These attractive brochures highlight the Best-selling WellnessMats. Shipped in bundles of 25 these are perfect to display near your cash register, or WellnessMats displays.



WELLNESSmats®

For A Healthy Way Of Life®



**Contact Sales@WellnessMats.com
for more information**





THANK YOU

