

Dear Customer,

We often run into defending the subject of why others cannot do what SaniGLAZE can do. I believe that I can give you some good reasons for this that hopefully will suffice to get you beyond the hurdles of procurement in a competitive world.

SaniGLAZE is an extremely unique combination of products and systems that we developed ourselves and represent a lot of trade secrets. Additionally, each phase of SaniGLAZE has been engineered and perfected to achieve the results that you have witnessed and grown to expect from SaniGLAZE.

We know from seeing companies attempt to compete with us how this usually plays out. Most companies who attempt to compete with what we do find a coating of some sort (usually a solitary product) and attempt to apply it calling it "just like SaniGLAZE". These "one and dones" have no way to effectively compete because they don't have the expertise at each stage of the restoration process that we do combine into a symbiotic relationship with each other phase. To explain this, I will delve into the various areas that we have found imperative to create a successful restoration that will pass the test of time:

Preparation:

SaniGLAZE has engineered a series of prep chemicals that are each designed to perform a specific function. We have product designed to remove embedded dirt, products to remove existing coatings, products to deal with grease and oil, and even products designed to remove our own coating products. Without the proper prep, the SaniGLAZE like coating will not work correctly or last very long.

Grout Replacement Products:

Each grout replacement product used in the SaniGLAZE process has been engineered by SaniGLAZE for specific applications. We have grout replacements for deep grout, shallow group, irregular grout, flat grout, and modified grouts. Without the correct grout replacement produced for the particular application, you will not yield the result that you expect from SaniGLAZE. Additionally, SaniGLAZE grout coatings are not simply stains or paints, they are coatings designed to overlay, seal, shield, and protect grout and replicate the original grout, while totally eliminating the grout porosity.

Colors:

Each SaniGLAZE color was developed for our system. You will not find direct color matches for these colors from any competitor.

Coatings:

SaniGLAZE has developed a variety of coatings that we have engineered in house for a variety of applications. We have penetrating sealers, acrylics, epoxy like products, and urethane like products. We know of no competitor who has an arsenal of all these different type products, which are engineered to perform like SaniGLAZE. You will simply not find a competitor who does it the way we do, because they do not have access to our products, systems, and even our technical expertise. We developed these products for our own use, and the formulas are closely guarded, and no competitor has ever succeeded in reverse engineering our products.

Technicians:

The technicians are the rock s of SaniGLAZE. Each tech completes a rigorous training program and is certified in all aspects of the SaniGLAZE process. Without this training, it is impossible to yield the results that SaniGLAZE delivers. In untrained hands, even SaniGLAZE products would essentially be useless to an untrained person.

Local Presence:

SaniGLAZE has a service provider in most major US markets. We do not move teams where the jobs are, we are available in the local markets to be there when the need arises. You can depend on a service provider when you need one.

I hope that this gives you some idea of what we have accomplished at SaniGLAZE, and why it is unlikely that you will find a competitor who can deliver what SaniGLAZE can.

Regards,



Michele L. Yonash
COO