KIT CONTENTS:
- 10 Vivero flooring samples
- 10 competitor samples
- Dauber with red food coloring
- Purple dry erase marker
- Black permanent Sharpie
- Diamond with Velcro
- 10 Scotch Brite pads
- Alcohol wipes
- Presentation cloth
- Dry towel wipes

TALKING POINTS:
- **Industry-leading durability:** New and revolutionary, patent-pending Vivero with Diamond 10 Technology is made using nature’s hardest substance, cultured diamonds, to yield a product unmatched in durability and performance.
- **Effortless cleaning:** Diamond 10 Technology provides game-changing scratch, stain and scuff protection as well as dirt repellent qualities that make cleaning effortless.
- **100% waterproof:** perfect for bathrooms, kitchens, basements and laundry rooms.
- **Pet-proof and kid-friendly**

*When exposed to water VIVERO™ planks will not swell, buckle or lose integrity. See warranty for details.

DEMONSTRATION #1 – STAINING ON UNSCRATCHED PRODUCT

- **Use the left side (half of plank) for both the Armstrong Flooring and competitive product for this demonstration.**
- **Using the purple dry erase marker, draw an “X” on competitor product and draw an Armstrong Flooring circle “A” on Vivero with Diamond 10 Technology.**
- **Using the black permanent marker, draw a frown face ☹ on the competitor product and a smile face ☻ on Vivero with Diamond 10 Technology.**
  - **OBSERVATION POINT:** Point out how the permanent marker beads up on Vivero with Diamond 10 Technology compared to the competition.
- **Using the dauber, put a dab of red food coloring on the competitor product.**
- **Using the dauber, put a dab of red food coloring on Vivero with Diamond 10 Technology.**
  - **OBSERVATION POINT:** Point out how the red food coloring beads up on Vivero with Diamond 10 Technology and compare to competition.
- **Using a dry paper towel on the competitor product, wipe off the purple dry erase marker, the permanent marker, and the red food coloring. RESULT: the purple dry erase marker will partially come off, the permanent marker will not and the red food coloring will smear and leave a stain.**
- **Using a dry paper towel on Vivero with Diamond 10 Technology, wipe off the purple dry erase marker, the permanent marker, and the red food coloring. RESULT: the permanent marker will not come off completely (THAT’S OKAY!) The purple dry erase marker will come off and the red food coloring will not smear or stain.**
  - **OBSERVATION POINT:** Point out how the red food coloring came up easily and did not smear or stain. Vivero with Diamond 10 Technology repels the liquid, as it would water, dirt, etc.
**DEMONSTRATION #2 – SCRATCHING BOTH PRODUCTS**

• Use the right side (half of plank) for both the Armstrong Flooring and competitive product for this demonstration.

• Using the diamond paperweight, attach a clean Scotch Brite scratch pad circle to the Velcro side.

• Scratch Vivero with Diamond 10 Technology with 10 passes (1 pass = a forward and back motion)
  – **OBSERVATION POINT:** While scratching ask audience to take note of the sound. After 10 passes show the audience the scratch pad and point out the white residue, which shows that the plank has been scratched.

• Remove pad and use the other side on the competitor product, scratching the product with 10 passes.
  – **OBSERVATION POINT:** While scratching the competitor product point out the sound difference and the whitening on plank. The scratch noise will be louder on the competitor product and you’ll notice white residue forming on the plank.

• Dry wipe both scratched samples and allow your audience look at how the competitor product is showing more scratches and abrasions than Vivero with Diamond 10 Technology.

**DEMONSTRATION #3 – STAINS ON SCRATCHED PRODUCT**

• Discuss how in real life floors are immediately walked on and used. Scratching the samples simulates wear creating a more meaningful demonstration.

• Use the scratched right side (half of plank) for this demonstration.

• Using the purple dry erase marker, draw an “X” on competitor product and draw an Armstrong Flooring circle “A” on Vivero with Diamond 10 Technology over the scratched area.

• Using the dauber, put a dab of red food coloring on the competitor product over the scratched area.

• Using the dauber, put a dab of red food coloring on the Diamond 10 product over the scratched area.

• Using a dry paper towel on the competitor product, wipe up the purple dry erase marker, the permanent marker, and the red food coloring. RESULT: the dry erase marker and permanent marker will not come off and the red food coloring will smear and stain.

• Using a dry paper towel on Vivero with Diamond 10 Technology, wipe up the purple dry erase marker, the permanent marker, and the red food coloring. RESULT: the permanent marker will not come off (THAT’S OKAY)! The purple dry eraser marker will come off and the red food coloring will not stain.
  – **OBSERVATION POINT:** Point out how the red food coloring came up easily and did not smear. The floor is as easy to maintain after wear as it was on the new samples.

• Using an alcohol hand wipe, wipe up the permanent marker on Vivero with Diamond 10 Technology. RESULT: the permanent marker will come off.

• Use the alcohol wipe to attempt to remove the markers and red food coloring from the competitor sample. RESULT: the purple dry erase marker will come off, the permanent marker will not and the food coloring may come off.

• Pass both samples around to compare results.

• If asked, don’t be afraid to redo the demo with other competitive samples provided by your customer.