

Product Presentation

Plastí Díp International

Company Profile

Company Background

- Plasti Dip International is a privately owned company and the originator of rubberized coatings since 1972. We are located in Blaine, MN and have 34 employees
- Our core business is manufacturing, and our headquarters is located in Blaine, MN
- Plasti Dip International continuously develops and produces the highest quality rubberized coatings, sealants and adhesives on the market and continues to create original solutions for do-it-yourself projects

Overall Market Share

- Plasti Dip - Plasti Dip Spray - 85% Market Share
- Rustoleum – FlexiDip – 10% Market Share
- Custom Wrap – Krylon – 5% Market Share

Key Customers

Ace Hardware
Advance Auto
Amazon
AutoZone
DipYourCar
Home Depot
Lowe's
Menards
Michaels
Pep Boys
Wal-Mart

Top 5 Plasti Dip Performers



Manufacturing Capabilities

Manufacturing Footprint

- Our state of the art 27,000 sq. ft. facility manufactures batches of Plasti Dip, provides accommodations for sales, customer service, R&D, and administration team
- An aerosol packaging facility and partner that houses inventory, extension to R&D, and provides pick and pack services out of the mid-west region.
- Our daily operating capacity is 6,264,300 units
- Plasti Dip invests heavily in continual employee safety and product quality

Quality

- Our quality program consists of a detailed oriented team that developed and maintains our quality manual which contains management responsibilities, systems, contracts, design, process controls, purchasing, batching coding, inspections & testing, equipment inspections, control of non-conforming products, corrective action, handling, storage, packaging, control of quality records & audits, training, and statistical technique procedures
- Current Defect Rate is less than 1%

Unique Expertise

- Plasti Dip International's unique technical expertise started in 1972 as the rubberized coating innovator
- Our vertical integration is between Plasti Dip International, the manufacturer and our packaging partner, the filler of aerosols. Working together in combination to assure proper inventory stock levels are in place and provide communication of all customer updates, policy, and / or procedure changes to the pick and pack program
- Our dedicated and knowledgeable in-house team, experienced packaging partner, and our back-up packager continuously work on R&D to maintain quality to assure that new platform market introductions are a home run

Environmental Focus

- Our facility manager, along with OECS (OSHA/ Environmental Compliance Systems) developed and maintains our Environmental, Health & Safety programs with continual county inspections, implementation of a contingency plan, manifests, training records, and correspondence for the EPA

Product Knowledge & Market Influence

Several knock offs, imitators, copy-cats have approached the marketplace; claiming to be #1 choice when purchasing a removable automotive coating:

Plasti Dip International has been selling to retail market for over 50 years

- Competitors released removable product to market approximately 9 years ago and claim to be the best removable coating on the market

Plasti Dip has been proven to last more than 9 years without touch-ups or removal, even when ran through a high-pressure car wash system

- Competitors suggest removal or to re-apply product every 3 – 6 months

Plasti Dip has superior market penetration and market influence

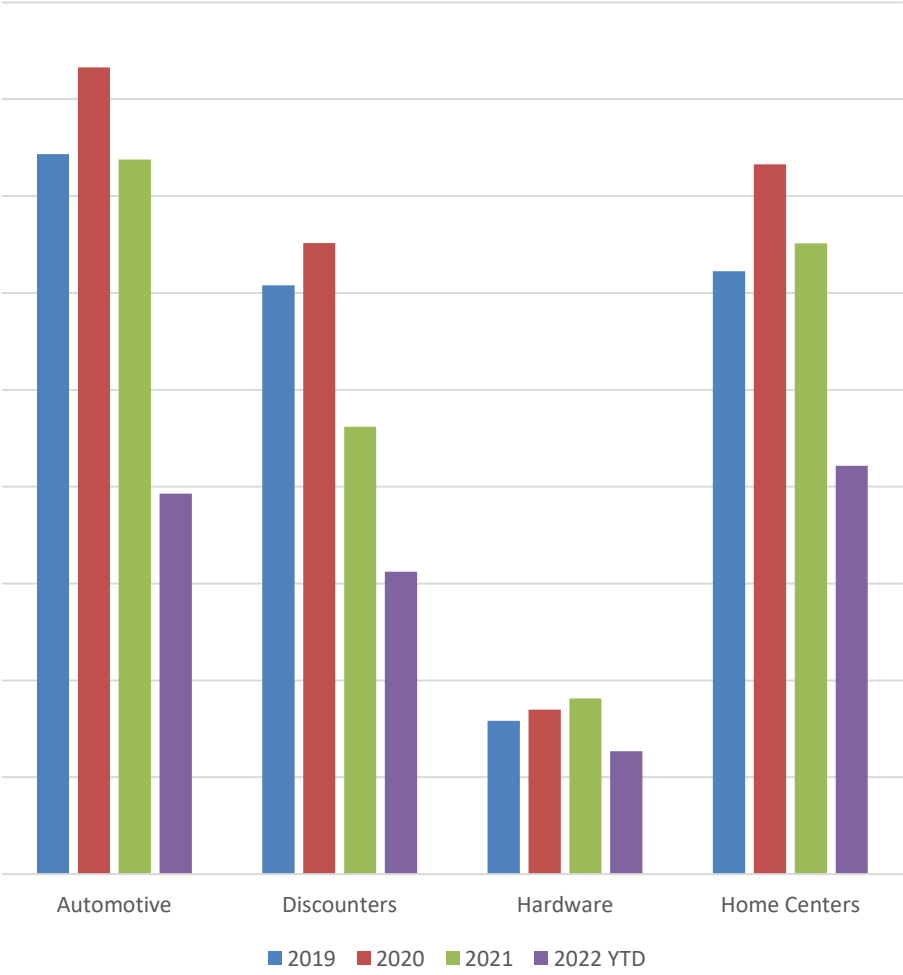
- The original for over 50 years
- Vastly visible in 98% brick and mortar
- 4.5 stars with over ten thousand product reviews on ecommerce
- Hundreds of non solicited YouTube videos educating consumers
- 54.8M non solicited TIKTOK videos
- High demand from consumers
- Excellent turns & profit for retailers



These reviews are just from Amazon

Retail Market Position & 2022 Outlook

Dollar Share % by Segment

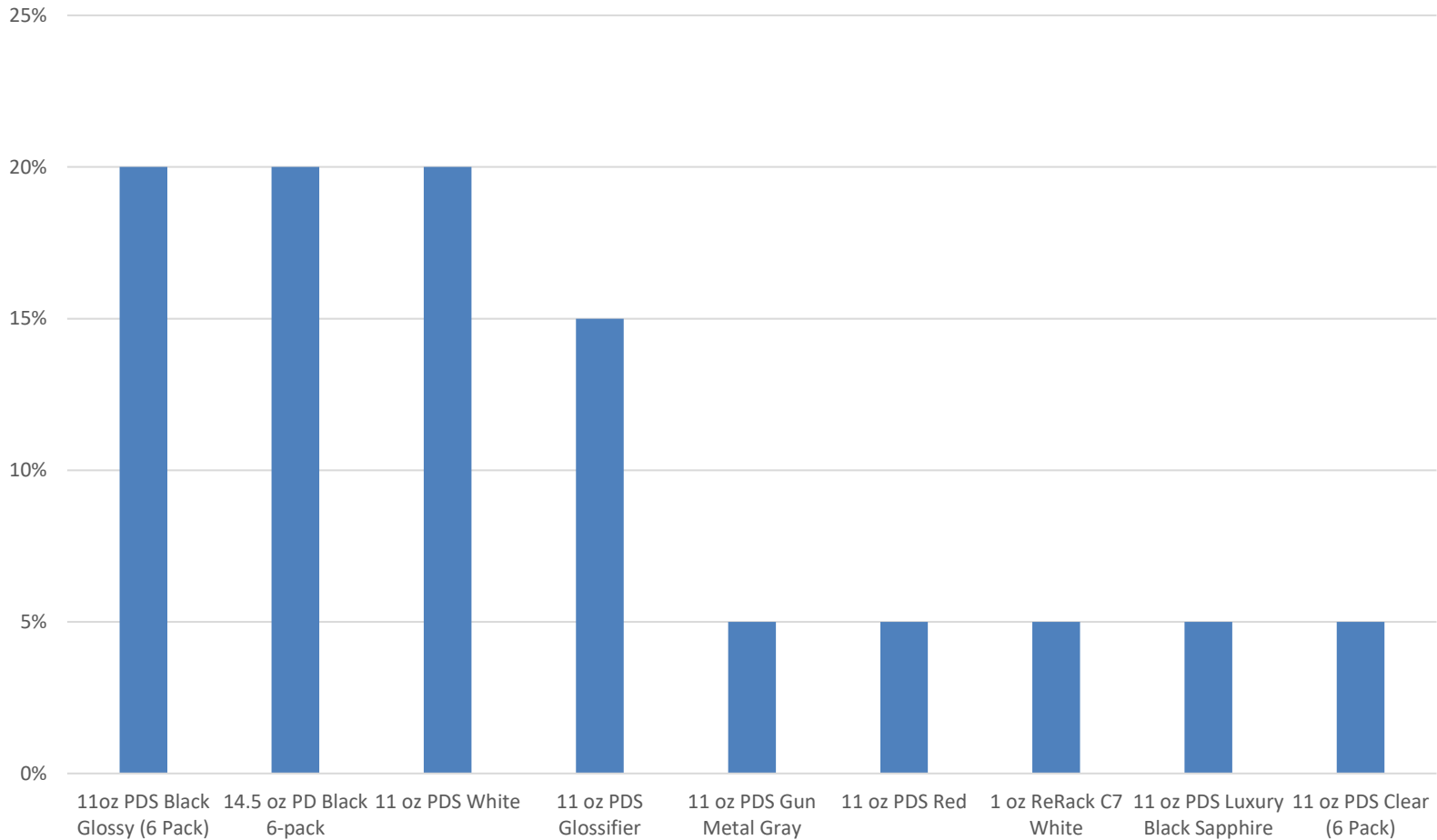


Focus for 2021

- Maintain quality
- Introduce the Glossy platform
- Continue to use influencer programs
- Continue with strong social platforms
- ISO9001 Certified

Top Plasti Dip SKU's Overall Market

Black Plasti Dip Spray is ranked #1 with over 64% of the overall volume



Competitive Assessment – SWOT

Strengths

- Recognized rubberized brand for over 50 years with strong, loyal followers that ask for our products by name
- Thousands of non-solicited YouTubes, pins on Pinterest, e-commerce reviews, blogs on forum groups that continuously refer and promote our products to curious, new users
- Imaginative market partner that creates energized social platform posts and collaboratively develops healthy promotions and new advertising opportunities that drive consumers to our websites and our “where to buy” pages
- High profile packaging partner that provides necessary label compliance, stores inventory, fills quality aerosols, pick and pack services to ensure retailers will have product on their shelves

Weaknesses

- Copycat products claiming to perform like Plasti Dip; harming the rubberize coating market

Opportunities

- Partnered with a new marketing team to enhance social media platform
- Behavioral Targeting customizing responses to individuals, creating a personal feel
- Unique videos and action photo shots that inspire consumers to purchase Plasti Dip

Threats

- Cold and high humidity weather conditions impact sales trends
- Abundance of “same color” and “same feature / benefit” products saturate facings in paint planogram
- Consumers that try copy at brands that claim to perform like Plasti Dip are disappointed when the copycat doesn’t work. This discourages consumers from making a repeat sale of any rubberized coating; hurting the category

Customer Insights

Customer Profile

- 100% DIY with 75% males between ages of 25 – 34 years making up most of the Plasti Dip sales
- Auto, Home & Garden, Fixers, Hobby & Craft enthusiasts
- Estimated 60% impulse purchase, 40% repeat sale
- Wants a protective coating

Shopping Experience Needs

1. Properly placed in the paint / accessory department
2. Attractive, recognizable, eye-catching graphics printed directly on package to capture consumers within seconds
3. Consumers referencing outstanding reviews online to assist with making the right choice when purchasing the #1 removable, rubberized coating for the first time

Customer Purchase Decision Process

Brand – Consumers reach for our well-known product and ask for it by name



Function – Provides a rubberized, flexible coating to most smooth surfaces, protects against salt, acids, and abrasion



Finish – Matte or Gloss



Style – Dip or Spray-on

Customer Product “Wants”

1. More color choices at brick and mortar
2. A well-known brand that has a proven track record for more than 48 years
3. A product that last 9+ years
4. Provides desired protection that can be removed after 4 coats
5. A positive experience with a product that truly works
6. Easy to apply and remove, if needed

Conclusion

Our trusted partner that continues to provide your customers with the highest quality, flexible rubberized coatings on the market.

The Plasti Dip Brand remains the #1 choice when it comes to rubber coatings, even as several knock offs, imitators, copy-cats approached the marketplace 9 years ago.

Plasti Dip has superior market penetration and market influence with vast visibility in brick-and-mortar stores, outstanding product reviews, along with many non solicited YouTube and TIKTOK videos.

A market trend indicating consumers are not picky where they find and purchase Plasti Dip, creating sales for Home Centers, Auto, Hardware, and Big Box retailers.

Become a retailer for Glossy Black Plasti Dip Spray and Plasti Dip will start referring consumers to your retail stores and create repeat sales.