



Mannington®

PHENIX

How to Use a Success Kit

## Purpose of a Success Kit

Success Kits are a script to help you to tell the stories of our new flooring introductions.

Including:

- competitive comparison
- why our floors are different
- styling stories
- tools to help sell our floors
- and more.

Success Kits can be found on the [Floors.com/PK](https://www.floors.com/PK) site now.

Let's take a look at the FEPP Success kit.





## Cover of the 2022 FloorEver™ PetPlus Success Kit

### Key Stories:

- Pet friendly
- Install on stairs
- Brand story
- Microban® surface protection

Built to withstand the “uh-ohs” that come with furry family members, 24/7, with enhanced pet performance and exceptional warranties for stain and spill protection, as well as product durability.



# Back Cover – Why our Floors Are Different



## || Our Difference is in the Details



**1. Commercial-grade stain protection in a residential carpet.** Our SureSoftSDN™ cationic nylon fibers repel acid-based stains. No worries about spills like wine, spaghetti sauce or pet stains.



**2. Color through the entire fiber, not just on the surface.** Our SureSoftSDN™ fibers are Solution Dyed, meaning they have the dye all the way through the fiber, like a carrot. Which means no fading and after years of wear from cleaning and wear and tear, the color of the carpet will still shine through.



### **3. Microban® Surface Protection**

Helping to protect 24/7 against the growth of bacteria, mold and mildew, and remain 99% cleaner than untreated surfaces.



### **4. Warranted for Stairs.**

How many carpets can you name that are warranted for stairs? We stand by our durability and performance of our SureSoftSDN™ fibers so much, this carpet is warranted for the stairs.

**SureSoftSDN™**  
Cationic Solution Dyed Nylon

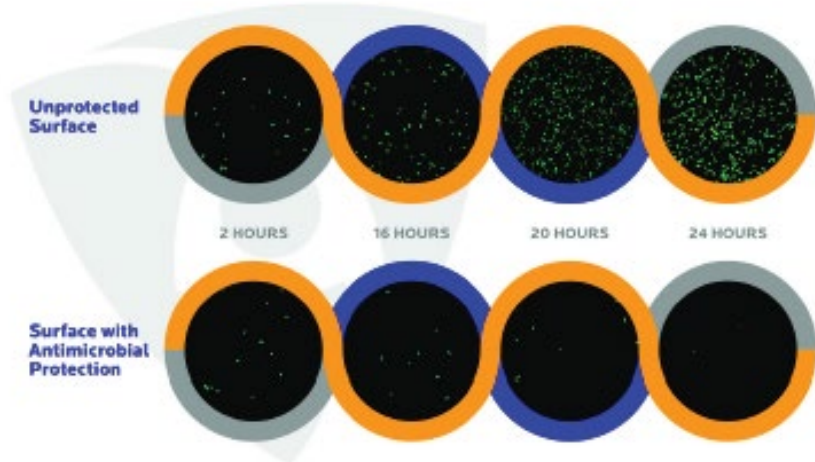
# Inside Front Cover – Focus on Microban® and WHY Microban® Matters



**MICROBAN®**

Phenix carpets are the only residential carpets featuring Microban® surface protection.

**Helping To Keep Your Floors Cleaner.**  
Phenix carpets with Microban® help protect 24/7 against the growth of bacteria, mold and mildew, and remain 99% cleaner than untreated surfaces.



**24/7**  
SURFACE PROTECTION

**99%**  
CLEANER



[PhenixFlooring.com/Microban](https://PhenixFlooring.com/Microban)

## Inside – Cheat Sheet Icon Stories

Use our icons as a cheat sheet to tell the features and benefits of our floors.

Tip: teach the RSA how to use these icons to tell our performance stories. We use the same icons in our merchandising with our displays and on the backs of our samples. They are a helpful tool to tell why our floors are better.

FloorEver™ PetPlus 





# Competitor Comparison

Use the competitor comparison chart to help to differentiate our floors from our competitors and tell the stories of why our floors are better.

SEE HOW



STACKS UP AGAINST THE COMPETITION

	FLOOREVER™ PETPLUS	LEGACY STAINMASTER PET PROTECT	SHAW ANSO NYLON	MOHAWK ULTRA STRAND	DIXIE ENVISION SD PET SOLUTIONS	DIXIE ENVISION NYLON
	✓	✗	✗	✗	✗	✗
COMMERCIAL-GRADE STAIN PERFORMANCE (CATIONIC NYLON)	✓	✓	✗	✗	✗	✗
ALL PRODUCTS SOLUTION DYED	✓	✓	✗	✗	✗	✓
STAIR VISUALIZER & STAIR WARRANTY	✓	✗	✗	✗	✗	✗

## Styling Stories of the New Launches

Our styling team creates romance copy to tell the story of each new pattern. Make these stories your own so you can share why you love each of our new styles.



### BOUGIE/LUXE

Luxury is redefined in BOUGIE and LUXE. These heavy cut pile carpets are styled with a delicate sparkling "metallic" accent that is not too understated, and not too "over-the-top". Nine colors.



### MAXWELL

Experience the organic balance of nature's aesthetics in MAXWELL. This luxurious carpet is engineered with a unique blending of cut and loop, inspired by the textural elements of the earth's landscape. Nine colors.



### MYKONOS

Layers of pointillistic texture, color and pattern artfully unite in MYKONOS. This stunning, elegant carpet is reminiscent of a hand-crafted, hand-dyed, exotic batik masterpiece. Nine colors.



## Tools to Help Sell The Floors!

We have some of the best and most innovative marketing tools in the industry.

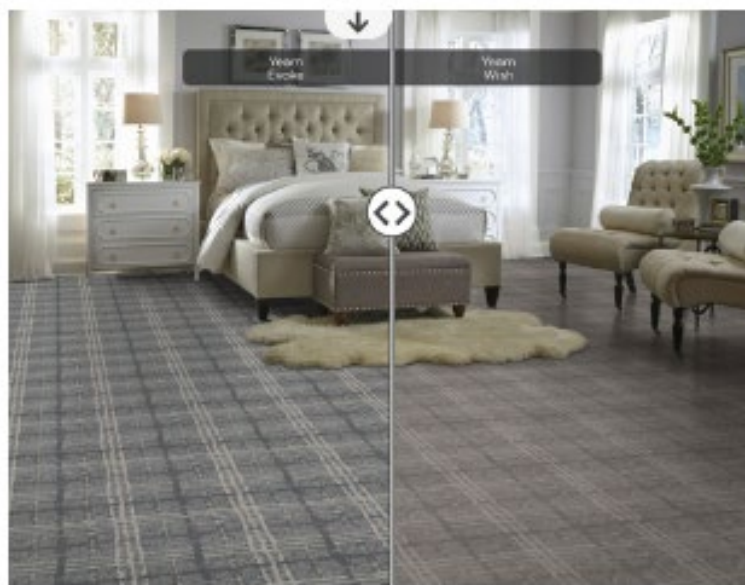
Teaching the RSA how to use our tools will help them to sell our floors.

### The More They Can See It, The More You Can Sell It

Consumers have a hard time visualizing what their new floor will look like. Use our free tools on a tablet, smart phone or computer—no apps or downloads:

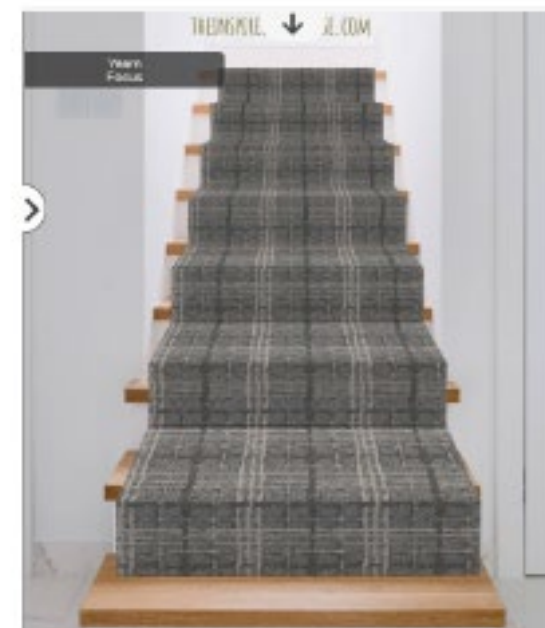
#### Floors.com/TryOn

Try on our floors in any room—yours or ours. Use the slider tool to view two floors side-by-side.



#### Floors.com/TryOn

Try on our floors on your stairs in a few clicks.





## Other Tools Available to Help You Sell

### **Floors.com/PK**

Key source for all of your marketing information, including spec sheets, warranties, display loading plans, trend posters, videos, and more.

### **Road Show and Launch Kits**

Early samples to help show and tell the new product stories.

### **Stay Up to Date**

Open the emails we send to you to stay up to date on stories we're telling to our retailers. We send the emails to you two days in advance in case one of your customers ask you a question about the email. Also, follow us on social media!

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**Mannington.**

**Thank You**

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