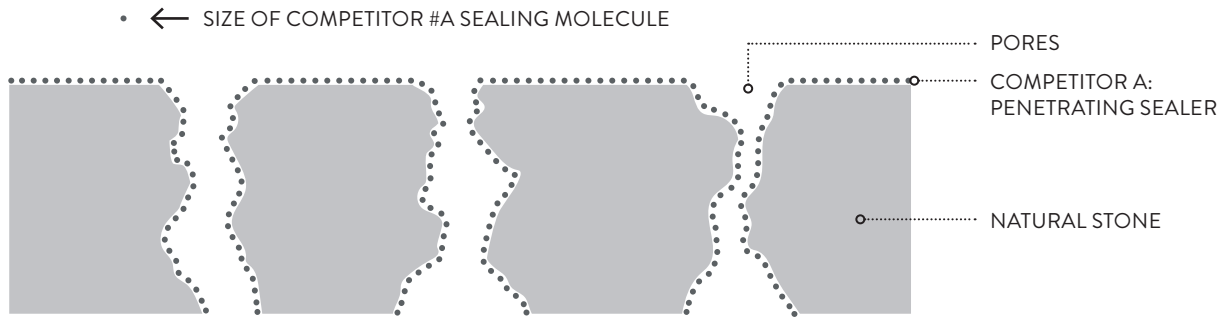


## COMPETITORS

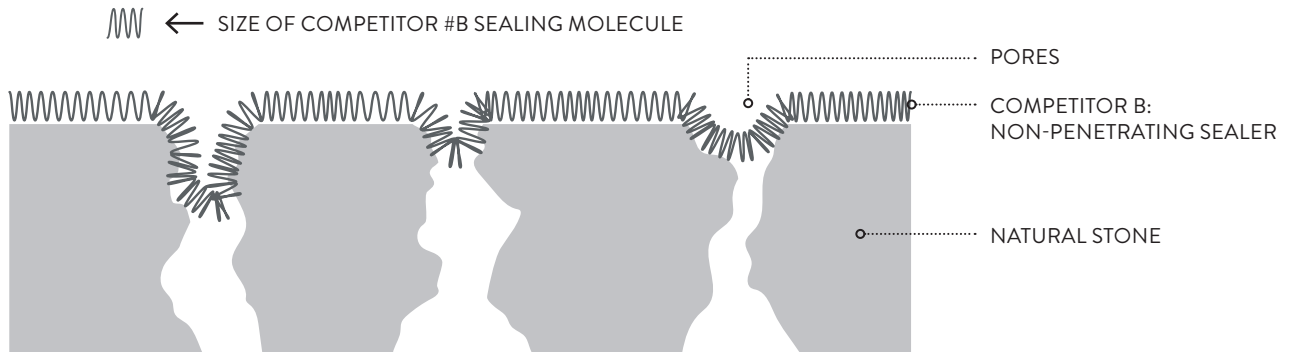
### PENETRATING SEALER

Competitor A: Carrier (water or solvent) conveys the coating into the pores, then evaporates, leaving a coating on the internal surface with gaps that can collect and harbor bacteria and stains.



### NON-PENETRATING SEALER

Competitor B: Larger-molecule sealer sits on top of pores, sealing on the surface only.



## SIMPLECOAT – SIMPLECOAT TECHNOLOGY

Our proprietary formula fills the pores with liquid (satiation/impregnation) that never evaporates, leaving a coating that seals pores and the entire surface effectively from the inside out.

