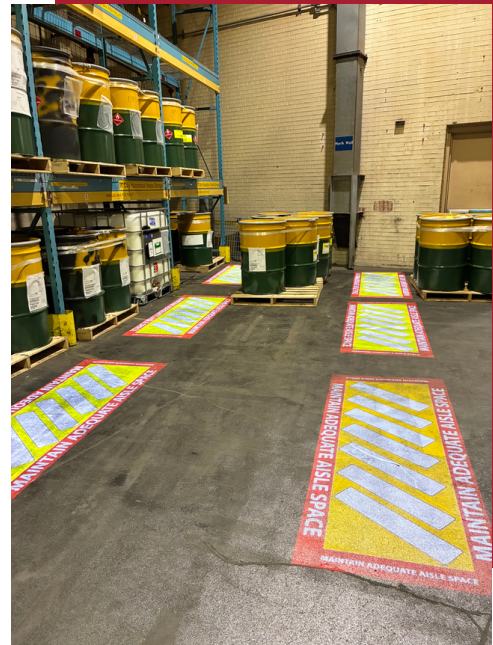


SUCCESS STORY

AccuformNMC | Manufacturing | Enterprise | Floor Marking | LED Projectors | \$25K–\$50K | Joe Imber



**\$29K Manufacturing:
Maintenance-Free Floor Marking**
Floor marking failure in high forklift traffic environments

IMPACT SNAPSHOT

- \$29K initial win
- Eliminated ongoing maintenance from tape/paint solutions
- Expansion testing underway across additional plant areas

KEY QUESTIONS

- "How often are you replacing floor markings today?"
- "What does that maintenance actually cost over a year?"

PROBLEM

Traditional floor marking doesn't hold up

- Tape and paint failing under heavy forklift traffic
- Ongoing maintenance required to keep markings visible
- Lack of clarity and consistency in high-traffic areas

PROPOSAL

Eliminate the problem, don't manage it

- LED projection as an alternative to physical markings
- Position as a no-maintenance, high-visibility solution
- Ability to deliver custom, dynamic messaging

SOLUTION

Durability + flexibility wins

- Implemented LED projectors to replace failing tape/paint
- Delivered consistent visibility regardless of traffic conditions
- Backed by 5-year warranty and strong ROI case

REPEAT

What to look for and how to help

- Target high-traffic manufacturing environments
- Identify frequent repainting or tape replacement
- Reframe from product to a maintenance cost problem
- Introduce LED as a permanent solution
- Expand into additional areas after initial success