

Toughstripe™ Floor Marking Tape

Beta test results from the U.S. end-user testing

Application:

- 59% beta customers felt that the ease of application of the Toughstripe™ tape was 51% or better than their current solution

After 8 weeks:

- 72.2% of beta customers felt that the Toughstripe™ tape was 51% or better than their current solution.
- 54% of beta customers expected that the Toughstripe™ tape would have a 51% or greater life than their current solution.

What do our beta customers say:

“Brady floor marking products offer high performance premium solutions for a facility requiring exceptional visibility and durability.”

“Fantastically simple, and unprecedentially appealing to use.”

“ ... adheres better, lasts longer. Clear overlamine helps avoid dirt cover up.”



88% of beta customers would recommend ToughStripe™ tapes to their colleagues