

PRIVATE LABEL PROGRAM

CUSTOMIZED MACHINE LABELS AND PRODUCT COLOR CUSTOMIZATION

Build your brand with the
Mercury Private Label Program!



Floor Machines
BOSS Machines
Dry Scrub Machine
Burnishers
Dynamite Machine
Ultra D.C. Machine

THE POSSIBILITIES ARE ENDLESS BRAND YOUR MACHINE FROM MERCURY FLOOR MACHINES

Mercury Floor Machines builds the strongest, most durable and reliable floor machines and burnishers on the market. We make it easy for you to combine your company's brand recognition, reputation and business skills with our quality products and superior marketing team through the Mercury Private Label Program.



PRIVATE LABEL PROGRAM

by Mercury Floor Machines



Manufactured with
Pride in the U.S.A.

THE MERCURY PRIVATE LABEL PROGRAM

Build your Brand Recognition, Reputation and Business Skills

Our entire line of floor machines and burnishers are available for private labeling, with select models custom designed and specially priced just for the program. Machines are fit with professionally designed labels that display your company's identity, logo, brand name and contact information. Also customize your product by choosing bumper, power cord and handle colors that work brilliantly with your corporate look!

The Benefits of Private Label

- Your private labeled equipment puts you in control of your marketing efforts and price strategies.
- Your success builds a brand recognition that can expand into other product and market areas.
- Your private labeled equipment puts your company, brand name and phone number in front of the customer with every use.
- Your machines advertise for you, reminding and encouraging customers to call you with aftermarket and equipment re-orders.

The Benefits of Partnering with Mercury

- **Unmatched Service Excellence:** with any product or service problem, "we make it right over night!"
- **Immediate Delivery:** when your order hits the floor, "it's out the door in 24!"
- **"Best Warranty on the Planet" Program:** guaranteed, safety-enhanced product design, quality production and superior service.
- **Professional Marketing Support:** a complete selling package of equipment sell sheets, operating manuals and warranty/machine registration cards for your sales team and customers.

Marketing Support and Selling Packages

- **Customized Sell Sheets:** specially designed with your company name, logo, equipment images and order address.
- **Customized Operating Manuals:** explains how to effectively start-up and operate your equipment safely, solve cleaning problems and select the right brushes or pads for your cleaning task. One manual ships with each machine and are available in English and Spanish.
- **Customized Warranty/Machine Registration Cards:** one card ships with each machine and are completed at installation, providing a record of your machine population and serving as the start of your powerful warranty program.

How to Get Started

We work with your marketing staff to develop labels and product sell sheets that are consistent with the look of your current marketing materials. Our marketing director works with you to gather color preferences, logo and contact information. Our in-house graphic design team provides you with proofs of what your equipment and materials will look like before ordering! From start to finish, you can have your complete product line in as little as one week! Contact us or visit our website to learn more about how to get started. The Private Label Program requires a minimum order of 12 machines.



Custom Switch Box and Motor Labels



Custom Operating Manual and Warranty Card



**CALL US TODAY IF YOU HAVE ANY QUESTIONS,
OR WOULD LIKE TO PLACE AN ORDER!**

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