

SHINE-EASE BENEFITS VS COMPETITIVE MATERIALS

SHINE-EASE	ADVANTAGE	COMPETITIVE MATERIALS
Smaller Molecule Size	Very Low Labor Costs Quicker Penetration	Very Labor Intensive Larger Molecule Size
Application Method	Inexpensive Costs No Scrubbing Required	Very Expensive Scrubbing Required
More Reactivity	Smaller Particles Penetrate Deeper and React Quicker	Slower Reactivity Poor Penetration
Less Material Required to Penetrate	Lower Product Cost Per Square Foot	Large Amount of Expensive Product Washed Off Which is Throwing Your Money Away
More Whitening Resistant	Product Tends To Not Sit On The Surface But Actually Soaks In.	Heavy Whitening Possible Because Product Has a Hard Time Soaking In
Higher Gloss with Polishing	Quick Gloss Development	Longer Burnishing Required
Slip Resistance	Good	Good

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