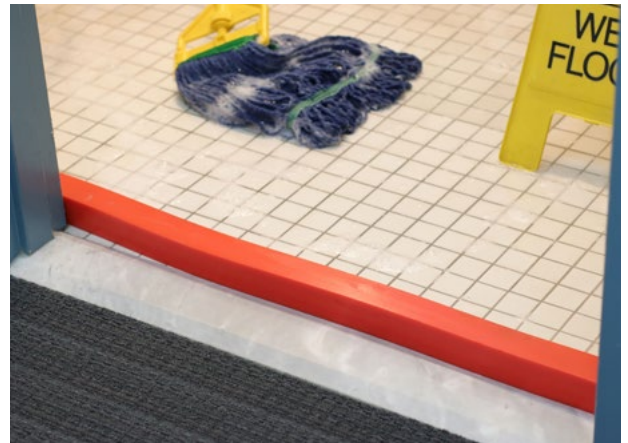
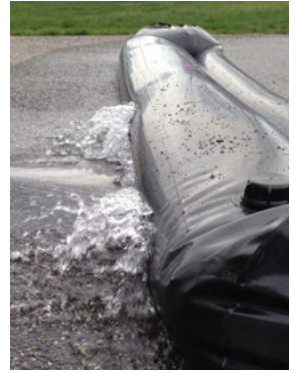
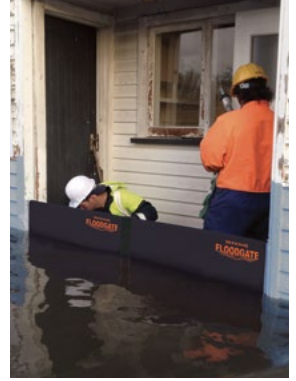




SALES & MARKETING PLAN



Prevent Water
Damage



Control &
Divert Water



Contain
the Mess

Welcome to Distributing Quick Dams

With our **10+ year history** of selling Quick Dams, we've gained valuable insight into both seasonal wet-weather spikes and the everyday indoor water issues that happen year-round.

To help you and your customers **minimize water damage**, from storms to common indoor leaks, it's important to stock the right solutions at the right times.

While weather is unpredictable, indoor water problems happen daily. Quick Dam's outdoor & indoor water control solutions provide dependable protection, with a **10+ year shelf life** that ensures they're ready whenever issues arise.

Outdoor Top Sellers:



Flood Bags

Water-activated
12in x 24in
Flood Bags



Flood Barriers patented

Water-activated
Flood Barriers in
5ft, 10ft & 17ft lengths



Flood Gate

Entryway protection
that quickly and easily
block off doorways



Water Force

Portable dam for
perimeter protection
up to 5ft high

Kit Top Sellers:



Grab & Go Buckets & Pump Kits

Kits come packed with everything you
need in one convenient bucket or
crate for fast response

Bring
Quick Dam's
Proven Protection
Indoors!
Optimize your routine
maintenance
programs

Indoor Top Sellers:



Water Dams

Water-activated
indoor Water Dams in
4ft, 8ft & 10ft lengths



Drip Mats

Leak-proof backing
protects surfaces while
absorbing drips & leaks



Mats

Absorbs on contact
from both sides &
converts liquid to gel

WHY PREPARE?

#1 Floods are the #1
natural disaster in
the United States

40% Businesses
never
reopen
after flood
disaster



Most common
cause of slip &
fall accidents
is due to **wet**
floors

\$11,000

The average cost
of a water damage
insurance claim



A 1/8" cracked
pipe can result
in a leak rate of
250 gal/day

5 Million

People affected by water
damage **every year**



Proactive water
control can **reduce**
unplanned
downtime by
up to 50%

How Do Quick Dams Compare:



- ◆ Designed to control water
- ◆ Gels water
- ◆ Swells & creates a barrier
- ◆ Compact - saves on shipping & storage
- ◆ Store near water problems & entryways
- ◆ Seasonal weather spikes - need extra stock

- ◆ Designed to absorb oil & chemicals
- ◆ Does not gel
- ◆ Does not swell or create a barrier
- ◆ Bulky
- ◆ Store near chemical issues in factory
- ◆ No seasonal spikes

Government, Municipality and Military Needs:

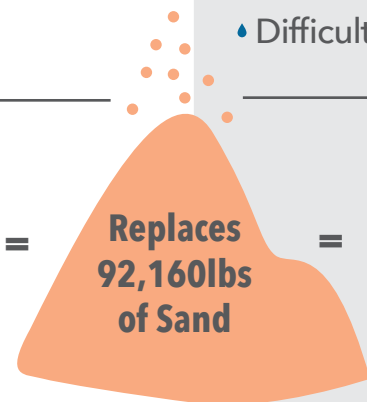


- ◆ Prefilled water-activated bags
- ◆ 20 bags replaces 640 lbs of sand
- ◆ Easily dispense 20/Box at 12 lbs
- ◆ Ideal for emergency support

- ◆ Need bags & sand
- ◆ Labor & time to fill bags
- ◆ 6 bags at 300 lbs/car for transit
- ◆ Difficult to arrange & support

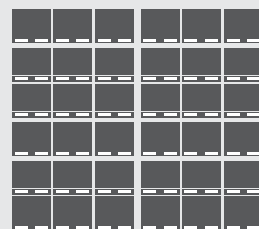


1 Pallet
2,880 Flood Bags



**Replaces
92,160lbs
of Sand**

= 71 Pallets
of Ready-to-Go Sandbags



Why Sell Quick Dams:

CLIENT CONCERNS FLOOD DISASTERS CAN CAUSE:

- Lost Sales = Lost Income
- Employee Layoffs
- Damaged & Destroyed Inventory
- Restoration Cost & Downtime
- Possible Total Loss - \$\$\$



[Click Here](#) for our Sales & Product Training Video

Success Stories:

These customers experienced flood problems and with the help of Quick Dam were able to successfully plan what products they needed to reduce future flood damage and costly repairs.

CUSTOMER	ITEMS SELECTED	QTY	RETAIL VALUE
Honeywell Aerospace	Water Curbs	24	\$3,960
American Eagle	5ft Barrier Kits	30	\$4,000
NY Presbyterian Hospital	Indoor Kits	98	\$8,330
Lincoln Medical Center	Water-Gate System	5	\$9,600
Walgreens	Flood Bags 20pk	96	\$12,000
Viox	5ft Barrier Kits	65	\$24,000
Kingston Hospital	Flood Gates & Indoor Kits	45	\$30,875
Tyndall AFB	Flood Gate Systems	52	\$40,560
DHUB	Flood Gate Systems	23	\$49,800
Salt Lake City	Water-Gate System	19	\$66,500
NPE Willowbrook	Water-Gate System	21	\$79,170
Salon Centric	5ft Barrier Kits	580	\$81,200
Ohio School System	5ft Barrier Kits	670	\$93,800
Villa Sport	Water-Gate System	25	\$102,000
USCG Aviation Logistics Center	Flood Gate Systems	56	\$145,900
Ferguson Law	Water-Gate System	21	\$195,000
Chevron	Water-Gate System	24	\$304,585

Quick Dam Brand Marketing:

- Digital Advertising
- Social Media
- Web Banners
- Product Spotlights
- Social Media Ad Campaigns
- Seasonal Weather Alerts
- TV Spots
- Print Ads



Customer Branded Sales Tools:

Promote Quick Dam's best selling products with customer branded, interactive flyers.



[Outdoor/Indoor Assortment](#)



[Kit Assortment](#)



[Q1 Weather Alert](#)



[Why Sell Quick Dam?](#)

[Click Here](#) for our Brand Overview Video

Sales & Marketing Collateral available upon request

Showroom Displays Available:



4 Trays Stacked
= 1 QP



Ships flat,
assemble on site

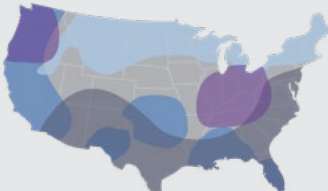
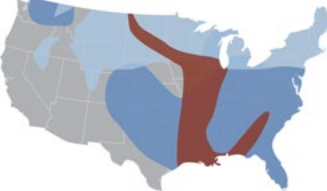
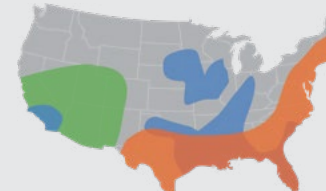
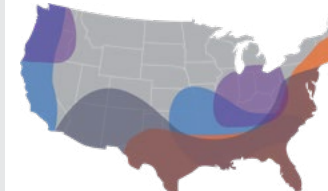


Bucket Display

Keep emergency supplies stocked in locker programs for immediate deployment



When & Where Seasonal Spikes Will Occur:

Q1 Jan. - Mar. ❄️	Q2 Apr. - Jun.	Q3 Jul. - Sep.	Q4 Oct. - Dec. ❄️
 - Heavy Rain - Snow Melt Belt - El Niño - La Niña • Heavy rain for the West Coast and South • Melting snow across the North • El Niño* Southern States up East Coast • La Niña* North-West and parts of the Midwest	 - Heavy Rain - Snow Melt Belt - River Flooding • Heavy rain for the South, Midwest, and portions of the North-West • Melting snow across the North • River flooding in the Midwest	 - Heavy Rain - Monsoon Season - Hurricane Season • Heavy rain for the South-East, Midwest and a portion of the Pacific South-West • Monsoon Season for the South-West • Hurricane Season for the Eastern Seaboard	 - Heavy Rain - Hurricane Season - El Niño - La Niña • Heavy rain for the South-East and West Coast • Hurricane Season for the Eastern Seaboard • El Niño* Southern States up East Coast • La Niña* North-West and parts of the Midwest
Over the next decade, atmospheric rivers, large channels of water in the atmosphere, are projected to become larger and more intense, increasing the risk of extreme flooding and damage along the West Coast.	During early spring, frozen land prevents melting snow or rainfall from seeping into the ground. Water runs off the surface and flows into lakes, streams, and rivers, causing excess water to spill over their banks.	An average Atlantic hurricane season sees the first named storm typically form in mid to late June, the first hurricane tends to form in early to mid-August, and the first major hurricane forms in late August or early September.	The amount of precipitation falling in heavy rain events has increased substantially across the United States. Heavy rains are also getting more frequent in many parts of the country.

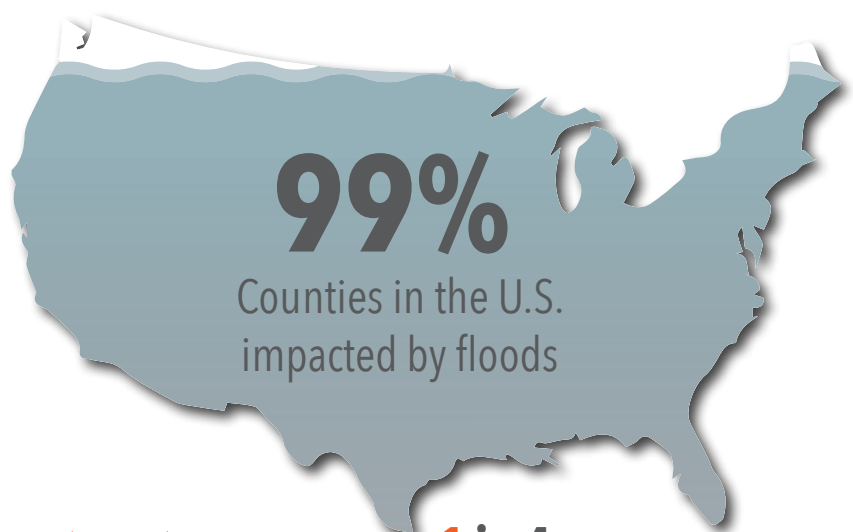
*During years where **El Niño** or **La Niña** is present, these areas tend to have a **higher flood potential**

Damages Add Up:

 **\$8 Billion**
Annual cost of **damage from inland floods**—higher than any other severe weather event

 **1" of Water**
Causes **thousands of dollars** in damage

 **8 out of 10**
Days when at least one flooding event is reported



 **1 in 4**
Moderate-to-low risk flood zone areas will flood

Successful Marketing Plan to have Highest Return: \$\$\$

- Develop a **Flood Control category** & list items in a consumer friendly manner
- List items in all appropriate categories & publications: Jan/San, cleaning, emergency/hurricane prep, facility maintenance, seasonal
- Create newsletters, emails, social posts, internal notifications about the importance of preparing for water problems - **BE PREPARED. BE PROTECTED.**
- Set up **training** events for sales teams, customer service, account managers & more to make sure they are aware of product offerings
- Highlight flood safety before **seasonal demands**, at customer events, on social, at trade shows & in newsletters
- Stock top sellers** regionally for immediate deliveries
- Run **preparedness** promotions ahead of seasonal spikes



Causes of Floods:



- Winter & Spring Thaw
- Spring Rains
- Flash Floods
- Storm Surges
- Hurricanes & Storms
- Swelling Rivers
- Construction Projects
- Land Alterations
- Damaged Dams or Levees
- Water Main Breaks
- Overflowing Equipment
- Pipe & Equipment Leaks
- Broken Sprinkler Heads
- Frozen/Cracked Pipes



About Us:



Established

2004



**Woman owned
manufacturing business
in Rhode Island**



Certified:
WOSB, WBE



115,000+

sq ft Facility

Manufacturing, warehousing and offices

73

**# of Jobs Created
by Quick Dam**



400 SKUs,

90% Made in USA

**Use additional contract
manufacturing in US**

Helps increase production when needed



Awards:

Patent on Quick Dam Flood Barriers & Hi-Vis Flood Barriers

SBA Woman Owned Small Business of the Year - RI & New England 2018

DIY Network: **New Product World Award**

2019 National Hardware Show: **Best in Class Winner**

2022 National Hardware Show: **Rising Star Award - Made in USA**

2023 Retailers' Choice Award: **Flood Bags 6/pack**

2023 HBSDealer Top Women in Hardware & Building Supply

2024 Marquis Who's Who

2024 World's Greatest

of Flood Bags & Barriers Sold:

10,000,000+ UNITS

THAT'S OVER

8,285 MILES

OF FLOOD PROTECTION

*(Or enough to build a barrier
from Providence to Bangkok)*



[QUICK DAM]
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