



SALES TIPS

- *Store front placement is key for fast turns on rubber stall mats.*
- *Stall mats easily sell year round.*
- *Educate staff on uses, warranty, handling & savings.*
- *Solid 3/4" mat - more mat for the money than grooved.*
- *Literature on hand*
- *15 year limited warranty*
- *Brand made by U.S. market leader - Ultimate RB*

ULTIMATE RB BRAND BENEFITS

RECYCLED RUBBER	PREVENTS FLOOR DAMAGE
ELIMINATES STALL ODORS	PROVIDES TRACTION/SAFETY
SUPERIOR COMFORT FOR ANIMALS	REDUCES SHAVINGS COSTS
MADE IN THE USA	ENVIRONMENTALLY FRIENDLY
REDUCED CLEANING TIME	DURABLE/HIGH QUALITY

ASSISTANCE FOR STORES & SALES STAFF

- National advertising campaigns and high traffic volumes through the company website bring in quality customer leads for Ultimate RB USA Made Stall Mats. We then refer them to the nearest dealer through our Ultimate RB Dealer Referral Program.
- Manufacturer customer service phone/fax/email support available M-F 7 am - 5 pm, Pacific Standard Time.



SALES INFORMATION



COMMON STALL MAT MYTHS

Q. DO PATTERNED SURFACES IMPROVE TRACTION?

A. No. Traction quality is determined by the density of the mat, not by the pattern on the surface.

Q. ARE GROOVED MATS BETTER? LOOK AGAIN.

A. Grooved mats appear to have great advantages, added drainage and ventilation, for example. Both promised features are choked when placed over loose fill surfaces, as the loose fill quickly fills in the grooves. On concrete, the grooves work ONLY when perfectly aligned. Also, the open grooves become a prime location for harmful bacteria to grow.

Q. WHERE DOES THE URINE GO?

A. Properly installed stall mats are tight fitting, with no large gaps along the walls or seams. Bedding chaff packs into the seams and creates a very effective caulking, providing a surface which allows urine to pool atop the mat and be completely absorbed by the bedding. Since bedding absorbs all of the urine, cleaning the stall removes nearly 100% of the waste, thus eliminating odors. Adhesives are available to glue the mats together forming a one piece mat.

INSTALLATION TIPS

- Measure VERY CAREFULLY! Uneven areas can be blocked with pressure treated or outdoor rated wood.
- Stalls should be thoroughly cleaned prior to installation.
- For dirt, clay, sand or other aggregate surface, 3" of compacted crushed gravel is recommended with a light dusting of dry concrete, followed by water mist as a sub-base prior to installation.
- When loading and unloading mats, use two people and roll the mats to carry with one person on either end.

- Lay the ambient mats in the middle of the stall, keeping sheared factory edges together. Use a rubber mallet to help secure the mats tightly.
 - Cut the mats using a non-retractable utility knife and a little patience.
 - Mark the area to cut on mat with a chalk line.
 - Use a straight edge on the marks.
 - Score the mat 2-3 times with the knife.
 - Grab mat close to score and bend away from you. The score line should "break open".
 - Make several more passes through the mat until the cut is complete.

Some surfaces may require a re-leveling or compacting of soft sub-surfaces after a few weeks of use. This is usually limited to heavy use areas and normally only needs to be done once. Properly installed, Ultimate RB USA Made Stall Mats will provide many years of increased animal comfort, reduced bedding costs and labor savings.

CAUTION: Do not expose to petroleum base sealants, cleaners, adhesives or coatings which may damage the mat. Also ensure concrete is properly cured before installing mats.

MANUFACTURER'S WARRANTY

Ultimate RB USA Made Stall Mats carry a 15-year limited warranty for manufacturing defects in material and workmanship.

ABOUT ULTIMATE RB

Ultimate RB is the largest manufacturer of high-quality rubber stall matting in North America. Established in 1985, Ultimate RB is one of the few companies to manufacture stall mats completely within the United States.

The company is proud to be environmentally responsible. In one year we consume over 4.5 million unwanted tires and recycle them into valuable, usable products .

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