

# How To Succeed In The Rapidly Evolving PPE Space

Jim Cerkeski • July 29, 2020

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# Agenda

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- Overview of PPE Market & Opportunity
- Keys to Success
- Clover's Product Assortment, Availability, Pricing
- Q/A





## Overview of PPE Market

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- Personal Protective Equipment Market projected to exceed \$80 billion by 2026
- Market is in state of flux due to supply chain issues and rapidly changing supply and demand
- Massive quality disparities, counterfeit and dangerous products flooding the market
- Continues to be significant opportunities for dealers to use PPE as an additional source of revenue
- We predict that PPE is not going away anytime soon

# Who Is Purchasing PPE?

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**Everyone!!**

- Medical/Healthcare/First Responders
- Schools
- Federal, State and Local Governments & Agencies
- Retailers
- Hospitality
- Local Businesses
- Consumers





# Keys to Success

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## Quality

- Detailed product specifications
- Test results & certifications
- SDS Sheets



## Availability

- Fully vetted manufacturers
- Uninterrupted supply chain



## Price

- Market is volatile – pricing & margins fluctuating

**Do your homework & know your customers' needs**

# Clover's PPE Product Assortment

Visit [www.cloverimaging.com/ppe](http://www.cloverimaging.com/ppe)  
for additional product information

## PPE currently available:

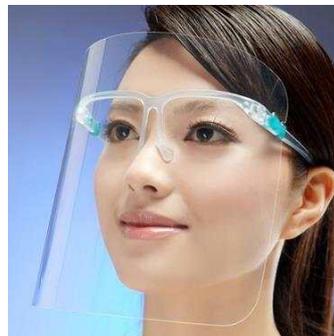
- Nitrile Gloves
- 3M Disinfectant Spray
- Gel & Liquid Hand Sanitizer
  - **NEW!** Isopropyl alcohol formula
    - Isopropyl - "rubbing alcohol"
    - Ethanol – "grain alcohol", less pure, more dehydrating
  - FDA-registered
- Face Shields
- 3-Ply & 4-Ply Masks
  - Adult and child sizes
- Re-usable Cloth Masks with carbon filter
- **More products on the way...**



# Potential New PPE Products

Visit [www.cloverimaging.com/ppe](http://www.cloverimaging.com/ppe)  
for additional product information

- 3M 6300 Respirators
  - Medical-Grade Isolation Gowns
  - Plexiglass Sheets
  - New Face Shields
- Cleanitize Disinfecting Wipes
    - Disinfecting vs. sanitizing wipes
      - Disinfecting - regulated by EPA and used on surfaces
      - Sanitizing - regulated by FDA and used on skin





# Final Thoughts

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## Get Creative!

- Private labeling solutions for hand sanitizer
- PPE as giveaways
- 2 oz sleeves
- PPE bundles/kits



## We Are Here to Help!

- RFP, sales and forecasting support
- What products are your customers requesting?  
We can help you source them.





## Q&A





THANK YOU



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