Seller Scenario
Overview

You work for a Fortune-500 company that manufacturers, markets and sells tapes and adhesives. As a representative of the Industrial Business Group, you sell directly to a customer, Tuff Tabletops, Inc. (TTI), who manufactures commercial table tops. TTI is an OEM selling products to general contractors. The specification process used to select which products are used in the manufacturing process is highly rigorous as the cost of product failure (for your customer) is very high. If your customer’s product fails in the field, they incur a number of costs. For instance, if TTI ships a product to a restaurant that delaminates, there are costs associated with shipping and processing returns, remaking new tabletops and re-shipping costs. There can also be impacts to their brand, customer satisfaction ratings, etc. Given the risk involved in changing products that are used in manufacturing, once a customer finds an adhesive that works, they want to stick with it.

In addition to risk of change and potential product failure costs, there is also a cost associated with changing products used in the manufacturing process. Factory workers need to be retrained, operating manuals re-written, buyers may need to purchase from new suppliers/ distributors. Typically, change is met with resistance in a manufacturing environment. Given the resistance to change, the cost to change, and potential risks, you must have a compelling and comprehensive rationale for your customer.

The table top manufacturing market has historically used low-cost, solvent-based flammable adhesives that are hazardous to the worker and environment. However, they work. Numerous companies sell their adhesives in this market; therefore, differentiation is your key to success. Many companies want a better product but are reluctant to change. Previous products introduced by other suppliers have led to significant warranty claims due to failure of the adhesive. We need to show the customer why there is a case for change.
Customer Profile

Family-owned for three generations, Tuff Tabletops, Inc.’s (TTI) culture is rooted in caring for its employees and customers with a deep sense of pride. TTI employs 250 people and generates over $500M in annual sales. They plan to expand beyond their US customer base starting with Canada next year.

TTI is committed to sustainability and has been reusing and recycling materials before it was considered fashionable. They employ environmentally responsible procedures throughout all phases of the manufacturing process and have innovative plant management procedures which allow them to conserve energy, reduce waste and reclaim materials and components.

TTI partners with vendors who are equally committed to adhering to environmental regulations. They expect a great deal from their suppliers. Table substrates are made of particle board which is made from 100% recycled lumber and wood products and meets California CARB 3 requirements. Their milling and sanding departments use equipment to capture and reuse all sawdust and particles. The dust collection system reduces airborne contaminants within the building and maintains a clean and healthy working environment for employees. Implementing sustainable practices and production methods isn't just the right thing to do, it's the smart thing to do - for the environment, for their customers and the planet's future.

Tyler Peterson is the grandson of the original founder of the company. Tyler is a very sharp individual and will likely take the reigns of the company at some point in the future. He is also the plant manager and the key contact for all decisions relative to the manufacturing of TTI products.
Your Challenge

Your Marketing and Product Development Team has just introduced a new product, **3M Fast Tack 1000NF**, targeted to woodworking/fabrication companies that build laminated table tops and countertops (commonly called Formica™ tops).

You have already made an initial call at TTI and have demo’d the new product. The performance seems to be okay, but before TTI will go any further in the specification testing process, you need to complete a full sales call and address pricing. Tyler questions the need to proceed given the cost difference of $17/gallon versus $52/gallon.

You need to help the customer understand the total applied cost concept. It’s not just price per gallon versus price per gallon. You will need to identify and address unarticulated needs and manage the change process. In a very pure essence, you are creating demand.

You need to overcome objections of “historic comfort.” This customer has very little perceived incentive to change. They are set in their ways and believe that nothing is broken - so their perspective is “Why fix it?” These can be the most challenging types of customers. However, these customers can be the best once you’ve converted them to your product because by showing and demonstrating total applied cost savings, you have improved their bottom line and demonstrated your value as a solution provider not just a sales rep pedaling products and price.
Your Objective

Your objective is to prepare and deliver a sales proposal to Tyler, the Plant Manager, at Tuff Tabletops, Inc. The proposal should pave the way for securing this business and converting the customer from Nostickum 950 over to 3M Fast Tack 1000NF.

All the information you need is provided. Some data and information may be self evident and some may take careful digging. This is a real world example of value selling which is a very important sales concept and skill.

Make sure to include as many aspects of total applied cost as possible in your proposal.
**MSDS Material Safety Data Sheet**

**Ralph Wilson Plastics Company**

**PRODUCT AND COMPANY IDENTIFICATION**

**Common Name:** Lokweld® 900 Series Adhesive
- 900 Adhesive
- 901 Adhesive
- 905 Adhesive

**Manufacturer:** RALPH WILSON PLASTICS COMPANY
P.O. BOX 9110 – 2400 WILSON PLACE
TEMPLE, TX 76504
INFORMATION PHONE: 800-433-3222 (USA)

**Trade Name:** LW 900 Series Adhesive

**Material Uses:** Adhesive for laminate

**In Case of Emergency Contact:** CHEMTREC: 800-424-9300 (USA)
703-527-3887 (INTERNATIONAL)

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**HAZARDS IDENTIFICATION**

**Route of Entry:** Skin, eyes, respiratory tract, ingestion.

**Target Organs:** Lung, liver, kidney, central nervous system (CNS), and peripheral nervous system.

**Inhalation:** Breathing vapors may cause dizziness, irregular heartbeat, nervousness, nausea, and anesthetic effects. Product components are a severe irritation to the respiratory tract. Severe overexposure can result in death. May aggravate pre-existing respiratory conditions.

**Skin Contact:** May cause skin irritation. May aggravate pre-existing skin conditions. Solvent components may act as a permeator (absorbed through skin). Long-term exposure may cause drying of the skin and dermatitis.

**Eye Contact:** Will cause eye irritation. Inhalation: Not an expected route of entry. If inhaled, it may cause irritation to the gastro-intestinal tract.

**DANGER:** EXTREMELY FLAMMABLE LIQUID AND VAPOR. VAPOR MAY CAUSE FLASH FIRE. HARMFUL IF INHALED OR SWALLOWED. MAY CAUSE RESPIRATORY TRACT, EYE AND SKIN IRRITATION. USE ONLY WITH ADEQUATE VENTILATION.

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**COMPOSITION INFORMATION ON INGREDIENTS**

**Name:** Acetone
**CAS #:** 67-64-1
**% by Weight:** 20 – 40
FIRST AID MEASURES

Inhalation: Remove patient to fresh air. If patient is having difficulty breathing, seek immediate medical attention. If not breathing, clear airway and start artificial respiration. Seek immediate medical attention. Sudden death due to ventricular fibrillation can be reported in chronic solvent abusers. Overexposure may cause cardiospastic failure, CNS depression, peripheral neurotoxicity, and metabolic acidosis. Treat symptomatically.

Skin Contact: Remove contaminated clothing. Wash affected areas with soap and water. If irritation develops, seek medical attention.

Eye Contact: Flush eyes with water for 15 minutes. Remove contact lenses prior to water flush. Seek medical attention.

Ingestion: DO NOT induce vomiting. Seek immediate medical attention. DO NOT give anything by mouth to an unconscious person.

5 FIRE FIGHTING MEASURES

Flash Point: 88°F (31°C), 88°F (31°C) 
Flash Point Method: Closed Cup
Autoignition Temp: 45°F (23°C) for lowest known component — n-Hexane
Burning Rate: Not Available

LC50: 2%
UEL: 13%

Flammability Classifications: Class IB Flammable Liquid
Fire-fighting Equipment: Use self-contained breathing apparatus (SCBA) with a full-face piece and pressure demand or other positive-pressure mask.

Risk of Explosion Due to Mechanical Impact: Not Available.
Risk of Explosion Due to Static Discharge: Static discharge may serve as an ignition source for this product.

Hazardous Properties of Combustion Products: Carbon Oxides (CO and CO2), Aldehydes, and various Hydrocarbons

Special Remarks: Extremely flammable liquid and vapor. Vapor may cause flash fire. Vapors are heavier than air and can travel long distances to ignition sources. Highly flammable in the presence of sparks or open flames. Flammable in the presence of heat and/or oxidizing materials. All electrical equipment in the area must be rated for flammable liquids. In case of fire, use dry chemicals, CO2, or alcohol foam. Avoid water. Cool containing vessels with water jet to prevent pressure buildup, autoignition, or explosion.

ACIDENTAL RELEASE MEASURES

Personal Precautions: Wear appropriate PPE. Extremely flammable. Remove all sources of ignition. Make sure area is well ventilated. Spilled solvent may be slippery.

Environmental Precautions: Keep out of sewers and drains.

Clean-Up Methods: Dike and contain spill. Absorb spilled product with vermiculite, dry sand, or earth. Place in a suitable non-leaking container and tightly seal for disposal.

HANDLING AND STORAGE

Handling Precautions: Wear appropriate PPE. Keep away from heat, sparks, and flames. If used indoors, make sure to provide adequate ventilation to prevent vapor build-up. Bond and ground containers when handling.

Storage Requirements: Store in a cool, dry, well-ventilated area. Ensure product is kept away from all sources of heat, sparks, and open flame. Prohibit smoking in the storage area. Do not store with acids or oxidizers. Electrical service in storage area must be rated for flammable liquids.

PHYSICAL AND CHEMICAL PROPERTIES

Appearance: Red Liquid (95%/96) Brown Yellow Liquid (95%/96)

Physical State: Liquid
Odor: Strong solvent
Boiling Point: 122°F (50°C) for Acetone
Freezing/Melting Point: May start to solidify at 43°F (6.5°C)

Molecular Weight: Not Applicable
Percent Volatile: 22.5% (95%/96) 22.0% (95%/96)

pH: Not Applicable
Solubility: Not Soluble in Water

Specific Gravity/Density: 0.6 lb/gal (95%/96)

Vapor Density: Higher than air.

Vapor Pressure: N/A (95%/96) (95%/96)

Stability and Reactivity

Stability: Product is stable as supplied.
Condition to Avoid: All ignition sources and elevated temperatures.

Materials to Avoid: Incompatible Strong acids, and alkalis, oxidizing agents, reducing agents, copper, and copper alloys.

Hazardous Decomposition Products: Carbon Oxides (CO and CO2) and various Hydrocarbons

Hazardous Polymers: Will not polymerize.

TOXICOLOGICAL INFORMATION

Acute Toxicity to Animals:

Acetone (CAS 67-64-1):

Inhalation 4 hour LC50 = 3000 ppm (rat).
Inhalation 4 hour LC50 = 10000 ppm (mouse).
Oral LD50 = 5600 mg/kg (rat), Dermal LD50 = 16600 mg/kg (rabbit).

Cyclohexane (CAS 110-62-7): Oral LD50 = 12560 mg/kg (rat), Dermal LD50 = 16000 mg/kg (rabbit).

n-Hexane (CAS 110-54-3): Inhalation 4 hour LC50 = 38500 ppm (rat)

n-Pentane (CAS 109-66-0): Inhalation 4 hour LC50 = 1515 ppm (rat), Oral LD50 = 2500 mg/kg (mouse), Dermal LD50 = 12125 mg/kg (rabbit).

Toluene (CAS 108-88-3): Inhalation 4 hour LC50 = 7555 ppm (rat), Inhalation 4 hour LC50 = 1100 ppm (mouse), Oral LD50 = 5500 mg/kg (mouse), Dermal LD50 = 12125 mg/kg (rabbit).

Chronic Toxicity to Animals: No additional information.

Acute Toxicity to Humans: No additional information.

Chronic Effects on Humans: Classified PROVEN for human (n-Hexane). n-Hexane has been shown to cause neuropathy (numbness of arms and legs) in long-term exposure.

Carcinogenic Effects: Not classifiable for humans or animals.

Mutagenic Effects: Classified None for humans.

Teratogenic Effects: Classified PROVEN for human (Toluene).

Developmental Toxicity: Classified PROVEN for human (Toluene). Causes damage to kidneys, liver, and central nervous system. Components of this product have been reported to cause spontaneous abortion in women that intentionally consumed and inhaled vapors.

12 ECOLOGICAL INFORMATION

Ecotoxicity: Product may kill grasses and small plants. Non-toxic to fish. Moderately toxic to amphibians by preventing dermal respiration. May cause gastrointestinal distress to birds and mammals by ingestion. BOD5 and COD: Not Available.


13 DISPOSAL CONSIDERATIONS

Spilled, contaminated, or waste material should be put into a suitable container and handled according to Federal, State, and local regulations. Contact a qualified waste management company for assistance. Do not incinerate, weld, cut, or braze container. Residual vapors may be explosive. Empty containers should be disposed of properly.

14 TRANSPORT INFORMATION


15 REGULATORY INFORMATION

U.S. Federal Regulations

<table>
<thead>
<tr>
<th>Chemical (CAS Number)</th>
<th>SARA 302 (EHS/TPQ)</th>
<th>SARA 304 (EHS/RQ)</th>
<th>SARA 313 (EHS/de minimus)</th>
<th>CERCLA</th>
<th>CAA 112(b) RCRA Code</th>
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</thead>
<tbody>
<tr>
<td>Acetone (67-64-1)</td>
<td></td>
<td></td>
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State Regulations

<table>
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<tr>
<th>Chemical (CAS Number)</th>
<th>CA Prop 65</th>
<th>MA RTK</th>
<th>MN RTK</th>
<th>NJ RTK</th>
<th>PA RTK</th>
<th>RI RTK</th>
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<td>Acetone (67-64-1)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Cyclohexane (110-62-7)</td>
<td>X</td>
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<td></td>
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<td>n-Hexane (110-66-0)</td>
<td>X</td>
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<td></td>
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<td></td>
<td></td>
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<tr>
<td>n-Pentane (109-66-5)</td>
<td>X</td>
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</tr>
<tr>
<td>Toluene (108-88-3)</td>
<td>X</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

WARNING: This product contains a chemical known to the State of California to cause birth defects or other reproductive harm.

International Regulations

DSL (Canada): The chemicals in this product are listed.

BIMECN: The chemicals in this product are listed.

WHMIS: B2, D2.


Notice to Reader

To the best of our knowledge, the information contained herein is accurate. However, neither the above-named manufacturer nor any of its subsidiaries assumes any liability whatsoever for accuracy or completeness of the information contained herein.

Final determination of suitability of any material is the sole responsibility of the user. All materials may present unknown hazards and should be used with caution. Although certain hazards are described herein, we cannot guarantee that these are the only hazards that exist.

END OF MSDS DOCUMENT
CONTACT ADHESIVE
FLATWATER SPRAY GRADE

Physical Properties

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>Red (600) / tan (611)</td>
</tr>
<tr>
<td>Viscosity</td>
<td>100 cP (typical)</td>
</tr>
<tr>
<td>Density</td>
<td>0.9 g/cm³</td>
</tr>
<tr>
<td>Solid Content</td>
<td>17.5% ± 0.5%</td>
</tr>
<tr>
<td>VOC Content of Material</td>
<td>416 g/L (6.2% vol)</td>
</tr>
<tr>
<td>VOC Mass limit and exempt necessity</td>
<td>620 g/L (6.9% vol)</td>
</tr>
<tr>
<td>Wt. % Adhesive</td>
<td>70.0 ± 5.0% (by weight)</td>
</tr>
<tr>
<td>Coverage [g/m²]</td>
<td>113 g/m² (dry) / 2.0 g/dry/ft²</td>
</tr>
<tr>
<td>Flashpoint</td>
<td>-6°C (24°F) [Closed cup]</td>
</tr>
<tr>
<td>Open Time</td>
<td>5 ± 2 minutes</td>
</tr>
<tr>
<td>Dry Time</td>
<td>3 ± 2 minutes</td>
</tr>
</tbody>
</table>

Spray Equipment Instructions

- **MFPA**: 25-35% can yield 2,2-MEVE; actual can yield will not exceed 1.5% when filled with Environmentally Friendly Sprays.
- **Product** should be applied to surfaces to ensure adequate flow.

Coverage Instructions

- **Contact** a minimum 2.0 dry grams/sq ft on both surfaces.

General Use Instructions

- **DO NOT USE THIS PRODUCT IF YOU HAVE NOT READ OR DO NOT UNDERSTAND THE WARNINGS, SAFETY MEASURES, AND FIRST AID INSTRUCTIONS PRINTED ON THE CONTAINER OR LABEL.** For best results, do not apply the adhesive at temperatures below 50°F.
- **Ensure spray system oil and water traps are functioning and are at ambient 25°C to 35°C temperatures.** Allow sufficient time to adjust to room temperature for at least 4 hours before bonding. Assemble spray packets or closed systems and apply each surface in layers to achieve the desired bond strength.
- **Apply adhesive on both surfaces in a slow, methodical pattern and cover each surface to a minimum of 80%.** Cover all edges 100%. Slight pressure will release any sticky film (250 g).
- **Allow 3.5 to 5 minutes to dry before application and bonding.** Products are intended to bond, and will be sticky but should not be too sticky to be handled safely. If parts don’t stick immediately, there is no need for reapplication and can be raised with the two surfaces that are a height of 1 ft. Apply during approximately 2 minutes. Once cured, the adhesive may be applied to 70°C.
- **Apply uniform downward pressure (10-40 psi) across the entire bond surface.** It is recommended to be applied at a height of 8 in. / 20 cm. Use of a wiper block or other hand tools is not recommended. Tight sealing, rolling, or filling is possible. **DO NOT USE THIS PRODUCT.**

Usable Types and Troubleshooting

- **Moisture in condition must be strict prior to bonding.** A past appearance is a symptom of inadequate adhesive. A very shiny appearance or a colored bond is a symptom of insufficient moisture.

More information on page 2
# Nostickum 950 vs. 3M™ Fast Tack Water Based Adhesive 1000NF

## Competitive Data Source: Customer and Data Page

## Application: Laminate Table Top for Restaurants

<table>
<thead>
<tr>
<th>Nostickum 950</th>
<th>Fast Tack 1000 NF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polychloroprene</td>
<td>Base Polymer</td>
</tr>
<tr>
<td></td>
<td>Acrylic Emulsion</td>
</tr>
<tr>
<td>Acetone (Flammable)</td>
<td>Solvents</td>
</tr>
<tr>
<td></td>
<td>Water Based (Non-Flammable)</td>
</tr>
<tr>
<td>17.5%</td>
<td>Solids Content (active ingredients)</td>
</tr>
<tr>
<td></td>
<td>48%</td>
</tr>
<tr>
<td>190F</td>
<td>Temperature Resistance</td>
</tr>
<tr>
<td></td>
<td>250F +</td>
</tr>
<tr>
<td>&lt;606 grams/liter</td>
<td>VOC’s</td>
</tr>
<tr>
<td></td>
<td>0 grams/liter</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>$17/gallon</th>
<th>Price</th>
<th>$52/gallon</th>
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</thead>
<tbody>
<tr>
<td>130-250*</td>
<td>Coverage (Sq Feet/ Gallon)</td>
<td>461-740</td>
</tr>
<tr>
<td>?</td>
<td>Cost/ per Sq Ft</td>
<td>?</td>
</tr>
</tbody>
</table>

* Data sheet 131 bonded Sq Ft/ gal
Nostickum 950 vs 3M Fast Tack 1000NF
Pencil Sell Pricing

Nostickum 950 Adhesive Total Cost

$42,432 for 48 Drums of Adhesive

52 Gallon Drum Coverage @ 2.5 dry grams per square foot = 7,000 Total square feet
Usage of 48 Drums x 7,000 sq ft = 336,000 Total square feet/Year

3M Fast Tack 1000NF Adhesive

52 gallon drum @ 2.5 dry grams per square foot* = 24,000 total square feet /drum
Total square feet 336,000 divided by 24,000 (sq ft per drum) = 14 drums
14 drums of Fast Tack 1000NF ($2,704 per drum) = $37,856 Total Cost

(*Assumes no reduction in amount of adhesive)

Total Year Savings using Fast Tack 1000NF

Nostickum 950 vs 3M Fast Tack 1000NF
Total Savings $4,576

+Worker Safety, Lower Insurance Costs, OSHA, Fire Hazard Reduction
+ Upside: Other savings using less adhesive (one-sided & lighter coat)
+ Dry time: Competition 3-5 minutes Vs Fast Tack 1000NF Immediate bond
+ Perhaps they can also use 1000NF on other applications like the chairs
3M™ Fast Tack™ 1000NF Contact Adhesive
What does high solid content mean to the customer?

- Greater square foot coverage per gallon
- Fewer drum or pail change outs, i.e. greater productivity
- Fewer pails or drums to inventory
- Fewer empty pails or drums to dispose of
With Fast Tack 1000NF….

Less product required to get the job done!

**BENEFITS:** Fewer purchases, less waste, increased storage space available, less changeover, more productivity
THERE’S NO COMPARISON.
The First and Only Water-Based Adhesive That Lets You Have It All.

Zero VOC
Non-Flammable
1 Part Adhesive
High Coverage

SAFE AND SOUND
The performance you need with minimal risks. Non-flammable, polyurethane free and zero VOCs. Position yourself to win more contracts, save on insurance and improve workplace safety.

ONE AND DONE
Potential for non-surface application means higher throughput and productivity. Its unique formulation allows for use on a variety of different substrates used in applications requiring high temperature resistance.

0 ZERO VOC*  
000-TACK

Immediate Handling

1 Part Adhesive
High Coverage

THE SPEED YOU NEED
 Faster bonding times than typical one-part water-based adhesives. Mean you can produce more in less time.

*0% VOC is based on tests per EPA method 24.
Market/Application Review for 3 Fast Tack 1000NF Laminate/Panel (Rigid) Bonding

- Kitchen countertops
- Bathroom countertops
- Motor home countertops
- Boat Countertops
- Millwork
- Store Fixtures
- Shelving
- Trade Show Displays
- Office Furniture
- Travel trailer sidewalls
Fast Tack 1000NF-Summary

3M™ FAST TACK WATER BASED ADHESIVE 1000NF MEANS BUSINESS.

**Feature/Advantage:**
- Fast
- Water based
- One surface bonds
- Low fumes
- Non-flammable
- Non-hazardous
- Low VOC’s
- Greater coverage

**Relevance to Customer:**
- Boosts productivity
- Worker comfort
- Lowers cost
- OSHA compliance
- Lowers fire insurance
- Eliminates hazardous storage/disposal
- Lowers emissions
- Less inventory
Terminology

**OSHA** (Occupational Safety and Health Administration)- a federal agency of the United States that regulates workplace safety and health

**VOC** - Volatile Organic Compounds are organic chemicals that have a high vapor pressure at room temperature. Their high vapor pressure results from a low boiling point, which causes molecules to evaporate from the liquid or solid form of the compound and enter the surrounding air. For example, formaldehyde has a boiling point of only (–2 F).

**NF** - Non-Flammable

**OEM**- Original Equipment Manufacture- a term used when one company makes a part or subsystem that is used in another company's end product

**LEED**- Leadership in Energy and Environmental Design

**USGBC**- United States Green Building Council awards LEED points to buildings if they meet specific green criteria in five key areas

**Greenguard™ Certified**- 1 of 5 Key areas (sustainable site development, water savings, materials, energy efficiency, indoor air quality) of LEED® Point system used in buildings. Greenguard™ is an independent organization that tests materials/products to ensure that the building material meets acceptable indoor air quality standards. If the tested material meets the air quality standard it can be Greenguard™ Certified. (3M has 6 products Certified)