



PRODUCT OVERVIEW

PRODUCT INTRODUCTION

This proposal demonstrates a substantial profit generating opportunity by applying SPEEDLINER® 1000, the revolutionary spray bedliner material. The reader will learn the benefits of the product, the ease of application, the profits attainable, the other applications from which one can profit, the advantages of being a SPEEDLINER® 1000 dealer, the company behind the product, and the SPEEDLINER® 1000 philosophy.

Providing truck owners with numerous benefits never before offered, custom spray on bed liners have become a highly requested accessory in the truck aftermarket industry. This next generation of bed liners gives a contour fitted, anti-skid, chemically resistant surface that provides longer life, increases the value of the vehicle and requires no maintenance.

There are, however, four features which differentiates our product from other sprayed polyurethane products. First, independent lab tests prove SPEEDLINER® 1000 to be the strongest spray bed liner product, being the first bed liner product to surpass both the 3,000 and 4,000 PSI marks in tensile strength - a claim no other company can make! Second, SPEEDLINER® 1000 is the first bed liner system compatible with automotive color tints. This enables the bed liner to be custom colored to match any truck. The third major difference with SPEEDLINER® 1000 is its simple method of application. And finally, the extreme UV stability of SPEEDLINER® 1000 surpasses any competitor, hands down. With extreme UV exposure, SPEEDLINER® 1000 is 2 to 3 times stronger than any competitor. High-tech equipment and highly skilled labor are NOT necessary. In fact, SPEEDLINER® 1000 is applied through a simple hopper gun with about 90-100 PSI of pressure. Simply put, SPEEDLINER® 1000 is the toughest, most versatile and simplest product available today.

There is no other aftermarket product in the truck industry today that provides such high profit potential with so little initial investment. In fact, for a limited time a SPEEDLINER® 1000 Application Center can now be set up with no franchise fees. The equipment and material necessary to begin this lucrative venture can be purchased starting as low as \$1,800.00. As an installer of SPEEDLINER® 1000, an applicator can realize margins of \$185 to \$275 per bed liner sold. So why spend your life savings on equipment and inferior product when you can start making profit immediately with SPEEDLINER® 1000's low cost start up.

There are several advantages SPEEDLINER® 1000 has over its competitors. As previously stated, our product is proven to be stronger, it provides more color options, and is easier to apply. There is no expensive equipment to buy, nor are there any license or franchise fees to pay. Furthermore, installation can be done mobile, enabling SPEEDLINER® 1000 dealers to get jobs their competitors simply cannot do. The entire operation is turnkey. Best of all, you make money on your very first order. Don't be fooled by companies pretending to be manufacturers. Most all our competitors re-label products made by someone else and call it their own. Make sure you are dealing with a true manufacturer so you will receive the quality and technical support you deserve.

After video training is complete, Bearcat Industries will continue to provide technical and marketing support for as long as you sell SPEEDLINER®, the toughest, most versatile and simplest spray-in bed liner product available.

The sale of SPEEDLINER® 1000 provides an exceptional margin of profit while providing a custom service. The following is a per unit cost analysis for installation of a full size short bed:



SPEEDLINER® 1000 MAXIMUM STRENGTH SPRAY LINERS (4 gallons @ \$41.15* per gallon).....	\$164.60
● Primer 450 (400 ml).....	\$5.22
● Misc shop materials (masking tape, plastic, sandpaper, etc.).....	\$10.00
● Total cost for one standard size truck (black).....	\$179.82

Full retail price for a sprayed bed liner ranges between \$380 and \$600, enabling a SPEEDLINER® 1000 dealer to earn \$200.00 and up per truck. Additional profit can be gained by selling optional Kevlar® fiber additive, custom color matched and graphic options. Remember when comparing prices with other companies, that equal amounts per truck, are the same.

THE SPEEDLINER® 1000 ADVANTAGE

Listed here for you are some of the major differences between SPEEDLINER® 1000 and its competitors:

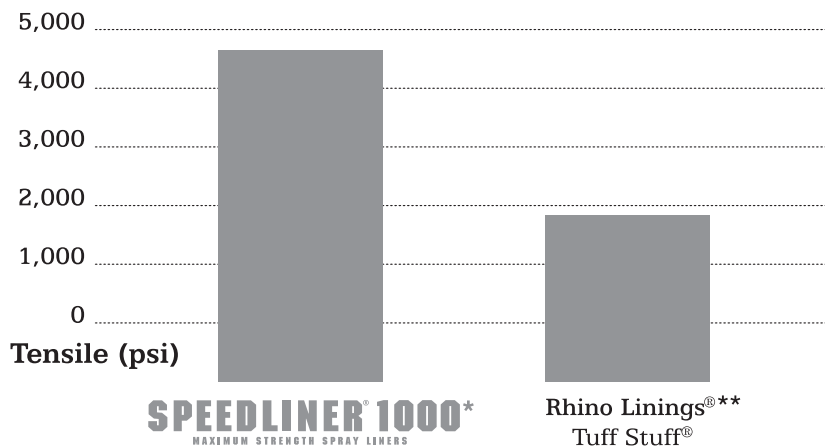
	SPEEDLINER® 1000 MAXIMUM STRENGTH SPRAY LINERS	OTHERS
Initial investment	As low as \$1,800.00	\$10,000 - \$70,000
Training	1/2 day needed	3 to 5 days needed
Unique Product Advantage	Yes	No
Tensile Strength	4,200 - 4,800 p.s.i.	1,700 - 1,900 p.s.i.
Color Stability	Excellent	Poor
Compatible w/ Automotive Tints	Yes	No
Graphics & Multicolor Liners	Yes	No
Trimming	No cutting required	Cut edge w/ razor knife

With all these advantages it is easy to see why SPEEDLINER® 1000 has become the nation's fastest growing network of spray bed liner dealers. Over 3,000 distributors in the U.S.

MAXIMUM STRENGTH

To further enhance SPEEDLINER® 1000's fantastic tear strength, the high-tech fiber of KEVLAR® made by the DuPont corporation can be added. KEVLAR® is used by our military in soldier and vehicle body armor. In fact, KEVLAR® is also used in the reactive armor of the M1-A1 Tanks of Gulf War fame.

We use KEVLAR® to reinforce our superior chemistry, giving us the strongest product available in the market today. The charts below show strength comparisons of the two most common tests of urethane products.



* Speedliner® 1000 strength number from independent lab tests in accordance with ASTM D 412 on Instron Testing Machine, Model 4507 with ASTM D 412 Die C specimens.

** Tuff Stuff® number published at www.rhino linings industrial.com on May 30, 2007.

Speedliner® 1000 is a registered trademark of Industrial Polymers, Inc. Rhino Linings® and Tuff Stuff® are registered trademarks of Rhino Linings USA, Inc.

THE SPEEDLINER® TEAM

The SPEEDLINER® 1000 team is made up of two separate companies: Industrial Polymers Corporation, Inc., the manufacturer, and Bearcat Industries, L.P., the distributor.



Industrial Polymers Corporation

Developing a countless number of unique, polyurethane compounds since 1978, Industrial Polymers continues to lead the way with breakthrough polymer technology in a variety of industries. With state of the art facilities and lead by its research and development department, Industrial Polymers has created polymers for Fortune 500

companies as well as for the United States Military and Navy. Building high-tech polymers to endure extreme environments is their specialty, a claim that cannot be made by other companies. The following examples demonstrate their expertise:

- Developed anti-abrasive compounds for jet engine air intakes for F-16 fighters.
Extreme conditions: highly abrasive supersonic particles; and high temperatures.
- Created coating for the Auger Net used under Shell Oil's offshore drilling platforms to prevent ships from drifting into drilling equipment.
Extreme conditions: abrasion from offshore vessels; and chemicals from drilling sludge and sea water.
- Formulated coating for Naval buoys and boat fenders.
Extreme conditions: abrasion from sea vessels; and chemicals from sea water.
- Developed coating for flexible foam used at Disney water parks.
Extreme conditions: chemicals from chlorinated water; ultraviolet rays from sunlight; impacts and abrasions from water park guests.
- Created compounds for rotary table impact pads on offshore drilling platforms.
Extreme conditions: High impacts and abrasion from drill bits; corrosive chemicals from sludge and sea water.

These examples are but a few of the hundreds of projects on which Industrial Polymers has worked. The spray bed liner market is their most recent example of how an industry can be impacted by the development of improved polymer technology. Industrial Polymers has been competing in the spray bed liner market since 1993, and SPEEDLINER® 1000 represents their greatest product breakthrough in this industry. A dealer network of over 3,000 users affirms our superior technology and excellent customer service.

Bearcat Industries, L.P. makes up the second half of the SPEEDLINER® 1000 team. Industrial Polymers Corporation, Inc. **BEARCAT INDUSTRIES, L.P.** selected Bearcat Industries to be the exclusive distributor of SPEEDLINER® 1000 based upon their marketing and technical expertise. Bearcat Industries worked in conjunction with Industrial Polymers Corporation, Inc. during the entire research and development phases of SPEEDLINER® 1000's creation, helping to make it the simplest and most affordable bed liner application available today.

Following the development of the system, Bearcat Industries started its own application center in Houston, TX to further test SPEEDLINER® 1000 and ensure it was going to perform as planned. Only after a long, successful testing period was the focus then placed on growing the network of SPEEDLINER® 1000 dealers, as mentioned above.

Having extensive first-hand experience with both the application and marketing of SPEEDLINER® 1000 bed liners at the wholesale and retail level, Bearcat Industries is a powerful ally to the network of SPEEDLINER® 1000 dealers. Bearcat Industries' primary function is to provide training and technical support to new and existing dealers. Their instruction help make new dealers successful right from the start.

The mission at Bearcat Industries is to provide SPEEDLINER® 1000 dealers with a complete education of their product, competitors' products and the bed liner market/industry as a whole. This education begins with the video training session and continues through regular updates by phone and email. Remember, no more expensive equipment or spending your life savings.

When one becomes a SPEEDLINER® 1000 dealer, they are backed by two companies on the cutting edge of technology, who never stop their research and development of new and better products, and who are committed to providing service of the highest quality. Most importantly, you become a member of TRULY the strongest bedliner on the market. ■

EASY INSTALLATION PROCESS



Installation is very easy. Follow these steps completely to ensure an excellent bond and a terrific new bed liner.

The following is the list of the basic steps involved in applying a custom, sprayed bed liner:

1. Wash bed of vehicle to remove all dust, dirt and oil.
2. Sand surface with, nylon cup brush or 60# to 80# sandpaper to roughen surface.
3. Thoroughly wipe down surface with M.E.K., a fast, evaporating cleaning solvent.
4. Mask vehicle with masking tape. (no wire tape needed).
5. Apply Primer 450 to truck bed, using an automotive HVLP gun, conventional paint gun, brush, or roller.
6. Spray on SPEEDLINER® 1000 with hopper gun or modified pressure pot.
7. Unmask and clean up.

Total installation takes less than three man hours. When temperature is below 70° F or heavy rains are present, SPEEDLINER® 1000 must remain at room temperature (72° F) for 4 to 6 hours before being exposed to the elements. SPEEDLINER® 1000 takes twenty-four hours to cure hard enough to withstand light loads (tailgate should remain down during this time). In warmer temperatures, maximum strength can be reached within seventy-two hours. ■



PRODUCT BREAKTHROUGHS

- Only spray bedliner to have tested at over 4,800 pounds/square inch in tensile, proving it to be the strongest spray bedliner available, giving customers the maximum protection from rips and tears.
- Only bedliner system to use Kevlar® fiber from Dupont®, further enhancing SPEEDLINER® 1000's strength capabilities.
- Only bedliner product to ever introduce performance enhancers such as rubber crumb, silica sand, aluminum oxide and Kevlar® to improve physical properties such as tear resistance and non-skid, offering more options to SPEEDLINER® 1000 customers.
- 1st to develop a primer adhesive to prevent the bed liner from peeling away (1995), further enhancing the liner's performance for the SPEEDLINER® 1000 customer.
- 1st spray bedliner system tinted with automotive paint (1996), allowing SPEEDLINER® 1000 customers to customize and have their liner tinted to their specifications.
- Only dealer network of over 3,000 world wide, in 49 states and 16 countries, making it easy for SPEEDLINER® 1000 customers to find the nearest dealer.

INDUSTRY BREAKTHROUGHS

- 1st to create a premix bedliner system (1995), revolutionizing the spray bedliner market.
- 1st to use simple hopper gun application (1996), saving SPEEDLINER® 1000 Dealers thousands of dollars on equipment.
- 1st bedliner system to completely eliminate off ratio product resulting from application equipment (1995), saving SPEEDLINER® 1000 Dealers thousands of dollars in wasted time and wasted material.
- 1st company to offer video training (1999), drastically lowering the cost of starting a spray liner business.
- 1st company to offer a mobile spray liner system for under \$1,800.00 (1995), enabling the SPEEDLINER® 1000 Dealer's ability to get new jobs and increase profits.
- 1st spray bedliner system to completely eliminate the need for trimming with razor knife and/or wire trim (1995), protecting the customer's paint job and saving the applicator time and money.
- 1st spray bedliner system tinted with automotive paint (1996), allowing the SPEEDLINER® 1000 Dealer to increase profits through easy customization.
- 1st spray bedliner system to use metallic colors and include them as a part of their standard colors offered directly from the manufacturer (1996), saving dealer money on custom paint.
- 1st spray bedliner product that could be applied with a simple paint roller (1995).
- 1st and only spray bedliner system to introduce performance enhancers such as rubber crumb, silica sand, aluminum oxide and Kevlar® to improve physical properties such as tear resistance and non-skid (1997), providing new profit opportunities for dealers.

OTHER DEALER ADVANTAGES

- SPEEDLINER® 1000 completely eliminated large 55 gallon drum container orders and climate controlled warehousing with our simple gallon sized packaging, allowing Speedliner® Dealers to operate with less capital tied up in inventory and storage.
- SPEEDLINER® 1000 is sold and backed directly by the manufacturer who formulated the product; giving the SPEEDLINER® 1000 Dealer the support and confidence you do not get from a middleman.
- SPEEDLINER® 1000's Easy Application System significantly lowers equipment maintenance and downtime, saving the SPEEDLINER® 1000 Dealer money and aggravation.
- SPEEDLINER® 1000 Dealers get free marketing materials with every order.
- Free marketing via the Internet drives customers straight to the SPEEDLINER® 1000 Dealer's door.

SPEEDLINER® 1000 DEALERS

"Highest quality material I've ever used and the support from Bearcat Industries is awesome."

Jay Shields, Gator Liner's
dealer since 4/11/97

"Best bedliner out there. Nobody else compares with Speedliner's look and durability. I would not use anything else."

Randy Thorne, Atwood Chevrolet
dealer since 3/5/02

"We use Speedliner for the excellent abrasion resistance. We build industrial hoppers and the Speedliner product has extended their working life. Our customers are very satisfied."

Kevin Wolf, Wolf Metal Fabrication
dealer since 1/26/99

"We started using Rhino Linings but now use Speedliner for its superior impact and abrasion resistance. We have not had any failures and it's a great option on our trailer."

James Klar, Dempster Industries
dealer since 3/1/00

"I've sprayed Rhino and Line-X and Speedliner is the best.... no comparison."

Mike Paul, Trick Up Truck
dealer since 7/2/98

"We do a lot of work on the hunting vehicles for our customers and like that we can do custom color matching. The new Speedliner camo colors help too!"

Joe Perez, King Steel Products
dealer since 6/12/02

"This material has worked out great for us. Strength, color stability, tech support, it's all great."

Mack Cantrell, Action Truck Styles
dealer since 1/29/98

"Customers really love the durability of Speedliner and I've even started doing liner business with the Navy!"

Alton Dickson, Al's Custom Coatings
dealer since 10/28/97

OTHER PROFIT OPPORTUNITIES

In addition to installing SPEEDLINER® 1000 in truck beds there are endless other applications from which a SPEEDLINER® 1000 dealer can profit. Any metal, aluminum, wood, concrete or fiberglass surface which needs protection from abrasion and/or corrosion is an ideal candidate for SPEEDLINER® 1000. Here are just a few other applications for which SPEEDLINER® 1000 is used, remember that SPEEDLINER® 1000 can also be sprayed as a mobile unit for many of these applications:

- Boat floors
- Livestock trailers
- Utility trailers
- Hunting vehicles
- Jeep floors
- Salt trucks
- Dump trucks
- Fire trucks
- Catering vans
- City utility trucks
- Patio decks
- Airport baggage tractors & trailers
- Custom audio speaker cabinets
- Offshore shipping containers
- Top-coating other spray bed liners which may be torn or faded

Furthermore, as a SPEEDLINER® 1000 dealer, you'll have access to hundreds of polymer and coating products listed on our website, giving you even greater profit potential. ■



Bearcat Industries, L.P.

1301 Regents Park, Suite 103

Houston, Texas 77058

Tel. 800-821-8820 • (281) 604-8974 • Fax (281) 604-8978

www.speedliner.com