

# Why Choose Nikwax®?

There are lots of reasons, but here are five good ones!



## BRAND LOYALTY

Nikwax® practically invented the modern aftercare category – and we remain the market leader, with nearly **7 out of 10** consumers choosing Nikwax®.



## INNOVATION

We constantly strive to improve existing and to create new products. Nikwax® employs more PhD's in our R&D Lab than all the other waterproofing companies combined.



## PERFORMANCE

Nikwax® works! Nikwax® products will significantly increase the performance of outdoor gear by increasing both water-repellency AND breathability!



## ENVIRONMENT

Nikwax® is truly environmentally-friendly -- and we were before green was trendy. Nikwax® does not (and will never) contain fluorocarbons, an EPA-designated carcinogen slated for EPA banning.



## DEALER SUPPORT

We support our dealers.

- Nikwax® places more national ad spots than all other waterproofing companies combined.

- Nikwax® provides great tools to increase sell-through:

Cool POP, Feel the Love Program for key accounts, training DVD's, online training media, washballs & more!

- Nikwax® offers compelling incentives for our dealers:

Kick-ass discounts, generous sample allowances, new product programs and co-op ads!



# NIKWAX

EASIER | SAFER | DRIER