



**Walmart Saves \$20 Million Annually with
New Floor Wax Program from Diversey**



The Opportunity

With a corporation as large as Walmart, small changes can yield big results. As the world's largest retailer, Walmart stores experience high foot traffic each day and must maintain high standards of cleanliness to ensure customers are happy and safe.

"It's one thing to solve a problem, but real value lies in identifying a problem. The question we asked ourselves was: How can we find unmet needs and extract value?" said Dennis Meek, senior director of retail solutions, Diversey. "Floor finish provides a protective coating between the tile and the people who walk on it, and with high levels of foot traffic, that protection can begin to deteriorate."

Walmart has been a customer of Diversey for more than 30 years, using Signature® floor finish for the duration of the relationship. When Signature was first introduced, the footprint of the stores was relatively small. With many stores now totaling more than 200,000 square feet in size, floor maintenance becomes more challenging. This led Diversey to approach the retailer with a new idea.

The Solution

After meeting with Walmart's "clean team," Diversey conducted testing and data collection at 100 U.S. locations, including four of the highest-traffic stores in the country. Over the course of a year, Diversey products were measured against those of competitors, with a third-party engineering firm measuring results.

"This type of innovative partnership allows us the opportunity to bring new solutions to the market and helps our customers enhance their brand experience." said Jim Marks, vice president of retail sector, Diversey.

Vectra® floor wax, a new floor finish developed by Diversey, is harder and sturdier than the previous product. It helps lengthen the maintenance cycle by staggering the amount of time between applications. Depending upon foot traffic, new coats of wax can be reapplied every eight weeks in high-traffic areas and up to every 12 weeks in lower-traffic areas. Traditional products require up to eight coats of finish, but Vectra requires only five. In addition to reducing product spend, the new floor finish also significantly contributes to time savings. Vectra floor finish can be installed in one night, where traditional products have to be applied over the course of two.





“Applying floor wax is more art than science, and it requires skilled workers to do properly,” said Meek. “Yet with high turnover rates, facilities need easy-to-use products. Vectra finish eliminates the need for a high-speed burnisher and is applied less frequently, offering a reduction in both labor and equipment costs”



The Results

The test was so successful that Diversey’s Vectra floor finish will be used in more than 2,100 Walmart stores across the U.S. The retail giant has seen numerous benefits from its new floor wax program, including:

- **Major cost savings.** Using less product, labor, equipment and time buffing floors adds up to significant savings. Walmart saves **\$20 million a year** by switching to Vectra floor finish.
- **Enhanced visual appeal.** In addition to its extreme durability, Vectra floor finish looks attractive and inviting. While Signature’s finish had more depth and reflection – looking almost like a mirror – Vectra contains acrylic, giving floors a more matte finish. The new look projects a better perception of cleanliness.

- **Environmental benefits.** Since no propane burnishers are required for the new floor finish, Walmart saw significant carbon dioxide reduction related to cardboard, plastic, truck and power usage. Diversey conducted a full sustainability assessment before introducing the new floor wax program, including running it through the United Nations carbon footprint calculator.
- **Customer satisfaction.** Although the new finish is different, customers like the look. Matte white flooring looks cleaner, feels brighter and projects an image of professionalism and care, making customers feel welcome.
- **Improved cleaning efficiency.** With fewer coats of finish required to effectively protect floor substrate, the application process is dramatically more efficient.
- **Ease of use.** Maintenance staff were surprised by the ease of transitioning to the new floor wax program. Since the process of installing the finish remained largely the same, switching from one product to another didn’t cause any substantial maintenance disruptions.

“Diversey’s commitment, experience and passion is why we know that this wax program can be successful,” said Marty Vavra, senior sourcing manager, Walmart.

“Although the appearance of the Vectra floor finishing wax is certainly new to Walmart customers, it performs better and is more resilient to foot traffic,” added Meek. “Diversey was able to add significant value to Walmart’s business through detailed testing, training, troubleshooting and quality assurance. This is not just a product, but a well-thought-out program that’s bringing tangible positive change to shoppers, maintenance workers and Walmart leadership.”



Diversey has been, and always will be, a pioneer and facilitator for life. We constantly deliver revolutionary cleaning and hygiene technologies that provide total confidence to our customers across all of our global sectors. Headquartered in Charlotte, North Carolina, USA, Diversey employs approximately 9,000 people globally, generating net sales of approximately \$2.6 billion in 2017.

For more information, visit www.diversey.com or follow us on social media.



www.diversey.com