

# **'Top 10' Advantages of the Ritec ClearShield System™ for Glass Processors, Fabricators and Installers**

Ritec’s ClearShield System™ is the only technology proven to profit glass and glazing companies at all levels:

* **The Company in General**

**1. Improving bottom line or pre-tax profit through innovation** – with no capital expense and little increase in overheads

**2. Adding real value at every stage of the glass supply chain** – by maintaining the original appearance, light transmission and cleanability of glass

**3. Differentiating against competition** – using innovation to set your company apart from others

**4. Diversifying into other markets and applications** – with current business infrastructure, no capital expense, no development costs and little increase in overheads

**5. Reducing operating costs** – through reductions in discounting and customer call- backs

* **Sales and Marketing**

**6. Competing with real Added Value** – based on innovative marketing concepts and unique selling points (USP’s) instead of price discounts

**7. Generating more sales leads** – with higher rates of sales closures, referrals and repeat business

* **Production**

**8. Adding new and profitable product lines** – with no capital investment, no extra inventory of glass and no development costs

* **Dealers and Installers**

**9. Diversifying into other markets and applications** – without adding to the payroll

* **Customer Services**

**10. Improving customer satisfaction, reducing complaints** – through durable, “non- stick” glass surface protection before, during and after installation.