

RUG DOCTOR

Rug Doctor is the global market leader in professional-grade, do-it-yourself, deep-carpet cleaning systems. Boasting the highest brand loyalty for cleaning machines; Rug Doctor offers consumers the ability to get professional quality cleaning at an affordable price

UNFI's partnership with Rug Doctor makes it easy for retailers to take advantage of Rug Doctor's reputable & recognizable brand name to drive foot traffic into your store.

Rug Doctor Rental Program

In-store Presence

With the Rug Doctor Rental Program, the in-store presence is packaged easily into a fully branded, display station. The rental racks perform best when located in an accessible and visible position on your sales floor - so consumers are reminded of their need to rent and can engage and learn about the DIY rental program.

Each station includes:

- Upright Carpet Cleaning Machine
- Upholstery Tools with Bag
- Rug Doctor Cleaning Solutions include:
 - Pet Cleaner
 - Oxy Carpet
 - Pre-Treatment Stain Remover
 - Stain Remover
 - Odor Remover
- Rental Books guide customers through rental & solution decision
- Rack and Signage Included

Benefits:

- Retailers receive higher margins on the UNFI program than negotiating direct with Rug Doctor
- No investment required to start the program and drives an average of \$900/sq. ft.!
- First rack of solution is FREE!
- Bills on consignment based on utilization for previous period
- Vendor-serviced model ensures store's solution racks are appropriately stocked for your rental volume
- Retailer's only responsibility is to complete Rental paperwork for machines

CONSUMER SERVICES

RugDoctor[®]
Clean deeper. Feel better.

WHY CHOOSE UNFI?

- Retailers receive higher margins on the UNFI program than negotiating directly with Rug Doctor
- Simplified billing via your UNFI retailer statement.
- Drive consumer foot traffic with both rental & rental return trips
- Faster access to newer equipment



UNFI 
PROFESSIONAL SERVICES

RUG DOCTOR

How Rug Doctor supports retailers:

Marketing

- Recognizable & reliable brand of Rug Doctor
- National and regional media campaigns drive awareness & foot traffic to your stores
 - Campaigns have included regional and seasonal Radio, TV and Digital
- Retailers have the opportunity to leverage Rug Doctor marketing assets & artwork for program awareness on websites and social media

Field Support

- Rug Doctor's field team services the machines and re-stocks the solutions to ensure your stores are focused on sales
- Opportunity to schedule in-store DEMO day to create excitement around the program & store-level advocates with associates.
- Field team will educate employees on the program and the basics of how to use the machines

Customer Service

- Store service request line
- Email support



CONSUMER SERVICES

FAST FACTS

36,000+

Rental Locations Served by Full Time Rug Doctor Field Team

85%

Rug Doctor captures 85% of the DIY rug cleaning rental Market (Nielsen)

16%

Sales increase 16% when Rug Doctor racks are moved from behind a Customer Service Desktop to the Sales Floor

TESTIMONIALS

“ I am consistently impressed with what Rug Doctor has done for the rental carpet cleaning space. Their field service team makes the program easy for our stores to manage with little to no involvement and is a great revenue generator. ”

Grocery Retailer
in Southeast, US

SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Store Name: _____ Store #: _____

Contact Name: _____ Phone: _____

Email Address: _____

Contact: Norm.P.Neike@UNFI.com P: 952-906-6618

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