

# Idea?

50 of the  
BEST IDEAS  
for making  
MORE  
MONEY in 2004

## How to give slip-and-falls the slip

Gain slip resistance without investing in new floors.

2

Got a problem with slips and falls? Do all the orange cones on your floor surface make your stores look like an obstacle course? You might not have to tear up your floors and replace them with new slip-resistant tiles. The tiles you already have in place should do the trick—with a little help, that is.

The loss prevention manager of a large chain in the mid-South says a tile-treatment service from vendor Aegis Floorsystems ([www.aegisfloors.com](http://www.aegisfloors.com)), a division of Coverall Cleaning Concepts, has helped increase the slip resistance of the tiles in his company's stores. As a result, the likelihood of slip-and-fall accidents has dropped, which could mean a break on insurance rates.

"For a non-porous tile, the Aegis service creates microscopic pores in tiles that increases the slip resistance co-effi-



ciency rate, much like treads on a tire," says the loss prevention manager. "If you operate restaurants, I'd suggest using something like this for the back of the house and the front of the house, and even in the convenience stores. If you have a slick tile surface in your stores and it's raining outside, it's going to make a mess of your interior."

He says the service—which costs \$995 for a four-to-five hour treatment every 12 to 18 months—is preferable to tearing out an existing floor and replacing it. Plus, the technicians treat the floors late at night to minimize intrusion for customers and employees. There are a few caveats, however. Floors may not clean as easily afterward because the pores can capture dirt, grease and other grime. Also, the treatment could take some of the sheen off the floor, depending on the type of tile.

## Talking gas nozzles

Technology "talks" customers into the store.

Just about two years ago, Michigan-based 7-Eleven franchisee Mohamed Choudry found out his store would be a test site for an audio advertising system that would allow him to bring credit card gas customers into his store.

"Customers come in all the time asking about the ads they hear at the pumps," says Choudry. "And these are gas cus-

3



tomers paying with a credit card that otherwise would have paid for their gas and left."

Audio delivery system PumpRadio Network from vendor DirectCast Network ([www.directcastnetwork.com](http://www.directcastnetwork.com)), helps retailers reach consumers while they fuel up. The network features patented Fueling Talker units attached to fuel pump nozzles to create "talking gas nozzles." While customers begin to fill their gas tanks, digital micro-processors deliver high-quality audio content to the pump island. Revenue generated from the sale of sponsorships and advertising on six 15-second spots on each installation covers the cost of the units.

Retailers also receive a certain number of ad spots for each unit. When Choudry's units were first installed, he promoted prepaid phone cards at the pumps. About a month after the ad first aired, his store was ranked in the top five 7-Eleven stores in the Michigan area for prepaid sales.