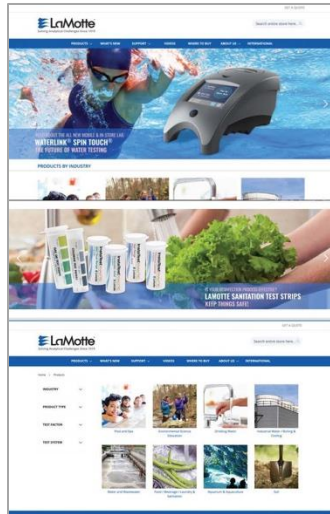


TAYLOR BRAND REFRESH

KEY COMPETITORS AND WHAT THEY ARE KNOWN FOR...

LaMotte



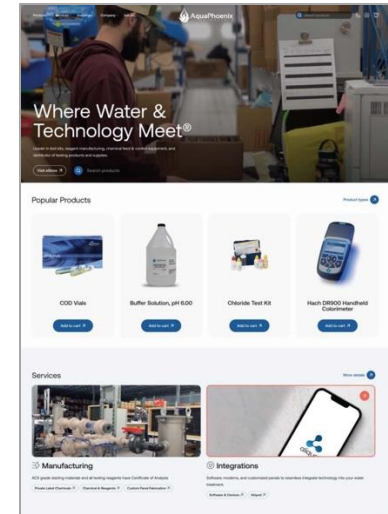
LaMotte products are known for their durability and long-lasting performance.

AquaChek



AquaChek is known for its easy-to-use test strips, which are particularly popular among pool and spa owners.

AquaPhoenix

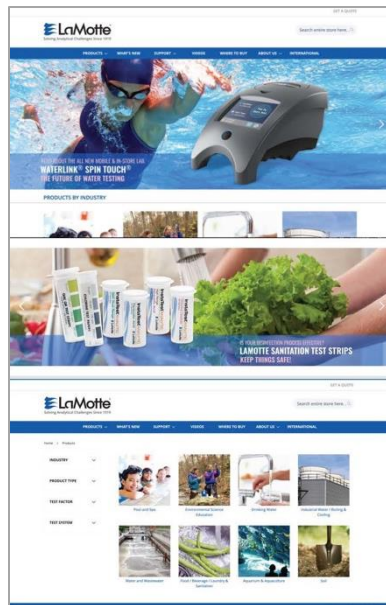


Aqua Phoenix products are often priced competitively, offering good value for the money.

Other competitors: Hach Company (AquaChek), Palintest, Extech Instruments, Hanna Instruments, Mettler Toledo,

HOW WILL WE STAND OUT?

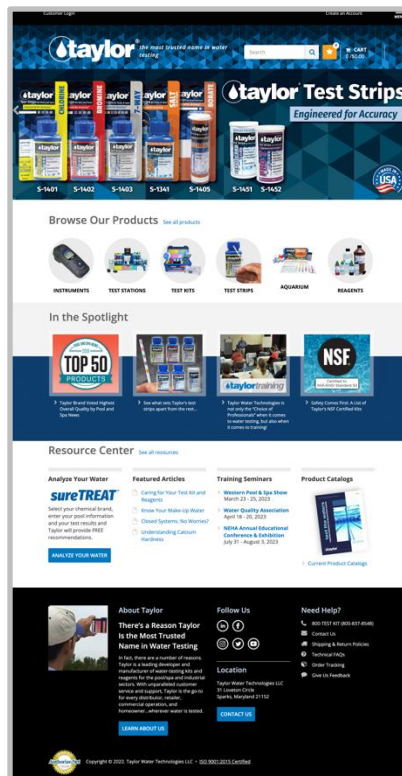
LaMotte



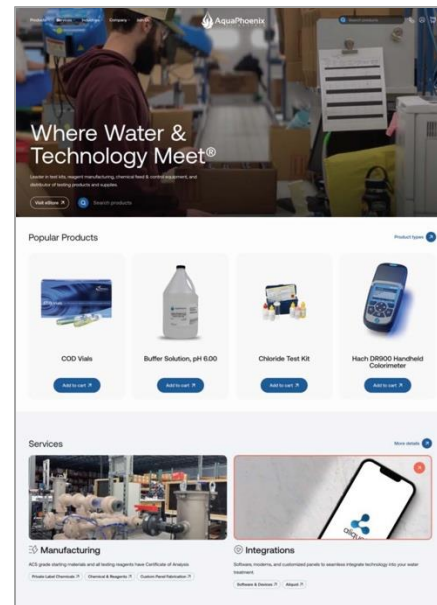
AquaCheck



Taylor



Aqua Phoenix



Stop by and visit Us...

WaterJAM 2024

At **BOOTH #673** to learn more about the **THE WAVE OF THE FUTURE!** and the role we play in the **water treatment industry.**

Virginia Beach
Sept. 9th - Sept. 12th

Test with the Best

Experience the future of Water Testing with **Water-Jam** - Spin technology to home use, cutting-edge photometer that provides precision to wet chemistry methods. Say goodbye to time-consuming tests and clean-up routines. On this innovative family of systems, simplified the tedious, tedious, tedious is accessible to all.

with 50% OFF

WATER-JAM

June Safety

Topic: Wearing Proper PPE

Wearing Personal Protective Equipment is often our last line of defense from getting hurt on the job

- Chemical Resistant Smocks: Protects arms & torso from chemical spills/splashes
- Safety Shoes: Protects feet and helps to prevent slips, trips and falls
- Nitrile Gloves: Use when handling and/or working around chemicals
- Safety Glasses: Includes wearing side shields
- Ear Protection: Protect from loud noises & intrusion of foreign debris and dust

CAUTION

Proper PPE Required

7-Way Test Strips

Tests the most critical parameters:

- ✓ **Free Chlorine**
- ✓ **Total Chlorine/Bromine**
- ✓ **pH**
- ✓ **Total Alkalinity**
- ✓ **Cyanuric Acid**
- ✓ **Total Hardness**

Pool & Spa Testing

Over 35 years
of trusted brand quality to help maintain a healthy pool.

NSF

The Ultimate Automated Water Analyser

Ready to go anywhere!

Pool Operators Service Technicians Retail Professionals

FAST • EASY • ACCURATE

Pool & Spa Testing™

SELECT™ CONNECT TEST STRIPS KIT

EXPERT RESULTS POOLING FOR 7 MOST IMPORTANT CHEMISTRIES

FREE Dip & Spin Smart App - Complete Pool & Spa Care Guide

50

The Most Trusted Name in Water Testing™
SINCE 1930

PNW World Highest Overall Quality in Pool & Spa News

Expertly Engineered & Made in Maryland, USA

Insta-TEST

Pool and Spa Owner's Handbook

Insta-TEST

THE INSTA-TEST IS A CELEBRITY Water Testing Leader Since 1930

Insta-TEST™ Test Strips & Test Papers

Water Testing Leader Since 1930

Go for the GOLD!

2024 CATALOG

TESTING PRODUCTS AND CONTROL EQUIPMENT

Where Water and Technology Meet™

COMPREHENSIVE POOL TESTING

Test Chlorine, pH, Alkalinity, Calcium Hardness, and Cyanuric Acid Levels.

Available For Any Pool Type

Color-coded Instructions

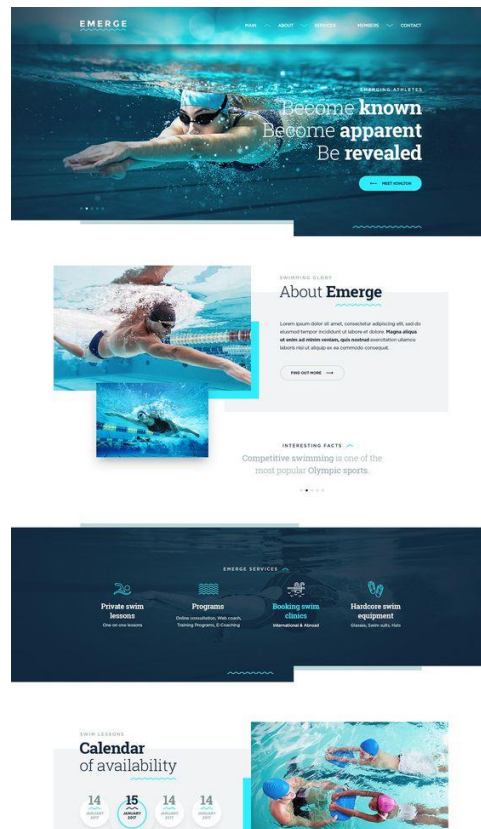
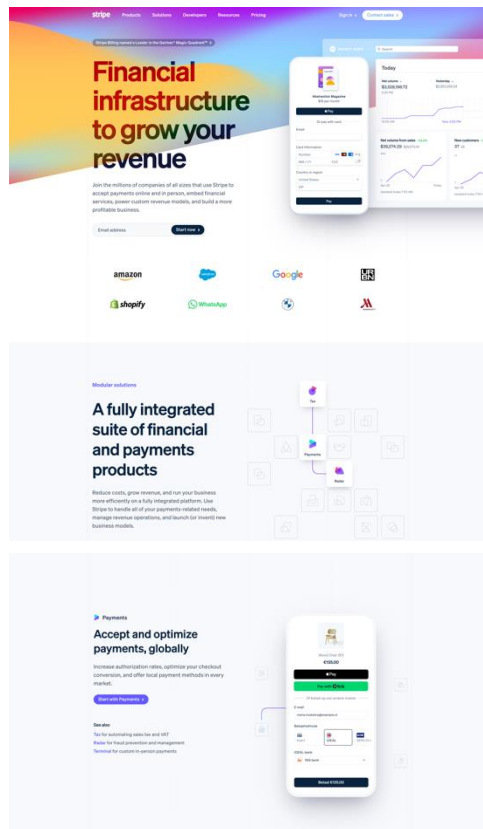
Precise & Accurate

Sample Complete Swimming Pool PPM 500 Chlorine Test Kit

Filling the Spin Disk

is that there is a right way to handle the disk and a wrong way.

INSPIRATION SITES



OBJECTIVE FOR BRAND REFRESH



Modernize &
Elevate



Cohesive &
Visually Compelling

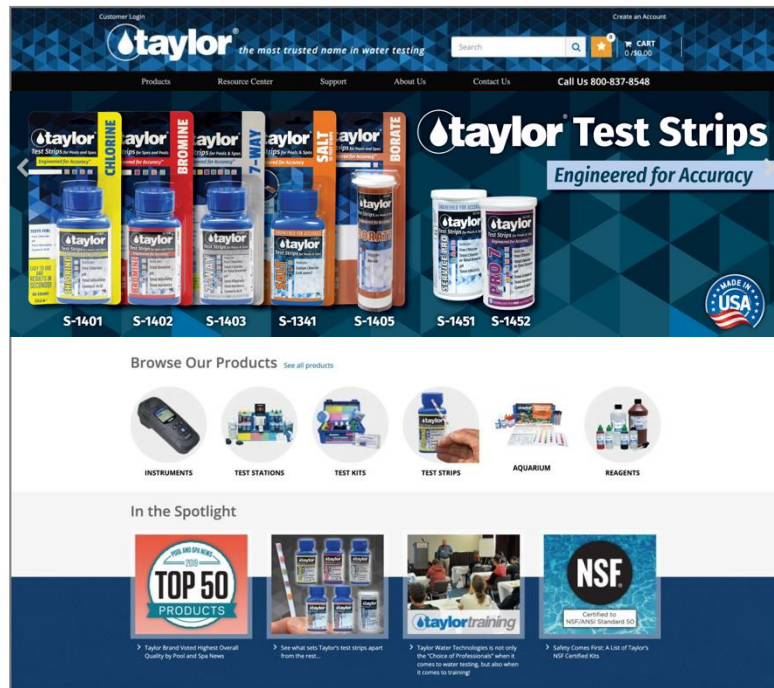


Enhance
Recognition

CURRENT BRANDING



Website



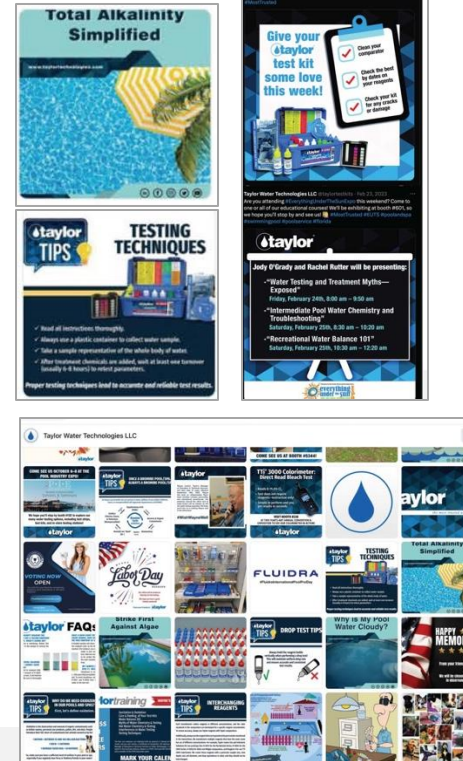
Banners



Instagram



Social



COLOR PALLET



The power of the prism effect in conveying clarity.



THE PRISM EFFECT: LIFESTYLE PHOTOGRAPHY & TREATMENT



THE PRISM EFFECT: PRODUCT PHOTOGRAPHY & TREATMENT



Helvetica Neue LT Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

H1: **85 Heavy** | All Caps | 52 px

HEADLINE 1

H2: **75 Bold** | 40 px

Headline 2

EYEBROW: **75 Bold** | 16 px | Tracking: 300

ABOVE HEADLINES

PARAGRAPH: 45 Light | 16 px | Leading: 22px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

TYPE USAGE

PERFORMANCE YOU CAN SEE

RESULTS YOU CAN TRUST

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

INNOVATION, PRECISION, TRUST

Advanced Water Testing Solutions

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore



Clarity
you can
count on



Commercial Colorimeter Kit
Chlorine/Bromine, pH, Alkalinity,
Hardness, CYA

TaylorTechnologies.com

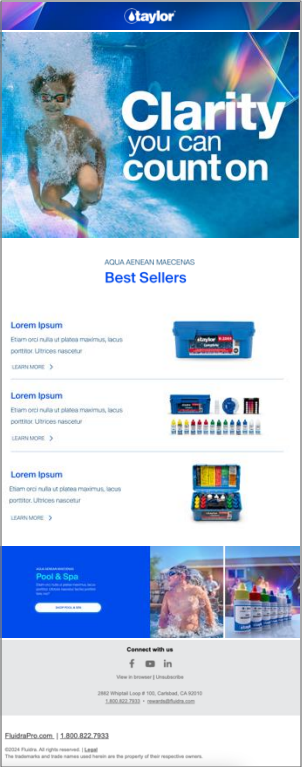
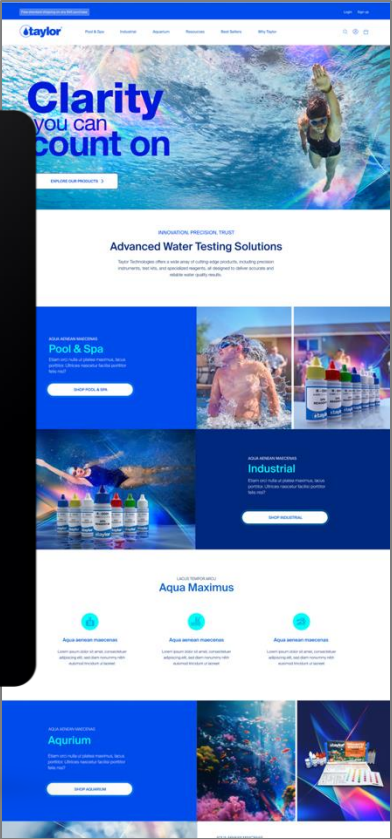
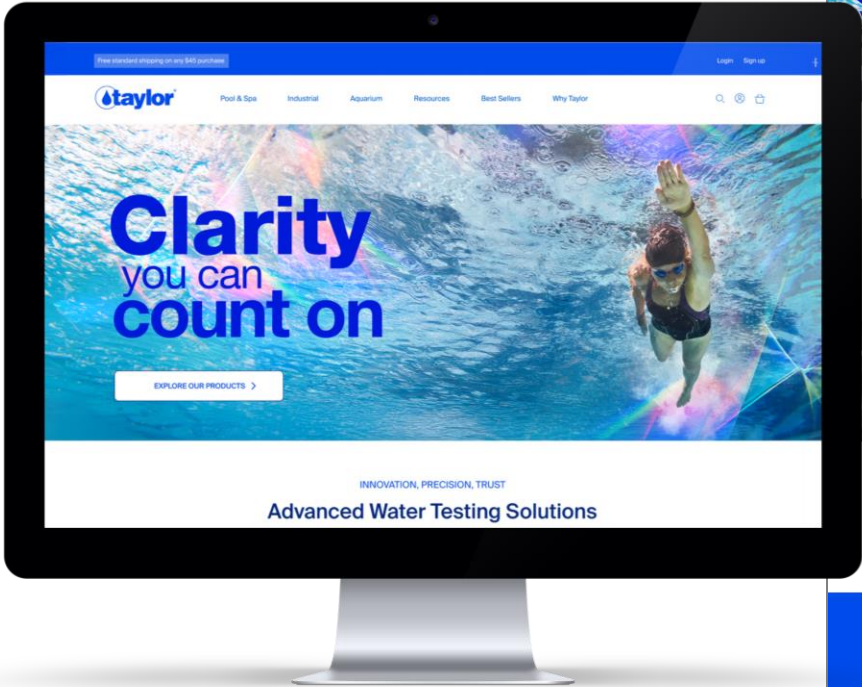


Clarity
you can
count on



Complete™ Kit
Chlorine/Bromine, pH, Alkalinity,
Hardness, CYA

TaylorTechnologies.com




SOCIAL POST

Taylor Water Technologies LLC

August 27, 2024 · 🌐

Perfectly balanced water isn't just about comfort—it's about beauty. Taylor's water-testing kits provide the precision you need to maintain that balance, making your pool a crystal-clear oasis. Because when your water is balanced, everything else just falls into place. #BalancedBeautiful #TaylorTested #PoolLife

taylor



12

Like

Comment

Share


Comment as Michael Sabelli

Taylor Water Technologies LLC

August 27, 2024 · 🌐

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50 TEST STRIPS

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Clarity you can count on

Insta-TEST

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- ✓ **Total Hardness**

taylor

THE CHOICE IS CLEAR

We Make it Easy to Check and Balance Water

Filling the Spin Disk

is that there is a right way to handle the disk and a wrong way.

NEXT STEPS



research

- Clarify vision, strategies, goals, and values
- Research stakeholders need and perceptions
- Conduct marketing, competitive, technology, legal and language audits



designing identity

- Visualize the future
- Brainstorm big idea
- Design brand identity
- Explore applications
- **Stakeholders approval**

creating touchpoints

- Finalize identity design
- Develop look and feel
- Prioritized / design applications
- Design program

managing assets

- Build synergy around the new brand
- Develop launch strategy and plan
- Launch
- Develop standards and guidelines



THANK YOU

WEBSITE / MARKETING IMPROVEMENTS

RECOMMENDATIONS FOR GENERAL WEBSITE / MARKETING IMPROVEMENTS

Objective:

Based on the current state of the website, a few recommendations for features, functionality, marketing, etc

With the ecommerce data layer implemented, and combined with user data, it enables us to track data and provide analysis such as:

- Top selling products
- Top selling regions
- Cohort analysis by age
- Cohort analysis by gender
- Cohort analysis by repeat rate
- Cohort analysis by churn rate
- Cohort analysis by AOV per user
- Cohort analysis by LTV per user

1.Add **customer reviews** and testimonials to product pages as social proof for added confidence to buyers.

2.Implement a review collection system post-purchase to gather feedback (i.e. emails or text messages after post purchase, etc.)
Consider offering discount or reward incentives to drive review engagement.

3.Add discount **offers or seasonal sales** (this may be take place, none currently visible on the website)

4.Leverage Google ads as a means to generate more traffic & revenue.

5.List Taylor Technologies & their products on Google merchant center for organic listing of products

6.Fix broken banners / links. (For example, this banner image is not working:
<https://www.taylortechnologies.com/en/en/product/test-kits/commercial-colorimeter-kit-free-and-total-dpd-chlorine-0-10-ppm-ph-65-85-total-M-2005>

7.Add a **clear CTA** to all home page banners to drive engagement (not all banners are clickable on the home page)

8.Implement A/B testing to see if a more clear CTA for users to add products to their shopping cart would have a positive impact (such as “Add to Cart” wording on a button instead of the shopping cart icon)

9.On the Checkout / Cart page, move the tax notice below the cart to minimize scrolling for the user.

TAYLOR LOGO



WHO IS TAYLOR?

clarity

diversity

spectrum

reliable

radiant

translucent

refraction



precision

fresh

transformative

distinctive

loyal

colorful

dynamic

trusted

clean

KEY COMPETITORS WEAKNESS

AquaChek	Lower Precision: Test strips may not offer the same level of accuracy as more sophisticated methods, which could be a drawback for detailed analysis.
AquaPhoenix	Quality variability: some users report variability in product quality and accuracy, which can affect reliability.
LaMotte	Reagent Costs: The cost of purchasing reagents for ongoing testing can be relatively high, impacting long-term affordability.

TAYLOR'S STRENGTHS

Taylor

Taylor is known for its **HIGH accurate** and **reliable** water testing products, making it a go-to choice for both residential and professional use.

Taylor’s higher price points generally reflect a focus on **precision** and advanced **technology**, making it a preferred choice for users needing high accuracy and detailed testing.

DIFFERENTIATION IN BRANDING

- 1. Highlighting Precision:** Emphasize the superior accuracy and precision of Taylor products, which can justify the higher price point.
- 2. Innovative Features:** Showcase any unique or advanced features that Taylor products offer, such as enhanced digital capabilities or comprehensive testing parameters.
- 3. User Experience:** Improve the user experience with clearer instructions, educational resources, and customer support to demonstrate value beyond just the product cost.
- 4. Value Communication:** Clearly communicate the long-term value of investing in Taylor products, focusing on their durability, reliability, and advanced features. By focusing on these aspects, Taylor Technologies can effectively differentiate itself in the market and justify its pricing to potential customers.