

# Key Features and Value

Nov. 10, 2014

## Ultra Speed Pro

**Cord Electric Burnisher**

20", 1500 rpm



### Key Features

### Value Statement

Key Features	Value Statement	Exclusive	Productivity	Ease of use	Reliability	Performance	Safety	Cost of ownership	Serviceability
For All "PRO" Products - "VALUE"	Best VALUE in the market. The basic feature needed at the lowest market price							X	
All The Typical Features of a Commercial Burnisher	Heavy duty - all metal design, safety switch, on handle circuit breaker, 1.5 HP motor, solid handle lock, 50 foot safety yellow cord and more		X	X	X	X	X	X	

### Positioning

Best Value Available! All the typical features of a commercial burnisher at the best price in the market.

### Who Buys This?

Anyone with finished floors

### Demo Tips

Always customize presentation and demo to what is important to the customer!

### Notes