



DRYFT[®]

FROM NOW



Distributor Product
and Sales Guide

The world’s first S-Motion Scrubber Dryer has finally landed

This brochure is your introductory guide to DRYFT, to broaden your product knowledge, to help you learn how to market the machine and what to expect when coming to sell and demonstrate DRYFT and the S-Motion technique.

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A new era of cleaning technology begins now, with **DRYFT**®

As the CEO and Inventor of DRYFT, I am proud to have overseen years of meticulous research and development of a product that doesn't just clean floors, but transforms how we approach floor care. Our goal with DRYFT is to redefine what's possible in floor cleaning, with immeasurable passion for cleaning speed and performance. With DRYFT, we've combined speed, agility and precision in a machine that not only gets the job done faster, but also cleans deeper and more thoroughly than ever before. DRYFT is a complete game-changer for the industry.

Our S-Motion technology and patented performance features are what set DRYFT apart from anything else on the market. By drastically reducing cleaning time, enhancing manoeuvrability, and delivering superior results, DRYFT empowers businesses to achieve more with less effort. Every component is precision-engineered to withstand the challenges of commercial cleaning, and each machine undergoes a rigorous inspection to ensure the highest quality, designed to deliver years of trouble free use and proudly manufactured in Sheffield, England.

I would personally like to thank you, our valued partners who have dedicated your time over the years on the MotorScrubber brand, your support has helped get us to where we are today and for that we are grateful.



Imre Killi, Inventor & CEO



We design for hygiene professionals

Our ideas and development are always centred around worker welfare, making the cleaning experience as effortless as possible for users.

We innovate for results

Our unique features have been constructed to create the perfect solution for 100% floor coverage as fast as possible.

We manufacture for resilience

Our components are tested to withstand the most complex cleaning challenges faced in the industry.

DRYFT has been intricately developed by our team of seven world class product designers across a four year period. Manufactured with precision in Sheffield, UK.

Manufactured by:



A message to our most valued distribution partners

We know that your customers expect reliable, high-performance machines. DRYFT delivers that - and more. As our valued distribution partner, you play a key role in bringing this revolution to businesses worldwide. Together, we can redefine commercial cleaning standards and provide exceptional value for clients across all industries.

We want to inform, equip and empower you with all the necessary tools required to evoke interest and drive sales of this innovative product, as you prepare to start your DRYFT sales journey, this document will help you do the following:

Become an expert with DRYFT
and its many unique features

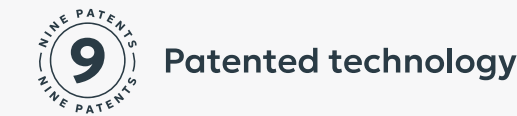
Knowledge is power, and the more you know and understand about the machine, it's features and capabilities, the better you will be able to sell it.

Learn about the brand and
what assets are available to you

We will be sharing information with you regarding the extensive range of brand assets available, how to use them and who to liaise with should you need anything specific.

Understand how we will work together
and what support is available to you

MotorScrubber head office is available to provide support with technical features of the machine, provide training such as servicing demonstrations. Our marketing department is continuously working on new materials that will help you excel in print and on digital platforms.



Let's take a look at the anatomy of *DRYFT*®

From the handle to the head, DRYFT boasts a wealth of features that push the boundaries of floor cleaning technology. With its patented ultra low profile cleaning head and ground breaking 4200rpm Scrubbing Technology, DRYFT delivers 100% floor cleaning coverage in half the time.

Machine specifications

Machine weight	Empty: 7.3kg / 16lbs* Full: 9.8kg / 21.6lbs*
Cleaning width	motion 160cm/63"
Scrubbing width	39cm/15.4"
Scrubbing power	4200rpm



Faster, lower, cleaner.

The Handle



Patent pending

The DRYFT handle is a game-changing design element that revolutionises the way you clean. Engineered for precision and agility, the SPIN handle allows for **effortless 360-degree** pivoting and seamless navigation in tight spaces.

Spin Handle

Keeps your upper hand stationary allowing the machine to rotate effortlessly. Over-moulded in soft touch TPE and mounted on stainless steel bearings.

S-Handle

The ergonomic S-Handle designed to enhance worker welfare enables the user to effortlessly guide the machine in the super fast S-Motion. The offset grips increase the torque for easy rotation of the cleaning head.



Patented technology

Control Panel

DRYFT's simple control panel has been designed to allow the user to **easily switch between smooth floor mode and rough floor mode** at the press of a button.

The suction motor boosts at the end of the cycle for three seconds, this clears excess water within the cleaning pad and suction hose ensuring no drips when you transport the machine.

Oscillation Speed

One light for low speed, 3500rpm.
Two lights for high speed, 4200rpm.

Service Indicator

Flashes when a component experiences a fault. The related component light above will also illuminate.

Rough Floor Mode

Select when using DRYFT on rough or textured floors. Suction speed is set to high to dry deep into texture/grout lines. 1 hour runtime.

Water Release

Two lights indicate higher level of water release, one light indicates lower level of water release. High level 20 minute water runtime. Eco mode 40 minute water runtime.

Suction Power

High speed for textured floors, low speed for smooth floors. Hold down for 5 seconds for boost mode.

On/Off

Press to turn machine on and off.

Smooth Floor Mode

Select when using DRYFT on a smooth floor, the suction will drop to low speed. 1 hour 15 runtime.

Faster, lower, cleaner.

Recovery Tank

With a convenient open-top design and quick-release magnetic connection, **the Recovery Tank makes emptying and cleaning a quick**, mess-free process that takes seconds. The unique construction **allows users to easily access and clean the interior**, preventing odours and ensuring every use starts fresh.

Magnetic Recovery Tank
Easy to clean and empty.

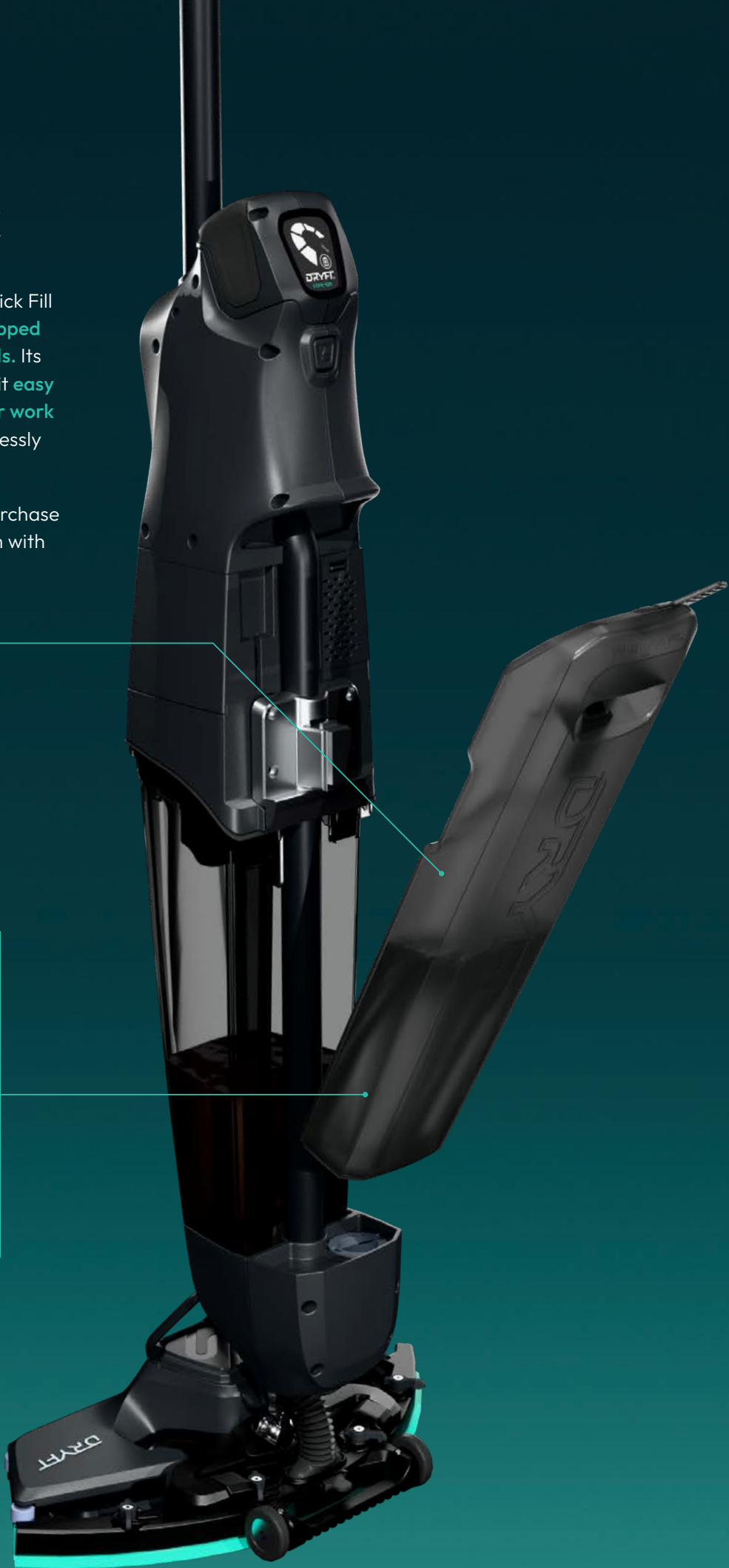


Quick Fill Magnetic Tank

Engineered for rapid refilling, the Quick Fill Magnetic Tank can be **effortlessly clipped off and filled under any tap in seconds**. Its magnetic attachment system makes it **easy to swap out without interrupting your work flow**, while the sleek profile fits seamlessly under taps of all sizes.

Need more than 2.5 litre solution? Purchase additional spare tanks and take them with you on your cleaning trolley.

Quick Fill Magnetic Tank
DRYFT's quick change magnetic tank can be filled and replaced in 22 seconds.



The Head



DRYFT's patented head shape is the key to its limitless cleaning ability, **efficiently cleaning around toilets in seconds**. DRYFT will scrub and dry deep into corners, thanks to the chamfered edges on the cleaning head.

Floor Tracking Technology

DRYFT tracks and adjusts automatically to uneven floors, thanks to the SPYDR Chassis, which enables the cleaning pad and squeegees to adjust independently.



Aluminium Chassis

Robust aluminium construction designed for commercial use.

Efficient Water Release

High performance cleaning with just water, thanks to 4200rpm scrubbing action.

Forged Aluminium Ball Joint

The patented torque transmitting ball joint delivers industry leading manoeuvrability.



Transportation Wheels

Flip the head onto the transport wheels for easy transportation between cleaning areas.

MAGPlate

Magnetic pad holder with colour coding, Coloured tabs are visible to the user during use.

Quick Release Squeegee

Tool-free design for easy maintenance.

Wall Protection Glide Wheels

Non-marking soft rubber for precision edge cleaning.

DRYFT

core-ion

A powerful, uniquely designed 25.2v 5AH lithium-ion battery to ensure high performance.

DRYFT is powered by our own Lithium-ion battery, CORE-ion. Clean 24/7 with DRYFT CORE-ion, quick change battery technology built with the latest top of the range Samsung cells, delivering up to 1 hour 15 minute runtime, 1 hour charge time.



Battery level indicator
Each of the five segments represents 20% of the battery life.



Battery indicator button
Pressing this button allows the user to check the energy level of the battery.



Error indicator
Flashes when there's a fault/overheat within the battery.

Battery run time	Smooth floor mode: 1 hour 15 mins Rough floor: 1 hour
Battery charge time	90% charge 1 hour 100% charge 1 hour 35 mins
Battery spec	25.2v 5AH





Now you can clean 100% of the floor surface

DRYFT is here to change the way we clean. When promoting DRYFT and providing demonstrations to end-users, it's crucial to walk them through the many key features of the machine and allow them to explore its capabilities.



Patented technology



Key features of **DRYFT**



Patented head shape

The cleaning head on DRYFT is a unique shape, which is the key to its limitless cleaning ability.



Precision edge cleaning

Integrated glide wheels allow DRYFT to roll smoothly along the wall whilst the cleaning pad scrubs precisely into the edges.



Lithium-ion battery

Lightweight quick change battery, DRYFT CORE-ion. Up to 1 hour 15 minute runtime, 1 hour charge time.



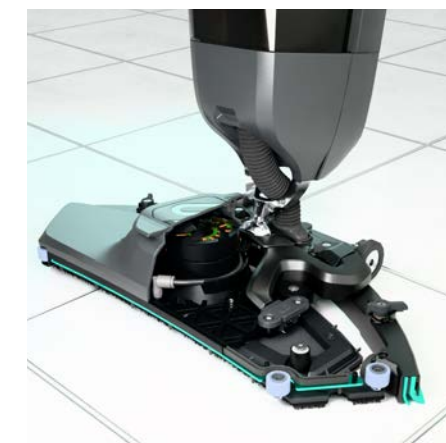
Powerful oscillation scrubbing technology

Incredible cleaning results thanks to 4200rpm oscillation technology powered by our bespoke digital motor.



Carry handle

DRYFT is lightweight, weighing only 7.3kg (16lb) when empty and 9.8kg (21.6lb) when filled with water.



Industrial strength

Robust aluminium construction, designed and manufactured in Sheffield, England.



Ultimate manoeuvrability

DRYFT's patented forged aluminium torque transmitting ball joint delivers 360° flexibility allowing you to clean even the tightest of areas.



Simple control panel

DRYFT's simple control panel has been designed to allow the user to easily operate the machine.



S-Handle

Ergonomically designed for worker welfare, with soft rubber grip and rotating top handle.



Floor tracking technology

The patented SPYDR Chassis enables the brush and pad to automatically adjust to uneven floors.



Efficient water release

A single tank will clean 548m² (5,898 sq. ft) in 20 minutes. Clean 1644m² (17,695 sq. ft) per hour using only 7.2l (24.3fl. oz) of water.



Quick release squeegee

Four tool-free twist locks enable the squeegee to be quickly released for cleaning or a swift replacement.

Serviceability

DRYFT has been designed to allow the user full independence in maintaining and servicing the machine. This results in less downtime and no extra expense with technician call-outs.

Suction Service Pod

Anybody can service DRYFT with our smart self service pod design. Quickly and easily change all serviceable parts: Suction Motor, Solenoid Valve, PCB, Squeegees and more. **Designed to ensure you're always up and running in less than 24 hours**, DRYFT Service pods allow for quick and easy part replacements without the need for expensive technician call out fees.

Suction Service Pod™

- Time needed:** 3 minutes
- 1 Screw
 - 1 Electrical connector

Solenoid Pod

- Time needed:** 5 minutes
- 4 Screws
 - 1 Electrical connection
 - 1 Water connection

Squeegee

Four tool-free twist locks enable the squeegee to be quickly released for cleaning or a swift replacement.

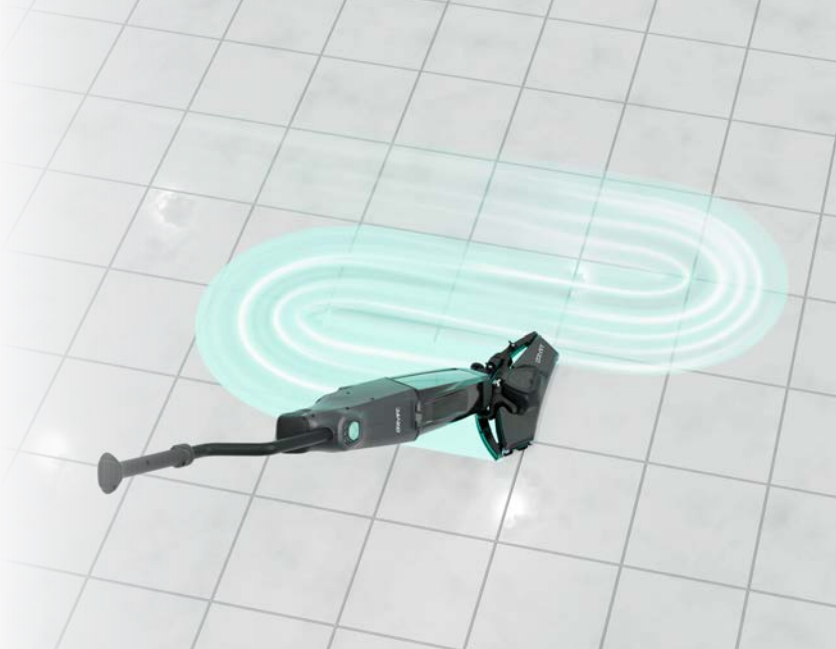
- Time needed:** 5 minutes
- 4 Tool free twist locks

Electronics PCB

- Time needed:** 5 Minutes
- 10 Screws
 - 5 Cable connections

motion[®] the way we clean

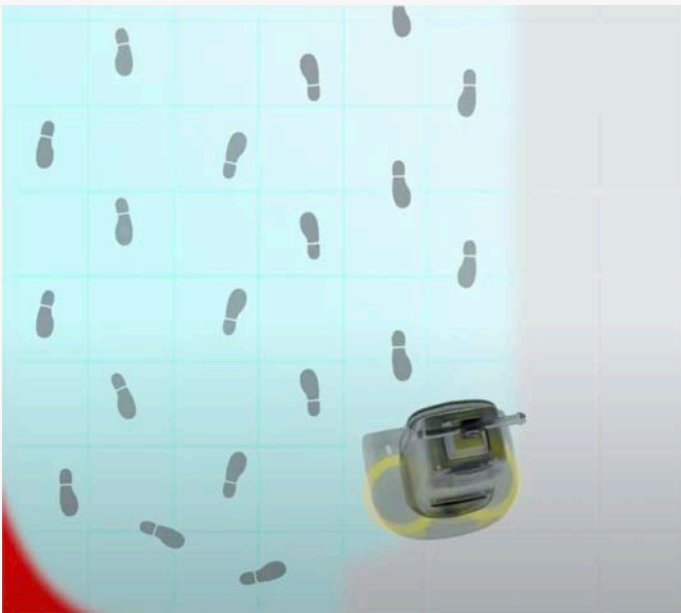
Our own unique technique is what enables DRYFT to effortlessly clean **100m²/1076ft²** in just **3.9 minutes**.



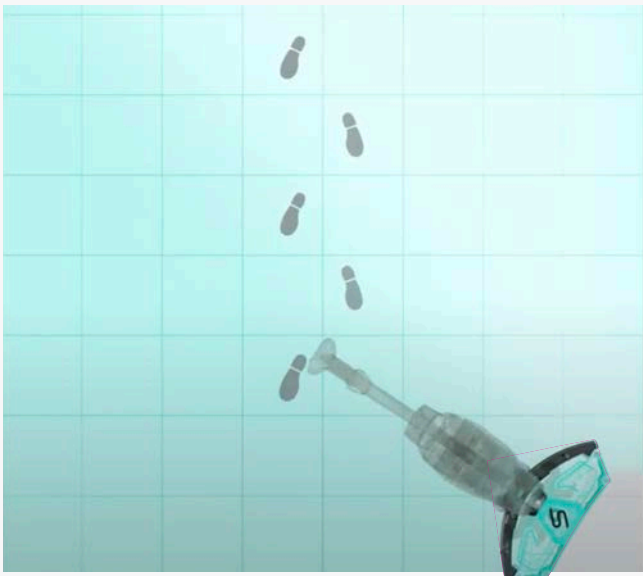
What is it **motion**[®]?

S-Motion is the **revolutionary cleaning technology** behind DRYFT's unmatched efficiency and speed. This innovative method allows the user to guide the DRYFT scrubber dryer in a smooth, sweeping **"S"** motion, drastically reducing the time and effort required to clean large areas.

The result is **75% less walking**.



Current scrubber dryers require the user to walk up and down the floor **4 times** to cover the same **1.6m (5.2ft) width**.



160cm

DRYFT cleans in widths of **160cm (5.2ft)** whilst you walk forward once, allowing you to clean the same area in half the time.

Where to use **DRYFT**[®]



Low profiles



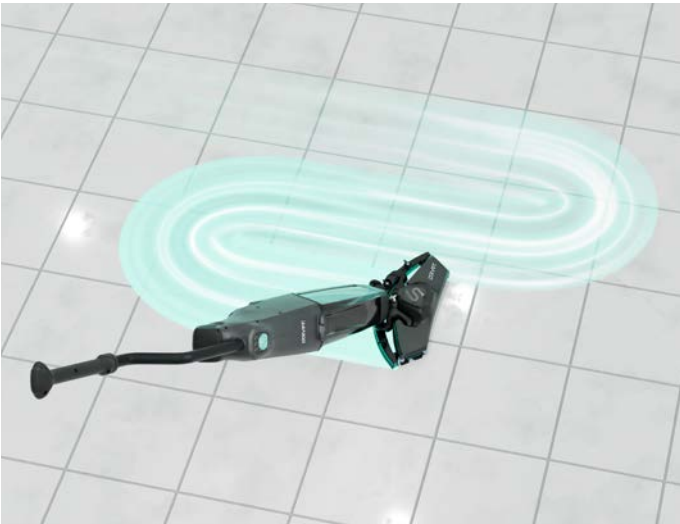
Clean corners



Under partitions



Hard-to-reach areas



Open spaces



Around toilets

Sales so far...

What can I expect when I come to sell this product?

UK and Export Manager Sam Hill has spent the summer traveling across the globe, touching down in Brazil, Australia, USA and mainland Europe delivering exclusive demonstrations to partners and end user customers.

We asked Sam a series of questions to find out how he maximises the opportunity to sell and how the machine has been received so far...



1 | What do you think people's opinion of the machine is after their first time using it?

Customers and partners are very impressed with DRYFT overall, the machine has been extremely well received. Feedback has been overwhelmingly positive, with comments on how well it is designed, being lightweight and easy to use. They have never seen anything like the DRYFT before with its unique features.

2 | What will help distributors as they begin to educate end users on the S-Motion technique?

When demonstrating and completing training on the DRYFT, we should always start with walking forward and using the most ergonomic position. Walking forward, up and down enables the user to have a good experience. Once they feel comfortable, we can then begin to educate on the S-Motion, cleaning in widths of 1.6m and increasing productivity.

3 | What areas do you think people are wanting to use DRYFT in the most?

A lot of customers face cleaning issues in the small to medium size areas, but all sectors and every building has areas for DRYFT. While we are promoting the S-Motion and the fact it is the first machine of its kind that can truly replace a mop, it's also very important to remind people that DRYFT is a powerful scrubber dryer with exceptional speed and high performance cleaning results.

4 | Have you had any hurdles to overcome so far when selling DRYFT?

With any new technique that requires education, the S-Motion is an aspect that will be a new functionality for hygiene professionals. Once the end user understands that the machine will move like a mop, this hurdle is overcome and the full productivity of DRYFT becomes evident.

5 | What do people like the most about the machine?

DRYFT has been very well received, with high praise for the speed of its cleaning process, its lightweight nature, and how it gets into the corners where existing scrubber dryers simply cannot reach. People have been attracted to its unique status within the industry as it is a first of its kind and people have never used anything like it before. The affordable price is also a key attraction when compared to its nearest competitors.

6 | Can you tell us what sort of questions do you get asked the most?

The majority of key decision makers primarily ask questions about overall productivity, in particular performance per solution tank and per hour. This is a key aspect of DRYFT where we can truly differentiate against the competition, by offering significant cost savings over the period of any cleaning contract, through overall water consumption, efficiency and time saved through labour, maintenance and repairs.

7 | What do you enjoy about promoting DRYFT as a product?

Providing a demonstration of a machine that is first to market and seeing people's reactions has been a fulfilling experience. Letting users experience it themselves, allowing them to find their comfort with it and see them learn about its movement, its adaptability and its performance, makes my job easy!



Sam Hill
UK & Export Manager
sam@motorscrubberclean.com

The ultimate corner cleaning experience

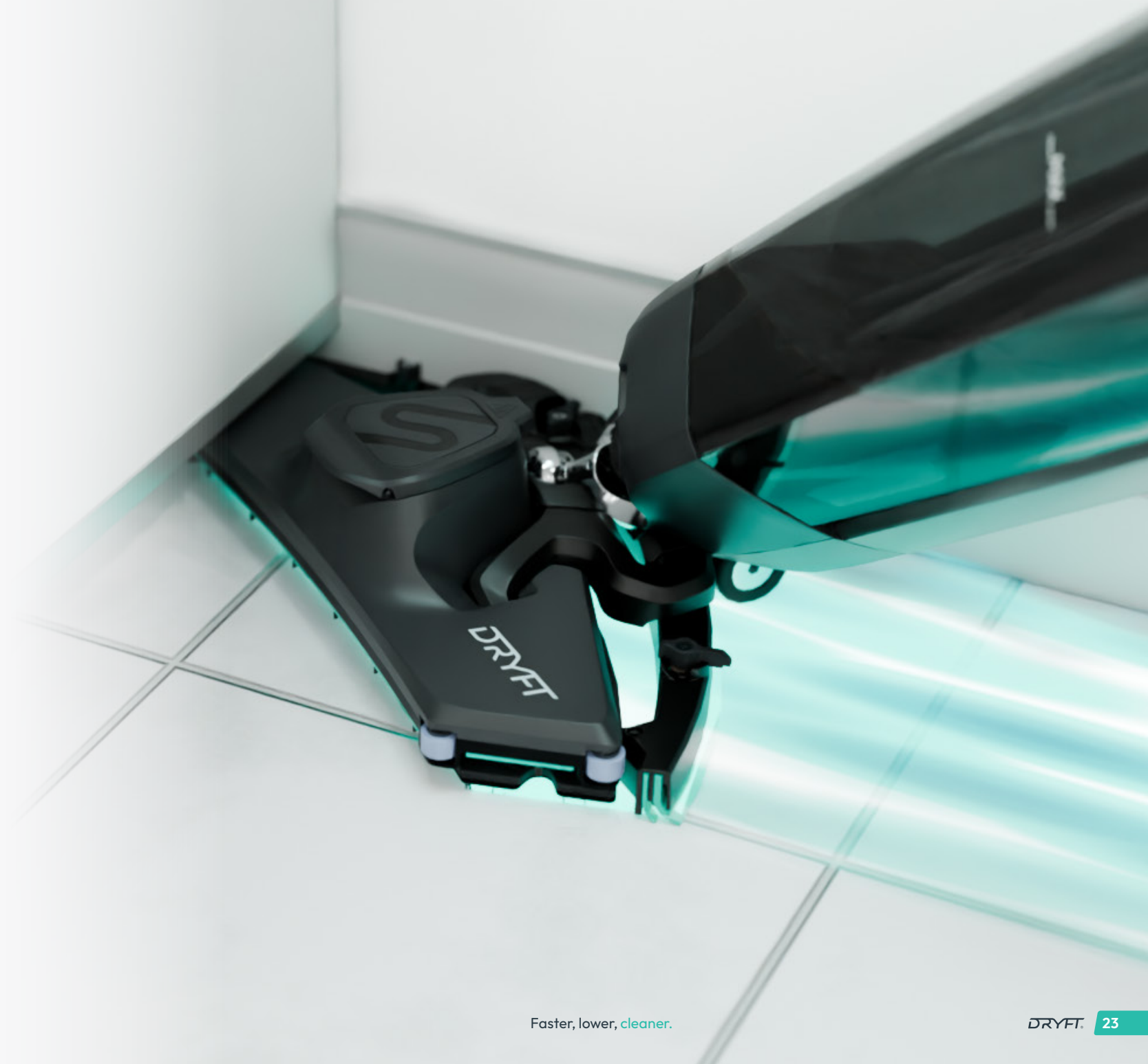
Don't cut corners, DRYFT them. DRYFT will scrub and dry deep into corners, thanks to DRYFT's unique patented head shape with chamfered corners.



**Commercial
Warranty**

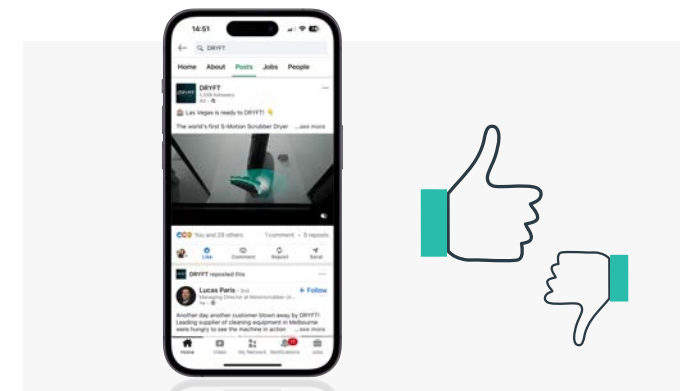
You must register your machine to activate your warranty. We offer a 12 month warranty as standard and a 24 month warranty when the end user registers on our website:

dryft-world.com/warranty



How do we intend to market the world's first S-Motion Scrubber Dryer?

DRYFT is a revolutionary new product, designed and manufactured to lead the way in the hard-floor cleaning industry. The unique brand identity of DRYFT, the way in which it is applied and tone of voice we use is incredibly important. Your support is required to grow this innovative, powerful brand, ensuring it is delivered correctly across all print and digital media.



Have a strong online presence

By regularly promoting the product online, using the most effective social media platforms, you're helping grow the brand, captivate the audience and boost recognition. Read through our tips for making an impression on LinkedIn on page 26 to learn more on this.



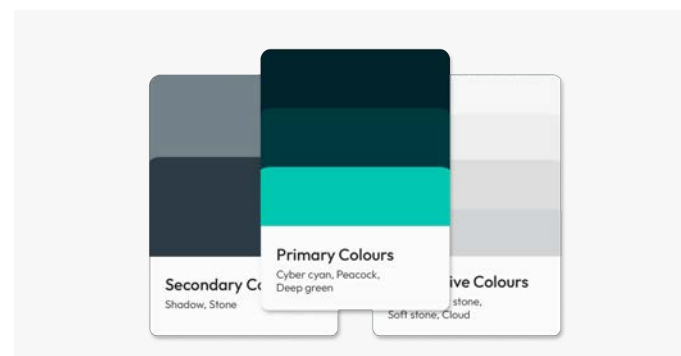
Be trade show ready

Trade shows are a great way to obtain hundreds of new customers in new sectors and really grow your business. We have a variety of promotional items available to help you put your display together.



Comply with our brand guidelines

We have developed a comprehensive set of brand guidelines to maintain consistency and cohesion across all platforms of communication, and therefore strengthen the brand and its presence. Our goal is to help our audience easily identify, remember and respond to our messages.



Consistency is key

This point cannot be emphasised enough. To maintain a strong brand presence, all communication should be designed and written in a consistent way. This will make us more identifiable and memorable. Use all the assets available to you, to ensure colours, type, images and above all your messaging are in-line with our brand guidelines.

Our review and approval process

We need to ensure that everything which represents DRYFT across the globe, is on-brand and strictly adheres to our guidelines.

We require all our distributors creating their own marketing materials to take part in an approval work flow, whereby your materials are shared with us and our department signs off any assets before they're printed.

This is a crucial part of the process in order to strengthen the DRYFT brand and increase global recognition.



We will be informing you as and when new material becomes available and providing directions as to how you can access the files.



Utilise our marketing materials

Our talented marketing department have crafted a variety of digital and print materials which we will be sharing with distributors, these include assets such as digital brochures, print ready brochure files, E-commerce imagery, social media posts and much more.



Wear the brand

Our DRYFT branded T-shirts and lanyards are a great way to increase brand recognition and visibility. When we wear branded t-shirts, we are essentially promoting the brand to those around us. Get in touch to order your own branded DRYFT T-shirt.

"We have an amazing window of opportunity here to launch and build a truly authentic brand that stands out in the commercial cleaning industry.

Our department is working hard to create and conceptualise the best ways to resonate with our audience. Work with us by complying with our review and approval process, let us ensure all your pre-published material tells the right story and is on-brand; this will ensure your efforts have the best chance to result in sales."

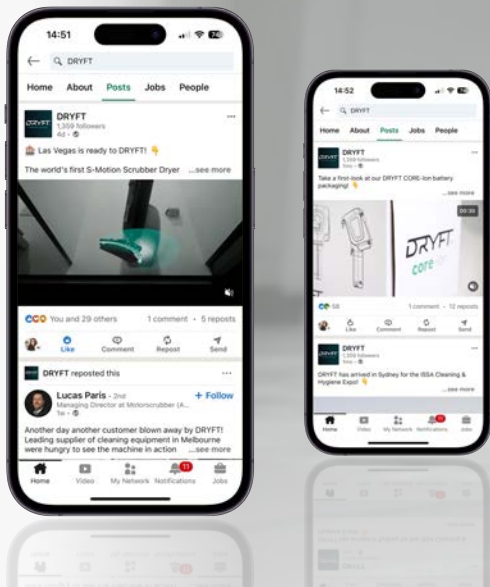


Aimee Owen
Marketing Manager

How can I maximise interest on LinkedIn?

DRYFT will naturally capture attention at trade shows and exhibitions with ease, but in the digital world, we have to stand out from the crowd.

Follow these few rules for LinkedIn to achieve maximum engagement and greatly improve your chances of gaining leads for DRYFT sales.



Visual formatting

Videos and images should be in **vertical format** - design your posts to fill smart phone displays.



Video time length

Make videos shorter than **15 seconds** - LinkedIn will automatically replay which increases engagement.



People like people

Posts with photos should **focus on people** - engagement increases 2x against product only photos.



Limit your use of emojis

Don't overuse emojis! A single spot of colour in the headline is enough to catch the eye as people scroll.



Kick-start your posts

Ask colleagues and friends to watch video posts for **12+ seconds, comment and like within 10 minutes of the post being published**. The algorithm recognises early activity and pushes it out to a wider audience based on its popularity.



Strategise your content

Post strategic polls to create warm leads - asking a question of your audience where the answer is something DRYFT can provide the solution allows for a natural conversation starter in the DMs.



Prioritise keywords in your content

LinkedIn's algorithm favours posts with **strong, relevant keywords**. If your post already mentions "cleaning," there's no need to add #cleaning.



Post to solve, not to sell

Ensure to **highlight the challenges your customers face** and allow DRYFT to provide solutions.

A marketing checklist for your team:

Read our brand guidelines thoroughly and familiarise yourself with our rule set if you should need to produce any of your own marketing material.

Ensure you have the latest official licensed version of **Adobe Creative Suite** and access to predominantly **Adobe InDesign** and **Adobe Illustrator** to create your materials.

Send anything you design over to **marketing@motorscrubberclean.com** for approval before you publish or print any of your material.

- ☐ Download the following items from One Drive:
 - Our brand font **Outfit from Google Fonts**
 - The DRYFT colour palette for reference
 - Logo files, **always use .eps** files for best results
 - Design file templates to populate
 - E-Commerce imagery to promote DRYFT
 - Digital adverts

DRYFT[®]
FROM NOW



For more information on our brand guidelines or marketing queries please email marketing@dryft-world.com



“We are here to help create a compelling narrative to set DRYFT apart from the competition. By following our expert guidelines, you can engage with new audiences and maximise your DRYFT sales opportunities on LinkedIn.”



Matt Cooper
Digital Executive

The team that brought you **DRYFT**®

We have a passionate team of professionals dedicated to revolutionising the cleaning industry, after 4 intense years of research and development, thousands of difficult decisions, hundreds of prototypes we are all proud to present to you DRYFT.



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Patented technology



Made in
Britain