



Bonds, Seals & Mounts
virtually anything to everything



Who we are

Xcel specializes in supplying **high-performance** adhesives and sealants to DIYers and professionals that are designed to **simplify their work** and help them achieve **excellent results** on every project.

Our **Masonry Grab Adhesive** makes projects like stacked stone feature walls go faster, create less mess and most importantly, **SAVE MONEY!**





The CORE 4 Lineup



Masonry Grab Adhesive

- Seals & Bonds Wet or Dry
 - Paintable
- Cures in 24 hours
- Eliminate nails, screws, or clamps
- Non-sag, vibration, & impact resistant

Universal Bond & Seal

- Seals & Bonds Wet or Dry
 - Paintable
- Cures in 24 hours
- Permanently waterproof, flexible, crack proof
 - Mold Resistant
 - No VOC's

Instant Grab Adhesive

- Seals & Bonds Wet or Dry
 - Paintable
- Cures in 24 hours
- Eliminate nails, screws, or clamps
- Non-sag, vibration, & impact resistant

Ultra Clear Bond

- Seals & Bonds Wet or Dry
 - Paintable
- Cures in 24 hours
- Permanently waterproof, flexible, crack proof
 - Mold Resistant
 - No VOC's



Features & Benefits



Versatile

- Seals & Bonds Wet or Dry
- Permanently waterproof, flexible, crack proof
- Can be applied to most materials
- Paintable



No Odor

- No lingering odor while applying/curing
- Safe for indoor/outdoor
- Odorless



No VOC's

- No harmful chemicals
- Zero isocyanates or solvents
- No VOC's



No Mess

- No mixing
- No buckets
- No water
- No dust
- No clean up



100% Waterproof

- Grabs & hold instantly wet or dry
- Mold & mildew resistant
- Apply underwater



Super Strong

- Excellent adhesion & durability
- Tensile strength 575 psi
- UV Resistant



Saves Time

- 24 hour cure time
- No sag
- Complete job in one day
- Eliminate most prep
- No clean up

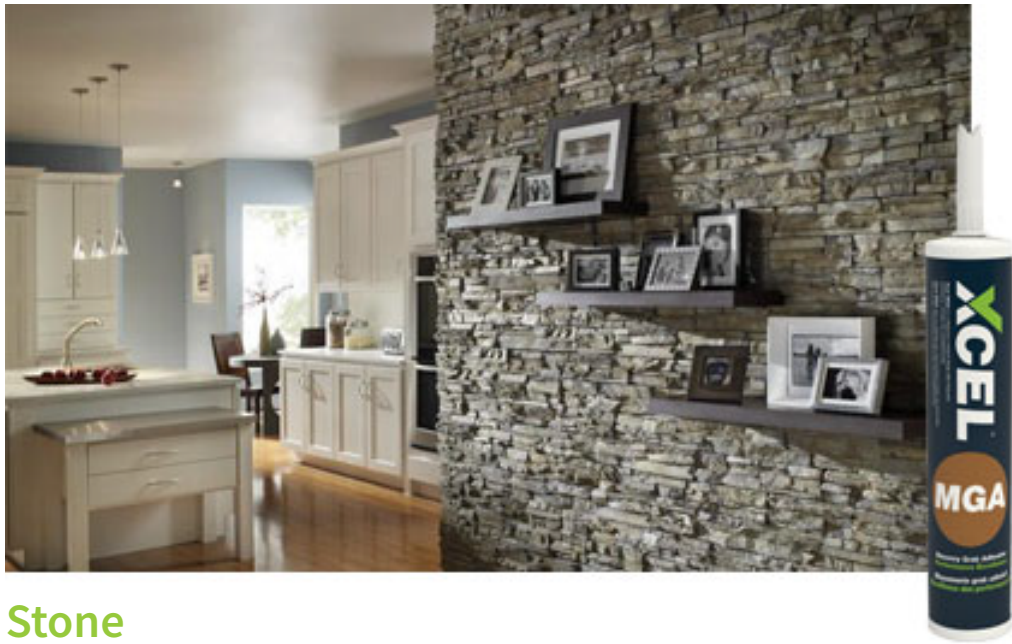


Green

- Environmentally friendly
- Zero isocyanates or solvents
- No VOC's



Industries We Serve



Stone Industry



Construction Industry



DIY



Sign Industry



Trailer Industry



Approvals and Certifications



CERTIFICAZIONE
DI PRODOTTO
BUREAU VERITAS
Certification





Xcel vs. Current Technologies

Technical Description	Xcel Hybrid	Polyurethane	Silicone
Environmental Friendliness	No VOC's, zero isocyanates & solvents	Contains solvents, isocyanates & moderate-high VOC content	Contains solvents, isocyanates & moderate-low VOC's
Multi-Substrate Cohesion	Greater cohesion strength & will adhere to wider range of substrates	Will damage or leach through certain substrates - damaging the material	Leaching is a problem, as is cohesion to certain substrates
Elongation/Flexible Nature	Remains permanently flexible, even at low temperatures, greater elongation factor	Goes brittle over time and especially at low temperatures	Good flexibility and elongation factor but limited expansion/contraction in joints
Shore A Hardness/Durability	High (45-60)	Medium (35-40)	Low (25-30)
UV Resistance	Excellent UV Resistance	Goes brittle over time, & cracks	Good UV Resistance
Bond Strength	High (up to 575psi)	Medium- High (400psi)	Moderate (350psi)
Shrinkage	Zero shrinkage over time	Shrinkage over time	Mild shrinkage over time
Other Characteristics	Wet or Dry application, Paintable, Mold/Mildew Resistant, Food & Marine Safe	Depends on product, requires special product for specific use	Depends on product, requires special product for specific use
Shelf-Life	Minimum 18 months - 2 years	12 months	12 months



How Do We Compare

	Xcel MGA	Sikabond Ultimate Grab	Sikabond Construction	Gorilla Heavy Duty Ultimate	Loctite PL Premium Fast Grab	Loctite PL Premium
10 oz Tube Cost	\$14.00	\$20.00	\$7.00	\$12.00	\$15.00	\$11.00
Eco Friendly	✓					
No Voc's	✓					
Flexible	✓	✓	✓	✓	✓	✓
Strength	✓ 575psi	✓ 200psi	✓ 225psi	✓ 225psi	✓ 400psi	✓ 240psi
No Sag	✓					
No Odor	✓					
100% Waterproof	✓					
Apply Wet or Dry	✓			✓	✓	✓
Apply Underwater	✓					
UV Resistance	✓	✓	✓	✓	✓	✓
Paintable	✓	✓				✓
24hr or less Cure	✓ 24hr	24-48hr	24-48hr	24-48hr	24-48hr	24-48hr

Current Options

Because there is **no true apples-to-apples** comparison between Xcel and what is currently available we need to look at options currently available to contractors and to DIY homeowners.



Mapei UltraFlex

- Non-Sag
- Coverage 85-95 sqft
- Cure time 24 hrs to 28 days
- Can't get wet for 28 days
- Can be dusty and messy
- Average install time

Set-up, mixing, & clean-up greatly increase the job costs

Cost \$30 + \$150
(\$150 represents extra labor)



Mapei Premium Pre-Mix

- Must support to prevent sag
- Coverage 20-24 sqft
- Cure time 24-48 hrs
 - Can be messy
- Quicker install time

Set-up & clean-up increase the job costs
Need 4 buckets

Cost \$50 + \$150
(\$150 extra is 3 extra buckets)



Xcel MGA

- Non-Sag
- Coverage 20-25 lf
- Cures in 24hrs
- Waterproof
- Easy to use
- Fastest install time

Need 3-4 tubes


Cost \$14 + 42
(\$42 is 3 extra tubes to complete)



Pricing

Separate Attachments

Floor & Decor Pricing



Label	Description	Size	MSRP	Tier 1 \$	Tier 2 \$
UBS	Universal Bond & Seal	290ml	\$ 10.95	\$ 7.34	\$ 7.12
UCB	Ultra Clear Bond	290ml	\$ 11.95	\$ 8.01	\$ 7.77
MGA	Masonry Grab Adhesive	290ml	\$ 13.95	\$ 9.35	\$ 9.07
IGA	Instant Grab Adhesive	290ml	\$ 12.95	\$ 8.68	\$ 8.42
HCG12	Heavy-Duty Caulking Gun 12:1	290ml	\$ 22.00	\$ 14.74	

Pricing tiers reflect volume commitment

Above prices are good until January 30, 2021

Xcel suggests testing product in multiple flagship stores

Xcel will do in-store and/or virtual demonstrations to promote stone, accessories, & adhesive

We estimate gross revenue from Xcel MGA to be \$4.88 per (2) boxes of stacked stone.

In addition, sales of stacked stone can be increased because of a **stronger DIY appeal**.



Bottom Line

Bottom line is we know this is a **BLUE OCEAN** opportunity for the United States and see Floor & Decor as an exceptional partner that we can strategically align with as we make our product the **New Standard for Adhesives.**

We have used this product in our construction company for over a year and have witnessed the benefits, savings, and profits first hand.

This is a truly special product and we would love to be considered for placement in your stores and welcome any questions/feedback.

Thank You



Grab A Tube



MDS & SDS

Separate Attachments



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Instant Grab Adhesive Data Sheet

Product Description
XCEL IGA is a high strength, high viscosity, one-part elastic adhesive for indoor and outdoor applications based on MS Polymer. Specially designed for fast and non-rigid structural bonding in construction, metal industry, auto, marine, etc., with excellent adhesion to most substrates. Completely weather resistant, odourless and does not contain solvents, silicones or isocyanate's.

Fields of application
Multi-purpose sealing and bonding in the natural stone, cultured stone and landscaping sectors.

Main Benefits

- Seals & bonds wet or dry
- Interior / exterior - paintable
- Environmentally friendly
- Tensile strength 575 psi
- Permanently waterproof, flexible, crack proof, & mould resistant
- Ductwork & HVAC
- Aluminium, Brass, Steel...
- Polystyrene, SM Insulation Board
- Stone, Brick, Fiber Cement & Tile
- Concrete, Glass, Wood & Porcelain
- Cultured Marble, Granite...

Directions for use
The substrates must be clean, dry, and free of old residues, polish, liquid sealants, wax, dust, grease and other contaminants which may affect the adhesion. Painted surfaces must be well cured and free of loose paint. The product is suitable for many types of construction materials, however, a preliminary adhesion test is recommended on every surface. After substrate preparation, apply with a manual- or pneumatic caulking gun. Un-cured product may be easily removed with Xcel SDC. Cured sealant must be removed mechanically. Optimum bonding will be obtained after complete curing, i.e. after 24 to 48 hours at +73°F for a thickness of 0.10"



Universal Bond & Seal Data Sheet

Product Description
XCEL UCB is a 1-component based on MS Polymer, for a wide range of sealing and odourless and low flow to ASTM D209, Type S, Class 1.

Fields of application
Multi-purpose sealing and bonding in the natural stone, cultured stone and landscaping sectors.

Main Benefits

- Seals & bonds wet or dry
- Interior / exterior - paintable
- Environmentally friendly
- Tensile strength 575 psi
- Permanently waterproof, flexible, crack proof, & mould resistant
- Ductwork & HVAC
- Aluminium, Brass, Steel...
- Polystyrene, SM Insulation Board
- Stone, Brick, Fiber Cement & Tile
- Concrete, Glass, Wood & Porcelain
- Cultured Marble, Granite...

Directions for use
The substrates must be clean, dry, and free of old residues, polish, liquid sealants, wax, dust, grease and other contaminants which may affect the adhesion. Painted surfaces must be well cured and free of loose paint. The product is suitable for many types of construction materials, however, a preliminary adhesion test is recommended on every surface. After substrate preparation, apply with a manual- or pneumatic caulking gun. Un-cured product may be easily removed with Xcel SDC. Cured sealant must be removed mechanically. Optimum bonding will be obtained after complete curing, i.e. after 24 to 48 hours at +73°F for a thickness of 0.10"



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Safety data sheet

SECTION 1: Identification Of The Substance/Mixture And Of The Company/Undertaking

1.1 Product identifier:
XCEL MGA

1.2 Relevant identified uses of the substance or mixture and uses advised against:
Relevant uses: Multituse adhesive. For professional use only.
Uses advised against: All uses not specified in this section or in section 7.3

1.3 Details of the supplier of the safety data sheet:
XcelPro Inc.
81 Select Avenue, Scarborough, Ontario, M1V 4A9
T: 1-844-923-5776 F: 1-855-647-7494 E: info@xcelpro.com

1.4 Emergency telephone number: T: 1-844-923-5776

SECTION 2: Hazards identification

2.1 Classification of the substance or mixture:
- CLP Regulation (EC) n° 1272/2008:
The product is not classified as dangerous according to CLP Regulation (EC) n° 1272/2008.

2.2 Label elements:
- CLP Regulation (EC) n° 1272/2008:
- Hazard statements: Non applicable
- Precautionary statements: Non applicable
- Supplementary information: EUH210: Safety data sheet available on request

2.3 Other hazards: Non applicable

SECTION 3: Composition/Information on ingredients

3.1 Substance: Non applicable

3.2 Mixture:
Chemical description: Mixture composed of chemical products
Components: In accordance with Annex II of Regulation (EC) n°1907/2006 (point 3), the product contains:

Identification	Chemical name/Classification	Self-assessed	Concentration
CAS : 6789-01-7 EC : 06-03-04 Index : Non applicable SDS/CAS : 01-0000000-01-0000	Styrene/acrylonitrile Regulation 1272/2008 : Skin Irrit. 2 H315; Flam. Liq. 2 H225; Skin Irrit. 2 H315; STOT SE 2 H335 - Danger	⬇	5.5 - 10%
CAS : 9817-63-6 EC : 07-03-07 Index : Non applicable SDS/CAS : 01-0000000-01-0000	Thiophenol/acrylonitrile Regulation 1272/2008 : Flam. Liq. 2 H225; Skin Irrit. 2 H315 - Warning	⬇	1 - 0.2%

To obtain more information on the risk of the substances consult sections 8, 11, 12 and 16.

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Matt Cunningham
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