



disaster earlier this year, many places laid plastic mats on the floor but many people still fell and they didn't know what to do. This is because they lack the knowledge of mats.

Q: Can you briefly tell us the development process of Princeton overseas and in China?

A: Princeton started out in Malaysia and grew in Singapore. 10 years have already passed since then. We came to Shanghai last year. In China, many distributors only distributes the products of only 1 or 2 brands and they will need to buy an amount that will fill up a 40-foot container before they can get the supply from the manufacturers. Princeton is the distributor for over 10 brands of products. The advantage we provide is that when we give the goods to our sub-agents, we can mix and match the different types and brands of products before putting all of them in a container. That way, they can have more types to sell. We had just started our business, so we are still doing direct sales to open up the market. Hopefully we can find our distributors soon.

I feel that we are not only selling mats. More importantly, we want to instill the importance of mats and the knowledge in property owners and customers, so that they will know how to lay the mats. Some countries, including China, have not fully understood mats yet. I can say that about 70% of the world has not fully grasped the knowledge of mats yet. But it's ok. We have the patience to slowly teach them about mats. Service and quality are the 2 principles of Princeton.

Q: What are the brands that Princeton is the agent for? Will the price of imported products be very high?

A: Currently we are the sole distributor for brands like the CROWN (USA), LUNE (JAPAN), ALLEPEY RUBBER MAT (INDIA) and ECOLOO (MALAYSIA). We are also agent for MMI (USA) and KLEEN TEX (JAPAN). Our sales volumes for these brands are pretty high. At the same time, we also distributes many other brands and products to serve our client a ONE STOP SERVICES. For instance several high-class double-decker coaches in Singapore are using our products. In Shanghai, there are many places that are also using our mats, for example, Hongqiao Airport, the People's Square etc.

The materials used for mats are different from the materials used for carpets. Mats are

usually more durable with more preventive functions. We have some mats that have silver as one of its components. These kinds of mats can kill germs and disinfect. Such functions can last for 10 years. You can also print different logos on our mats. Many companies will print their company name or phrases like "Welcome" on their mats. The old technologies required the printing to be done on at least 3000 pieces. Now, the printing can be done on 50 pieces or even 1 piece. In short, we have a complete product line to satisfy all demands from our customers.

Of course, prices will vary based the environment and the materials used. We have customers grumbling that our products are too expensive. Let me give you something as a kind of reference. The local PVC mats are priced at RMB \$80 – 100 per square meter. The most expensive product we have can go up to RMB \$700 per square meter. The key thing is whether the cheaper mat will perform its required functions. Both products are PVC mats but there is a world of difference between a 100% PVC mat and a 25% PVC mat. The color of a 25% PVC mat will change if it is put under the sun for 3 days. The color of a 100% PVC mat will not change for 2 to 3 years even if you put it under the sun. Many local mat manufacturers will add potassium nitrate to the raw material. In 6 months to a year, this kind of mat will harden and crack when people walk on it. 100% plastic mat can be used continuously for 2-3 years. In addition, if a 25% PVC mat is put in a wet environment for 2-3 days without drying it, it will become moldy. But a 100% PVC mat will not turn moldy and it won't burn in a fire. Of course, the prices will vary for different materials.

Q: What is the difference between the mat market in China and other countries?

A: I feel that there is a big gap in the knowledge the end users in China have about mats and the end users in other countries have about mats. Currently the local users have no such awareness, hence there is no such need. That's why we need to instill professional knowledge about mats in our customers.

Currently our customers are not aware of how much to spend and how many mats to use. If unsuitable mats are used, what will happen in the end is that the whole floor will have to be re-laid. That will cost even more money. The Western countries have started to use different types of mats 40 years ago. The people became aware of the importance of mats. Hence many started to conduct research on this and many manufacturers have gone into mat production. Our company specializes in bringing in this type of products from overseas. That is because our local manufacturers do not have enough experience and have not reached the standards to manufacture. Or I should say, even if our local manufacturers have such experience and the skillset, they need a certain amount of orders before they are willing to go into production. However our local demand for high quality mats is not high. I have visited a few local manufacturing enterprises. I have let them take a look at my samples and I am willing to pay 5 times the price. Some factories said they do not have such advanced machines. For some, although they have such advanced machines, they do not have same materials. Hence our mats are not as good as the imported mats in terms of quality, experience, technology and demand etc. We can only import high quality mats from overseas. The prices will

