

PRODUCT PRESENTATION

Biological cleaning concept



Innovates
in maintenance
products.



OUR GOAL

How to set up a **profitable and differentiating** business on biological parts washer and **sale a lot of consumable** associated?

1SRI

ECO-MAINTENANCE PRODUCTS SPECIALIST

*User-Friendly
Technology 3.0*



Bio-gradation



Oxygenation



Immersion



Eco Mode



Boost Mode



Easy Maintenance

TEMPERATURE OK

Boost Mode ↑ Set

Eco Set

On Off - ↑

OUR DNA

Designer of eco-products for maintenance

Providing innovative cleaning concepts for the industrial and automotive sectors

Improving safety and well-being through ergonomic and safe solutions

Full control of the production process, from R&D and design to manufacturing

State-of-the-art bioremediation technology



**Products
Conception**

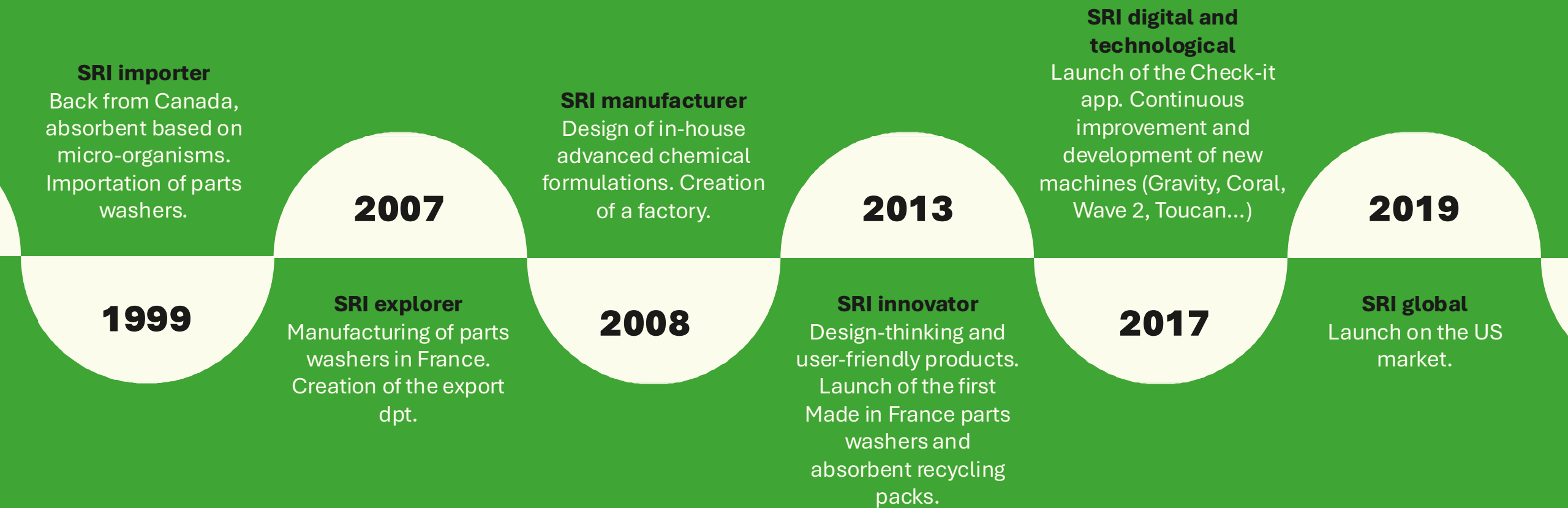


**Chemical
Innovation**



**Bio
Technology**

HISTORY OF SRI



THE SRI APPROACH

Innovation & exclusive know-how

Design thinking and innovative
user centric concepts focused on:

PERFORMANCE

**HEALTH &
SAFETY**

ERGONOMICS

**ENVIRONMENTAL
AWARENESS**



THE SRI APPROACH

A wide range of biological parts washers



THE SRI APPROACH

Services

Full support:

TRAINING

DEMOS

SALES TOOLS

**PRODUCT
CUSTOMIZATION**

**BRAND
COMMUNICATION**



THE SRI APPROACH

A successful business model

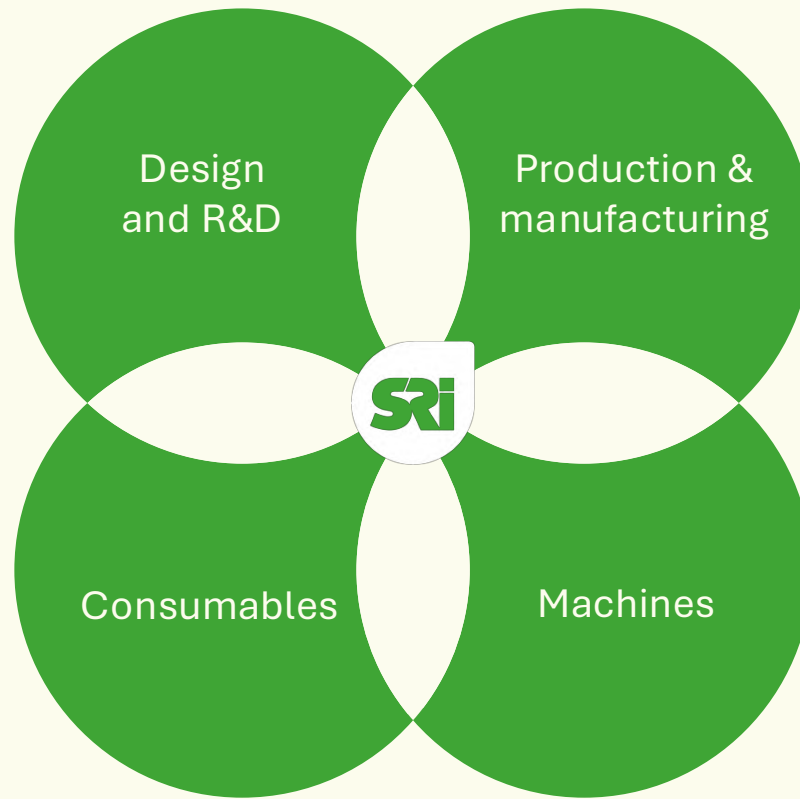
Based on the machines robustness
and the recurring sales of
related consumables.

We work close to our distributors to
create with them new business
opportunities



OUR EXPERTISE

Complete control of the design-to-production chain, from the analysis of market requirements to the quality control and follow-up.



OUR EXPERTISE

Advanced and exclusive eco-friendly chemical formulation for performance and safety.



OUR EXPERTISE

Design thinking and user centric approach with a unique aesthetic touch. Eco-friendly, energy- and cost- saving concepts.

Design
and R&D

SRI

Machines

OUR EXPERTISE

Production and conditioning of the cleaning solutions in our facilities.

Production &
manufacturing

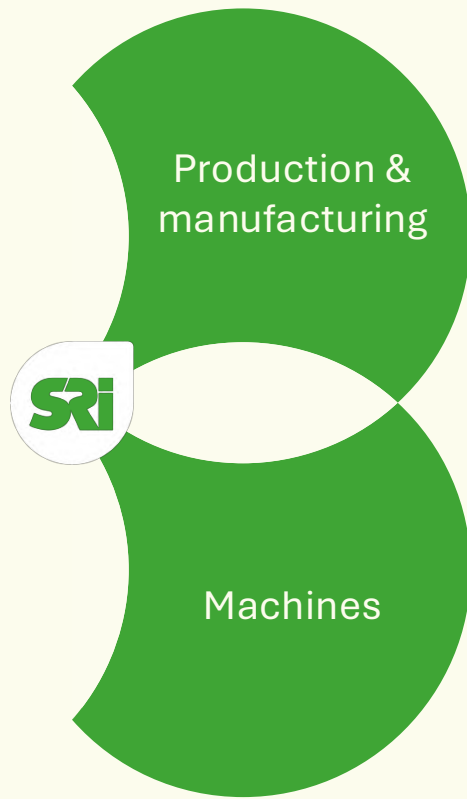


Consumables



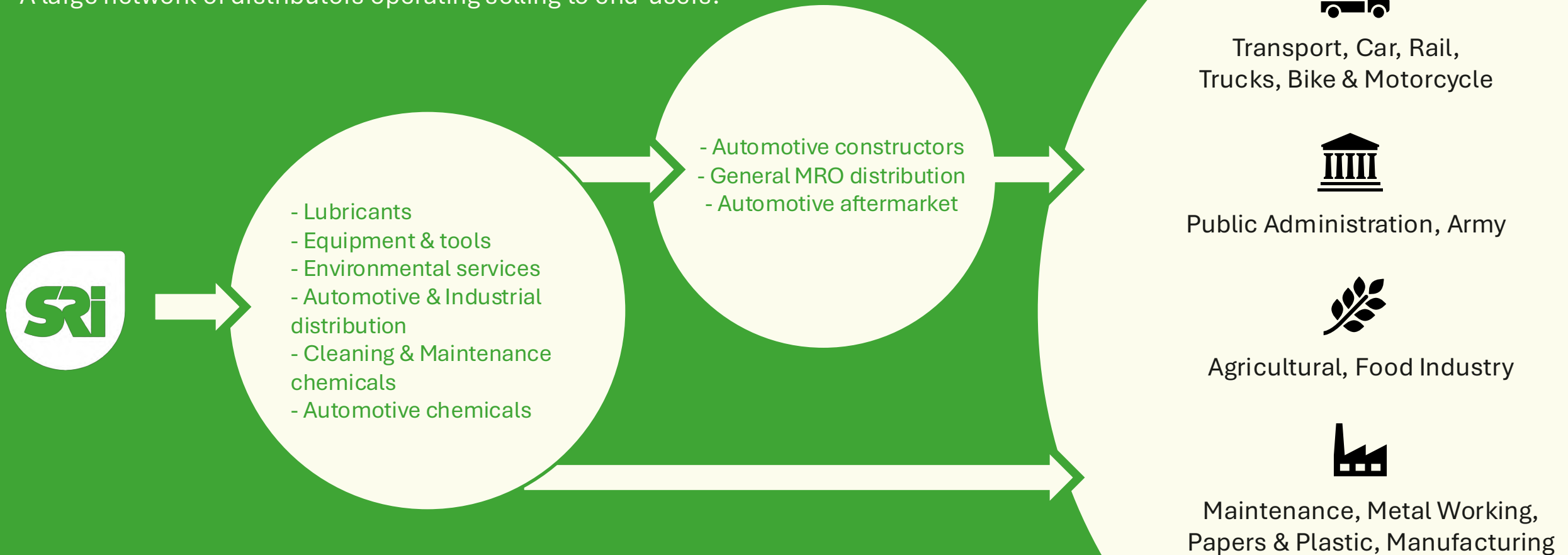
OUR EXPERTISE

Plastic/metal processing and electric/electronic solutions by trusted local partners. Set-up, assembly, packaging in our facilities.



DISTRIBUTION NETWORK

A large network of distributors operating selling to end-users.



OUR DISTRIBUTORS IN EUROPE



OUR FINAL CUSTOMERS



FORMERLY WORKED WITH BLASER SWITZERLAND



Ocean Coral
Der biologische Teilereiniger 3.0



BIOLOGISCHER TEILEREINIGER DER NEUEN GENERATION – MASTER-VERSION

Der Teilereiniger **Ocean Coral®** funktioniert dank der Synergie zwischen der nicht-toxischen und nicht-entflammenden Reinigungslösung **BlueLiquid®** und den Mikroorganismen enthaltenden **BlueTablets®**, die Verschmutzungen biologisch abbauen und das Reinigungsbad ununterbrochen regenerieren. Er ist eine ideale, leistungsstarke und wirtschaftliche Lösung für alle professionellen Anwender, die Wert auf Gesundheits- und Umweltschutz legen.



Ocean Wave
Der biologische Teilereiniger 3.0



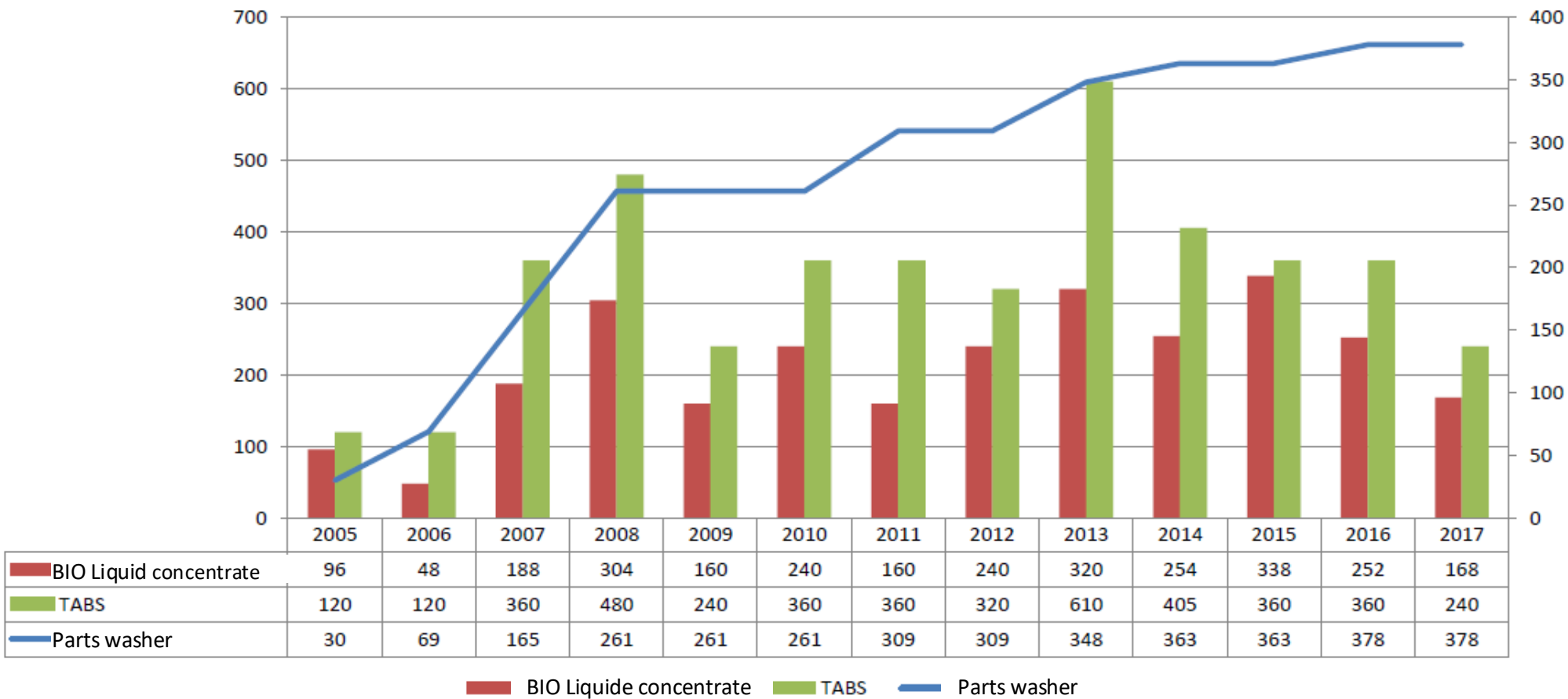
BIOLOGISCHER TEILEREINIGER DER NEUEN GENERATION
KOMPAKTE VERSION

Der Teilereiniger **Ocean Wave®** funktioniert dank der Synergie zwischen der nicht-toxischen und nicht-entflammenden Reinigungslösung **BlueLiquid®** und den Mikroorganismen enthaltenden **BlueTablets®**, die Verschmutzungen biologisch abbauen und das Reinigungsbad ununterbrochen regenerieren. Er ist eine ideale, leistungsstarke und wirtschaftliche Lösung für alle professionellen Anwender, die Wert auf Gesundheits- und Umweltschutz legen.



MORE THAN 350 CUSTOMERS BASED

Parts washer/ consummables



SRI DEVELOPMENT IN US



Members of:



SRI will exhibit on those shows:



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US MARKET



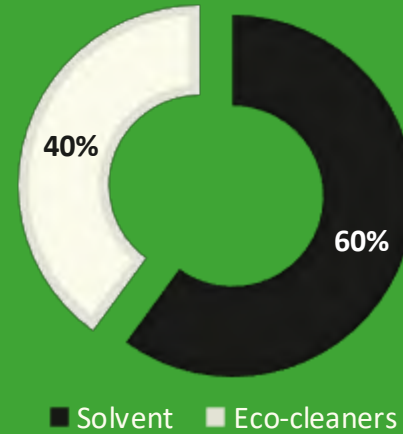
MARKET OVERVIEW

600k

Solvent
Parts washers
in the USA

450k

Solvent
Parts washers
in Europe



THE AQUEOUS PARTS WASHERS MARKET

US manufacturer

VERY FEW ACTORS IN THIS
SECTOR

OUTDATED OFFERS

STAGNANT SECTOR, LACK OF
INNOVATION & DYNAMISM

PRODUCTS DIFFICULT TO SERVICE

INDUSTRY IN DIRE NEED OF NEXT USER-
FRIENDLY, EASY-TO-MAINTAIN NEW PRODUCT



CONTEXT AND EXPECTATIONS

The american market is ready



Strong social
concern for
health, comfort
and safety



Global
ecological
awakening



Enforcement of
environmental
laws and
regulations

> A changing market driven by ecological concerns and innovation.

THE MAJOR PLAYER:

- On the market since 1993 (as CHEM-FREE)
- A fleet of: 150,000 parts washer.
- Leader in the USA by distribution network (6,000 or 7,000 BPW per year)



Auto Professional	Retail / Consumer	Industrial
<p>Traditional – Auto & Heavy Duty</p> 	<p>Auto Retail</p> 	<p>Industrial</p> 
<p>Buying Groups</p> 	<p>Consumer</p> 	<p>Buying Groups</p> 
	<p>Marine</p> 	

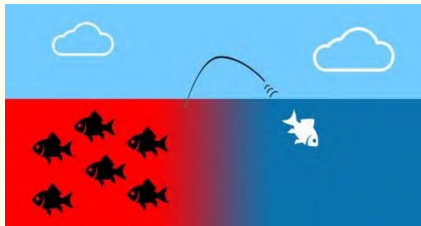
OUR OPPORTUNITY

A logical alternative to solvent, an answer to the requirements of the market :
BIOLOGICAL PARTS WASHERS.

Innovative and continuously improved solutions
by SRI, specialist of these products

Reduction of waste, pollution, energy consumption,
maintenance, hazards, health issues

🔍 A market with very few competitors



The background of the image shows a parts washer, which is a large industrial machine used for cleaning parts. It has a green overlay. The machine has a large, rectangular, open-top chamber with a metal grate at the bottom. The chamber is filled with a liquid, and there are some mechanical components visible inside. The machine is made of dark metal and has a sturdy, industrial design. The green overlay is a solid color that covers the entire image, creating a uniform background for the text.

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PARTS WASHERS

TODAY: SOLVENTS

Dangerous, toxic, risk of fire,
hazard to environment and human health

Use submitted to increasing legal constraints

Treatment costs, mandatory facilities, tedious handling



THE BIOLOGICAL ALTERNATIVE

3 complementary elements



Ocean Sunset



BlueLiquid



BlueTabs

HOW DOES IT WORK ?

- 1 Parts washer
- 2 Surfactant-based cleaning solution
- 3 Micro-organisms tablet

- ★ Dirt / residues
- 🗨 Surfactant agent
- 🍷 Micro-organisms



CONSUMABLES

Tabs + liquid



Blue liquid

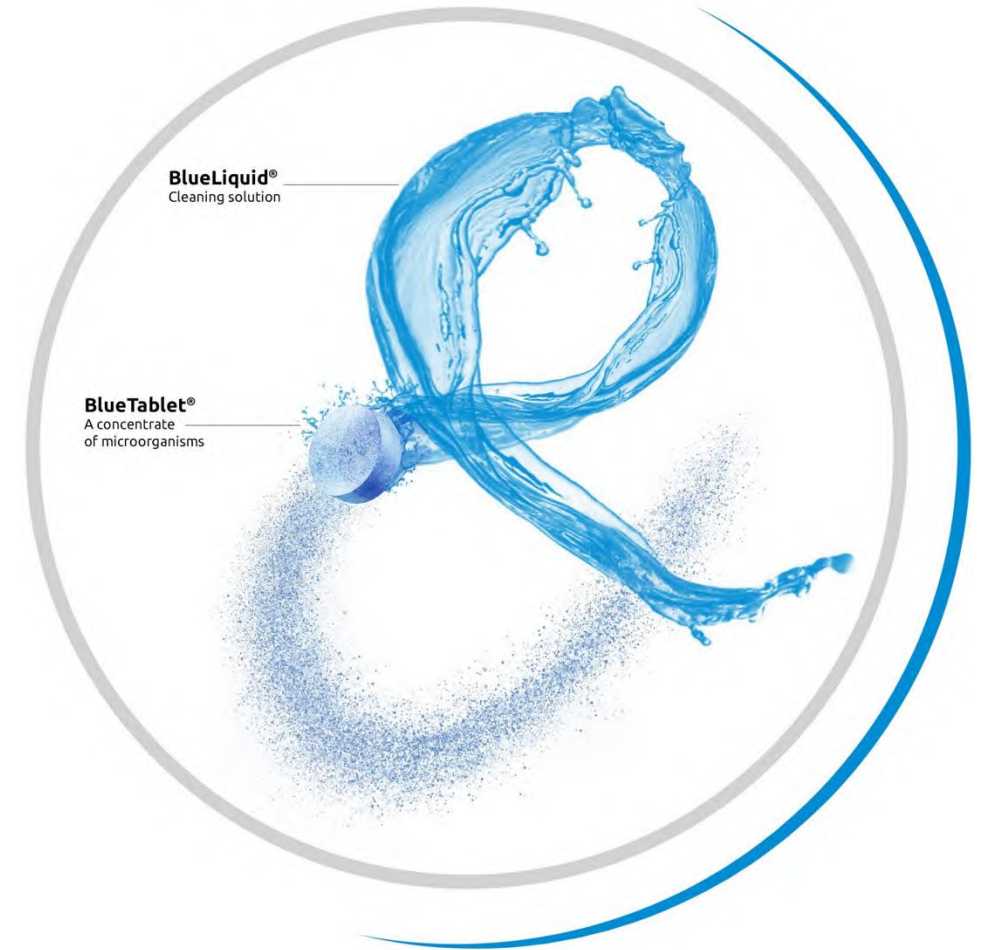
Solvent-free aqueous cleaning solution, based on synergic biodegradable, non-toxic, non-flammable surfactants. No labels.



Blue tabs

A concentrate of micro-organisms and nutrients ensuring the biodegradation of dirt and the purification of the cleaning bath.

BLUEREMEDIS® Technology
Keep constant cleaning efficiency



EFFICIENT & VERSATILE

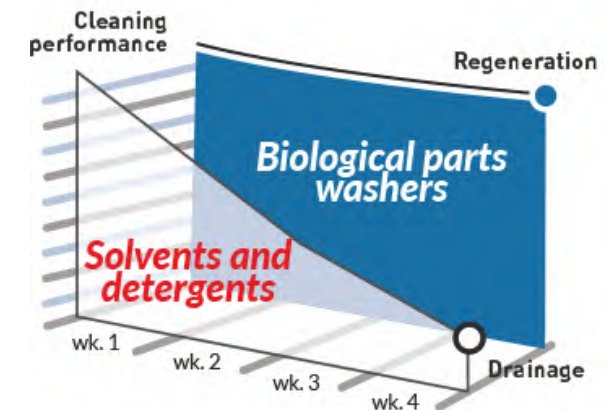
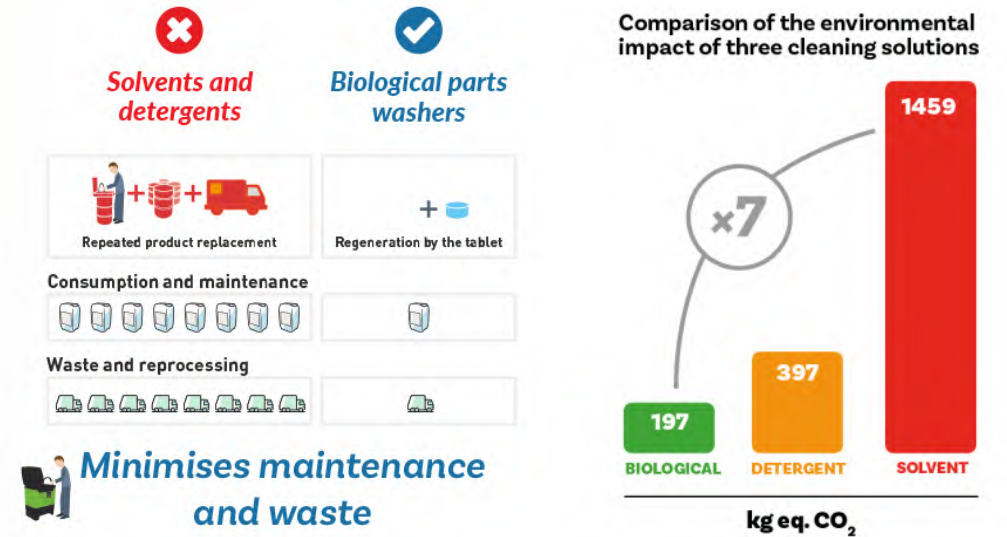


ECONOMIC & ECOLOGIC

Decrease consumption and waste

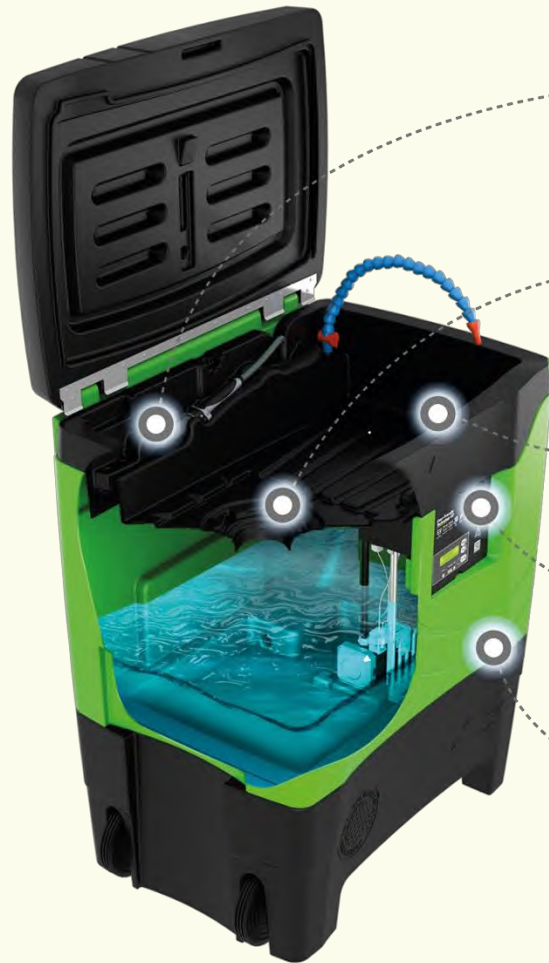
Constant cleaning performance due to biological bath regeneration

Less maintenance, no more recurring visits



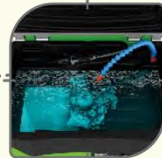
BIOLOGICAL PARTS WASHER

The next generation of parts washers



OXYGENATION

- The bath's oxygenation allows an accelerated biodegradation.
- Adding a tablet in the solution allows to regenerate microorganisms population.



SOAKING

- 30L soaking area with overflow hole.
- Working area with rounded corners, avoid deposits of dirt.



ERGONOMIC CONTROL BOX

- Easy to use, one switch, Digital screen
- Boost mode (boost the cleaning)
- Eco mode (energy savings)



CHANGEABLE BRUSH HEAD

- To aid cleaning the tool holder is equipped with a removable brush.



EASY DRAIN SYSTEM

- Bath level indicator
- Capacity: 60L of cleaning solution



SAFE & USER-FRIENDLY



Non-toxic, non-flammable

Simple and self-explanatory interface

Easy maintenance and draining

4

EASY

MAINTENANCE



EASY AFTERSALES SERVICE



**EASY KIT
REPLACEMENT**



**NO TOOLS
REQUIRED**



LESS MAINTENANCE



TABS:
Bio-regeneration
of the bath



**EASY
DRAINING**



FOCUS ON YOUR BUSINESS

User centric approach

+ ERGONOMICS

+ EXTENDED
LIFE CYCLE OF THE
CLEANING BATH

= LESS
SUPPORT & MAINTENANCE OPÉRATIONS

5

BUSINESS MODEL



BUSINESS MODEL



PYRAMIDAL BUSINESS MODEL

2022



x50/year
= \$ 162 500



x2 boxes/year/P.W
= \$ 11 500



x3 - 5 cans/year/P.W
= \$ 30 000

Total = \$ 204 000

2023



x3 boxes/year/P.W
= \$ 17 250



x3 - 5 cans/year/P.W
= \$ 30 000

Total = \$ 47 250

2024



x3 boxes/year/P.W
= \$ 17 250



**x3 - 5 cans/year/P.W + 1
bath change (5boxes/18
months)**
= \$ 67 500

Total = \$ 84 750

= \$ 336 000

**30 P.W/year
= \$ 791 250
Turnover
generated
over 3 years**



SRI SUPPORT



SALES TOOLS

Commercial brochures & leaflets



Demonstrations



Sales guides and memos



Videos



Emailing



BRAND COMMUNICATION

Marketing and communication keypoints

High-end range innovative products

Strong, creative and memorable identity

Eco-friendly and user-friendly

Efficiency, waste reduction and energy/cost saving

Aesthetical quality of the design



BRAND COMMUNICATION

Examples

Full customization according to your visual identity (in-house production)



PRIVATE LABEL



7

COMPETITION



CRC CARPET FILTERS VS. SUNSET



CONSUMABLE FILTERS

Quickly **satures** & generates evaporation



NO SOAKING OPTION



NO AIR PUMP

No oxygenation = stagnant bath



NO DIGITAL SCREEN

Each component needs to be dismantled = **complex maintenance**



NO LID

Evaporation



INOX FILTER

Washable and reusable



SOAKING

Hidden-time work



AIR PUMP

Bath **oxygenation** = improves purification of the micro-organisms



DIGITAL SCREEN

BOOST mode & ECO mode.
Interchangeable kit = eased maintenance



LID

Reduce the evaporation



Easy draining
& Interchangeable kit

The background of the image is a stylized American flag. The top right corner shows the stars and stripes of the flag, while the rest of the image is covered by a solid green overlay. The text "MAJOR OPPORTUNITY" is centered on the green area.

MAJOR OPPORTUNITY

THE MARKET IS READY



WE ARE READY



Combining your knowledge of the market and our expertise

Strengthening your brand and identity with an innovative offer

Full support from SRI (technical, sales tool , communication...)