

Product Benefits

1) Seat-B-Clean moist wipes thoroughly clean the toilet seat.

BENEFIT: Eliminate the user's apprehension about coming in contact with cross-contamination on a public toilet seat. There is no other product in the market that delivers this benefit.

2) Seat-B-Clean moist wipes are Biodegradable and Flushable.

BENEFIT: The product is environmentally friendly, convenient, and eliminates the paper mess that results from using old-fashioned paper toilet seat liners.

3) Seat-B-Clean moist wipes help businesses retain customers.

BENEFIT: Managers and owners of businesses are keenly aware of the cost of obtaining a new customer, and how important customer retention is. Seat-B-Clean helps retain customers and can help to attract new customers.

A survey by the Building Owners and Managers Association (BOMA) and the Urban Land Institute found that maintenance was the third most important factor in tenant satisfaction (after consistent temperature and indoor air quality). According to BOMA, "Boosting retention rates by 2% equals cutting costs by 10%."

Research indicates that gas/convenience stores achieve higher than average sales increases when there is public awareness that the bathroom locations are clean and free of cross-contamination.

4) Seat-B-Clean's patented design is easy to use, simple to install and is not subject to mechanical failure.

BENEFIT: The cost of installation is very low and maintenance cost is limited to periodic canister replacement.

5) Seat-B-Clean moist wipes

BENEFIT: The solution dries in seconds after application on a toilet seat, and it is skin-friendly.

Are there competitive products in the market?

Veridien recently launched a product called that has a similar purpose as Seat-B-Clean. It is an alcohol-based product that does not pre-clean the surface, the bracket hides the canister so instructions and product safety warnings cannot be seen, and it is more expensive per use than Seat-B-Clean. These and other major differences are outlined on pages 6-8.

There is the ubiquitous paper seat liner. Paper liner systems do not assure users of a sanitary environment. The fact is that the paper liner's absorption of any liquid on the seat surface will transfer the substance directly to the user's skin. The paper liners can and do leave a mess in the stall, they're not easy to use and they are not flushable.

Seat-B-Clean's towelette delivery system is patented and the wet wipes promote a sanitary and safe environment with an easy-to-use, biodegradable and flushable wipe that leaves the stall neater and cleaner.

Seat-B-Clean offers a quantum leap forward in the user's perception of the cleanliness of public toilets. Since business owners / managers cannot continuously monitor restroom conditions, it is virtually impossible for them to know what customers and users will see when they walk into the restroom. Seat-B-Clean offers a safe, easy, and convenient solution which will leave users feeling positive about the public restroom and therefore positive about returning.

Market Research on Public Bathrooms

There are over 100 million public bathrooms in the USA. Research conducted by Knowledgeworx in 2002 and reported in Maintenance Supplies (Aug. 2002) found that:

- **20% of all public bathroom users grab a paper towel before touching any bathroom fixture**
- **40% of all toilet users flush the toilet using their feet**
- **60% say they do not sit on or touch anything in a public restroom. They find creative ways to use toilets without touching them. These creative ways tend not to be neat and tidy and exacerbate unsanitary conditions for the next user.**
- **80% are concerned about germs in public bathrooms**

It is clear that there is a need for a solution to the problem of cross-contamination in public bathrooms. Seat-B-Clean provides the solution in an economical, easy-to-install, and maintenance free moist wipe dispensing system. What better way to assure individual users of the cleanliness than to provide them an easy, convenient and flushable way to clean the seats themselves?

Research indicates that gas/convenience stores achieve higher than average sales increases when there is public awareness that the bathroom

locations are clean and free of cross-contamination. When people know that a particular location has clean bathrooms, they will stop to use the facilities. Once they are in that location, they are more likely to purchase items there than to make another stop. So clean bathrooms can help generate revenue and profit.

Customer Comments

Seat-B-Clean has been available since Autumn 2002. In that time, we have enjoyed widespread testimonials (attached) from a variety of businesses.

Hundreds of individual users have been interviewed after using public bathrooms equipped with Seat-B-Clean. They were, without exception, grateful to the business owner for providing Seat-B-Clean in the stall for their use. Not once did anyone have any interest or knowledge of EPA registrations. Not one person had looked at the label for EPA registration numbers.

leading sanitizing and disinfecting solutions. The most important person – the end user – doesn't know or care about EPA registrations. They do care about a clean toilet seat, and this is what Seat-B-Clean delivers.

Market Research in the hospitality industry sponsored by JPJ Technologies, Inc. found that:

- when people perceive public toilet conditions unsatisfactory, they leave the establishment without informing owners/operators/managers of the problem
- 80% of patrons NEVER return to that establishment
- they will tell their friends and family of the unsatisfactory conditions

Cost of Seat B Clean

Some prospective customers want to talk about the cost per sheet. Seat-B-Clean is unique and innovative and it provides the best solution to the problem of unclean or unsanitary conditions in a public bathroom. The cost is a few pennies but the value of customer and employee satisfaction is priceless. Field surveys indicate most users take two towelettes to wipe the toilet seat.

It will be our task to frame the cost question so that the price of Seat-B-Clean is compared to:

- the cost of employee and customer satisfaction.
- reassuring users that the company values hygiene and cleanliness.

- reduced bathroom cleaning cost since Seat-B-Clean is neat, clean, flushable and biodegradable.
- the goodwill that enhances a company's public reputation and image.

In a keynote address to the BSCAI Conference, a past President of BOMA emphasized the importance of IMAGE to tenant satisfaction: "help us save tenants ... give us the best value – not the best price." (Services Magazine, April 2003)

Demonstrating Seat-B-Clean to Male and Female Buyers

Our experience confirms that a female buyer or center of influence in the buying decision increases the closing rate significantly. Women face the problem of unclean/unsanitary conditions more frequently than men, and are more concerned about the problem than the typical male. Women immediately relate to the need for a solution to the problem and grasp the benefit that Seat-B-Clean provides. Women relate to the phrase "Squat and Hover" and immediately see that Seat-B-Clean provides a safe and convenient way to be more comfortable.

Use a black light on a toilet seat in the customers' establishment. Residue will be very evident under black light. Clean the toilet seat with Seat-B-Clean and repeat the use of the black light. The seat will be clean and free of any cross-contamination residue. Nothing closes a sale as well as a powerful demonstration of the benefits the product delivers. This demonstration allows people to actually see the product work. Even if a black light reveals spots or residue remaining, these will not be human in origin or they may be the result of caustic cleaning chemicals or casting imperfections.

COMPARING THE COMPETITION

All prices do not include freight.

Veridien Viraguard Toilet Seat Wipes

Street Prices: Canister is \$8.33 for 160 wipes = 5.2 cent per
Towelette = half a penny more per sheet
than Seat-B-Clean
Mounting device costs \$8 each

Benefits Comparison:

- the Viraguard solution is 70% Isopropanol. The label cautions users that it is “harmful if inhaled or absorbed through the skin” and to “Avoid contact with eyes, skin or clothing”. How is a user supposed to sit and avoid skin contact?
- Viraguard’s Application Instructions: “Pull out towelette from dispenser and wipe surface to be disinfected with towelette. Make certain to wet surface thoroughly. Surface must remain visibly wet for a full 10 minutes. Use additional towelettes if needed to assure a 10 minute wet contact time. For heavily soiled areas, or surfaces of objects soiled with blood or body fluid, a precleaning step is required. Dispose of towelette in regular trash.” (Underlining added)
- Towelettes are not flushable. What are users going to do with all the towelettes they’ve used in the 10 minutes Viraguard needs to be effective?
- Once a canister is placed in the bracket, the bracket hides the precautionary statements and application instructions.
- The bottom pull canister design contains only 160 towelettes, and the primed towelette can often be partly dry (since alcohol evaporates quickly) so users will pull several towelettes with which to wipe
- The bracket design is made theft-resistant via a special three hole key. Lose the key and there’s no way to replace canisters.
- No mounting hardware and no mounting templates are included

Paper Toilet Seat Covers

Street Prices:	Health Gards	1.1 cents per use
	Krystal	1.5 cents per use
	Kimberly Clark	3 cents per use

Benefits Comparison:

- **paper seat covers do not protect users against wet contamination**
- **paper seat covers can contribute to clogged toilets**
- **paper seat covers can create a mess**
- **paper seat covers are not comfortable**

Plastic Seat Liner Systems

(Bella Bagno Inc.'s Hygolet System)

Installation Cost: \$250 each for manual (crank) system
\$325 each for mechanical systems + \$210 for transformer for up to 6 seats + "Fee for installation and training"

Plastic roll Re-fill: \$650 per case = 8.125 cents per use

Benefits Comparison:

- **very expensive to install**
- **difficult to refill, possibly involving a costly training visit**
- **like any mechanical system, it can break**
- **expensive per use**
- **sitting on plastic is not comfortable**

SIMPLE STEP BY STEP INSTALLATION DETAILS

SEAT-B-CLEAN

INSTALLATION TIPS

- MOUNT ON REAR WALL BEHIND TOILET (DO NOT MOUNT BY TOILET PAPER)
- IDEAL LOCATION FOR SEAT-B-CLEAN IS 50" FROM FLOOR TO TOP RIM OF BRACKET.
- FIELD TESTS PROVED THIS PLACEMENT AND HEIGHT IS IDEAL FOR ADULTS TO SEE AND REACH SEAT-B-CLEAN TOWELETTES UPON ENTERING A RESTROOM STALL.

TOOLS NEEDED:

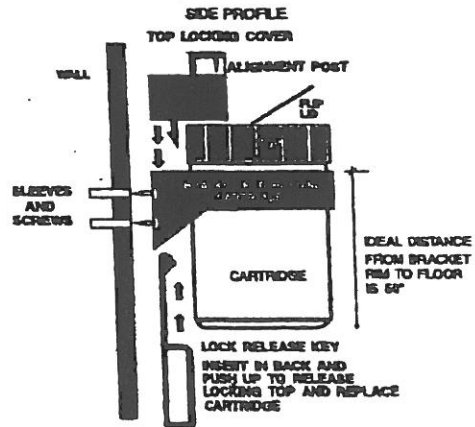
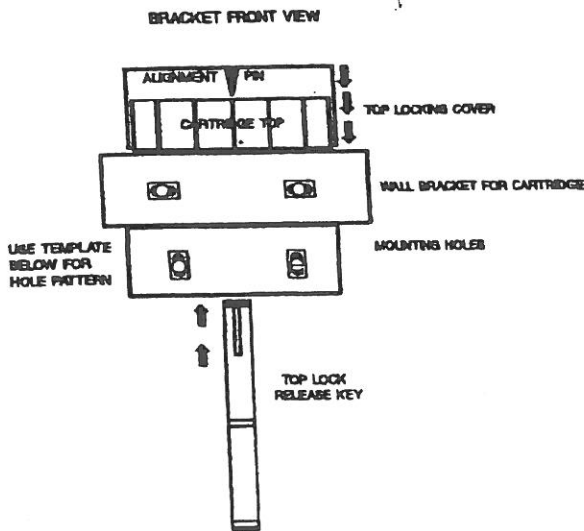
- TAPE TO MOUNT PATTERN TO WALL
- PHILLIPS HEAD SCREWDRIVER
- SCISSORS
- DRILL WITH 1/4" DRILL BIT
- TAPE MEASURE
- PENCIL TO MARK HOLES

WALL MOUNT BRACKET INSTALLATION INSTRUCTIONS

- STEP 1 CUT TEMPLATE PATTERN OFF BOTTOM OF PAGE TO MARK MOUNTING HOLES FOR BRACKET.
- STEP 2 TAPE WALL MOUNTING PATTERN TO WALL AT BRACKET LOCATION.
- STEP 3 DRILL (4) 1/4" DIAMETER HOLES x 1 1/2" DEEP AT MARKS ON HOLE PATTERN.
- STEP 4 INSTALL PLASTIC WALL ANCHORS INTO DRILLED HOLES.
- STEP 5 USE #10 x 1 1/4" SCREWS PROVIDED TO ATTACH WALL MOUNT BRACKET.
- STEP 6 PEEL BACKING OFF OF STALL DOOR DECAL AND APPLY TO OUTSIDE OF DOOR.

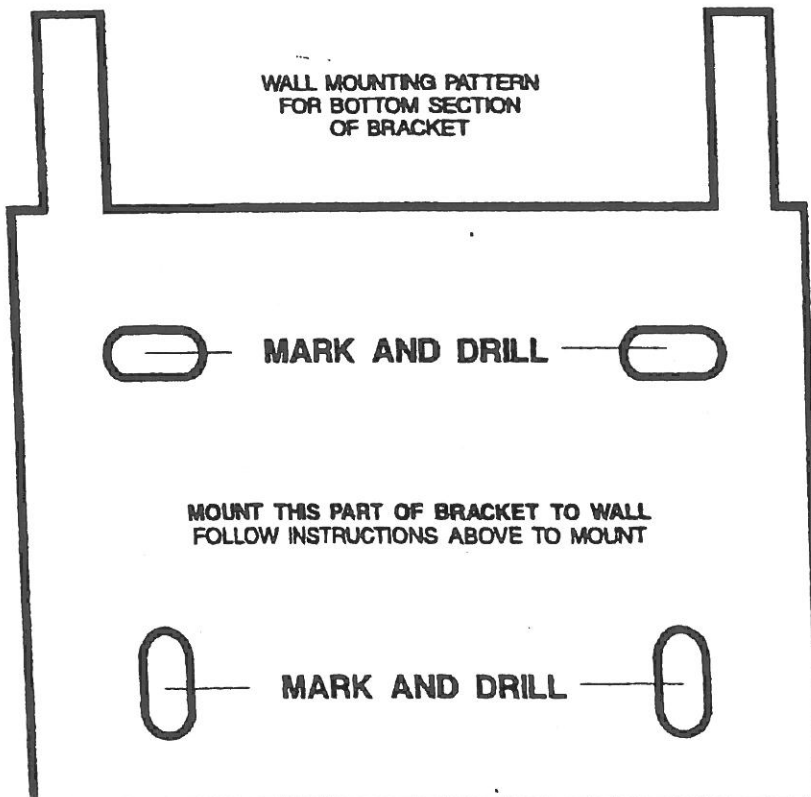
INSTALLATION OF " CENTER PULL " WET-WIPE CARTRIDGE

- STEP 1 REMOVE LID FROM CARTRIDGE AND REMOVE THE SEAL INSIDE TOP.
- STEP 2 PULL-UP 2-3 TOWELS FROM THE "CENTER" OF TOWEL ROLL AND TWIST END TO INSERT THROUGH THE CENTER HOLE OF THE LID.
- STEP 3 PUSH THE TWISTED END OF THE FIRST TOWEL THROUGH THE LID AND PULL 2-3 MORE TOWELS THROUGH LID.
- STEP 4 SCREW LID ON CARTRIDGE.
- STEP 5 DROP CARTRIDGE INTO BRACKET ON WALL AND LINE UP LOCKING PIN ON LOCKING CAP PIECE WITH HOLE ON OPPOSITE SIDE OF FLIP LID TOP.
- STEP 6 PRESS LOCKING CAP PIECE DOWN UNTIL LOCK SNAPS SHUT.
- STEP 7 TEST PULL 2-3 TOWELETTES TO INSURE PROPER DELIVERY TOWELETTES SHOULD TEAR OFF ONE AT TIME WHEN PULLED AT SLIGHT ANGLE.
- STEP 8 SEAT-B-CLEAN IS NOW READY FOR USE.



CUT MOUNTING PATTERN WITH SCISSORS ON THIS DOTTED LINE.

TAPE THIS PATTERN ON WALL AT PROPER PLACE AND HEIGHT BEFORE DRILLING.

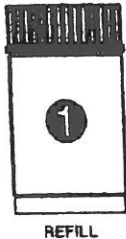


TAPE THIS TEMPLATE TO WALL 48" FROM HERE TO FLOOR IS A PROVEN IDEAL LOCATION.

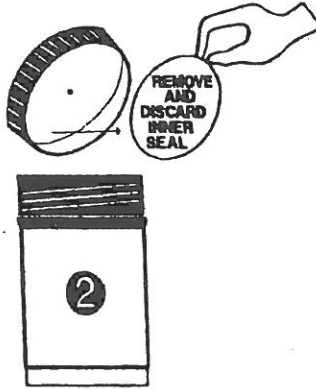
SEAT-B-CLEAN

CANISTER REPLACEMENT AND THREADING TIPS

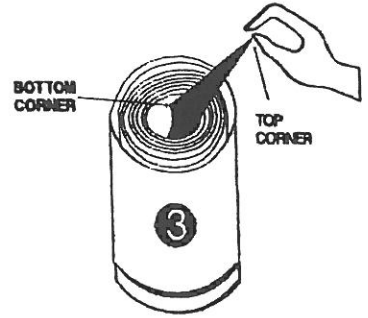
IMPORTANT !
THESE TOWELETTES ARE A CENTER PULL TYPE SYSTEM.
TOWELETTES MUST BE PULLED FROM THE CENTER OF THE ROLL.



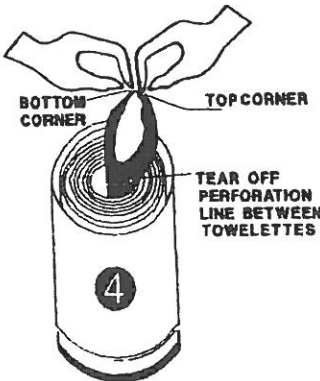
REFILL



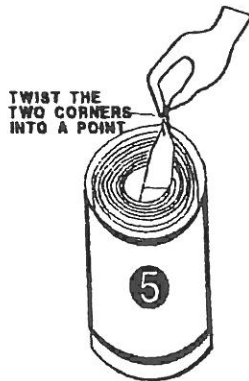
UNSCREW TOP
 REMOVE SEAL FROM
 INSIDE TOP AND DISCARD.



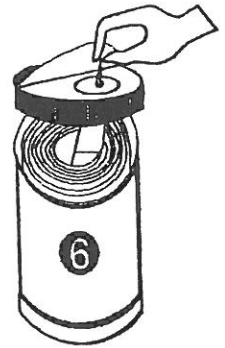
PULL INNERMOST
 TOWELETTE FROM CENTER
 OF TOWELETTE ROLL.



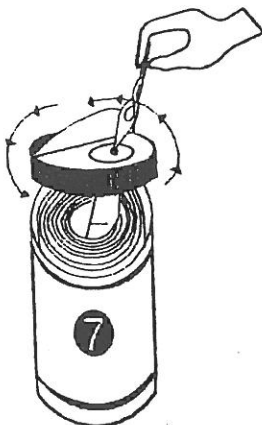
PUT BOTTOM AND TOP
 CORNERS OF FIRST CENTER
 PULL TOWELETTE TOGETHER.



TWIST THE TWO
 CORNERS
 INTO A POINT
 TWIST THE TWO
 CORNERS TOGETHER
 TO FORM A POINT THAT WILL
 THREAD THRU THE SMALL
 HOLE IN THE LID.



THREAD THE TWISTED
 POINT THRU THE HOLE
 ON THE UNDER SIDE
 OF THE LID.
 PULL 1 OR 2 TOWELETTES

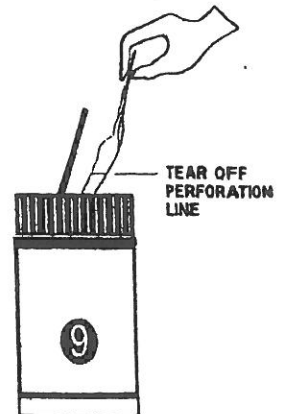


BEFORE RE-CLOSING
 ROTATE TOP 3-4 TURNS
 COUNTER-CLOCKWISE TO
 MINIMIZE TWISTING OF
 TOWELETTES.



SCREW TOP BACK
 ONTO CANISTER.

SCREW LID BACK ONTO
 CANISTER.
 PULL 1 OR 2 TOWELETTES
 THRU HOLE TO INSURE THE
 TOWELETTES DO NOT BUNCH
 UP AND ARE TEARING OFF
 ONE AT A TIME.



TEAR OFF
 PERFORATION
 LINE

PULL 1 OR 2 MORE
 TOWELETTES TO MAKE
 SURE THE TOWELETTES
 ARE TEARING ONE AT A TIME
 WHEN PULLED AT A SLIGHT
 ANGLE

DROP CANISTER BACK
 INTO WALL BRACKET. LINE
 TOP LOCKING BRACKET UP
 WITH THE SECURING
 PIN HOLE IN TOP OF LID
 AND SNAP LOCK SHUT.

HELPFUL HINT:
 WHEN REPLACING REFILL CANISTERS, SAVE A COUPLE OF LIDS
 AS SPARES IN THE EVENT THE ONE IS USE IS DAMAGED.

SEAT B CLEAN COMPARED TO VIRAGUARD

Frequently Asked Questions	Seat B Clean	Viraguard
Does the formula contain alcohol (which is harsh on skin)	NO	Yes, 70% Isopropanol
Is the formula skin-friendly	YES	NO. Label says: "harmful if inhaled or absorbed through skin ... Avoid contact with eyes, skin or clothing"
Are full usage directions and caution statements visible to users	YES	NO
How long before a user can safely sit down on an effectively treated seat	a few seconds	10 minutes
Is Precleaning necessary for the product to remove body fluids	NO extra step needed	YES, precleaning required
Are towelettes flushable	YES	NO
How many towelettes per canister	500	160
If 20 people use the product per day, how many days will a canister last	25	8
Are bracket mounting templates and hardware included	YES	NO
Is the canister design self-sealing, keeping moisture in the canister	YES	NO
Can you see into the canister to see if it's empty	YES	NO