

CleanSafe®

TV LAPTOP LCD PLASMA MONITOR

Executive summary

The following is a one page summary of the key points of the CleanSafe® product range.

The CleanSafe® product range is not just another cleaner /protector. Its development took many years and included input from many key players in the optical, electronic and audio markets.

The products were developed from originally a government research project. Derivatives are used in many industries, including in the food and health sector. The specialization done by us concentrated on applicability of the product on coated surfaces (although it works perfectly on non-coated surfaces as well).

Coated surfaces are found in the screen, cd/dvd and optical sectors. Coatings are glued or sprayed on other surfaces and are very sensitive to damages. Under competitive price pressure more and more soft coatings are used. Coatings will eventually be damaged by all non-specialized products.

Key requirements for coated surface handling, especially in the electronics industry include: non or low conductive (corrosion and shock prevention); soft (low Kh); neutral pH (not acid or alkaline); anti-bacterial; anti-static; no chemicals or any form of alcohol; pure – clean liquid not contaminated and not the least important: provide a nano-thin, invisible. protection layer. CleanSafe® has been developed to meet all these requirements. All competitive analyzed products fail on (mostly many of) these key requirements. Details are available and if not any product can be analyzed in our labs for you.

In addition to these specifications of the CleanSafe® product range, the products are also completely safe for humans and the environment. CleanSafe® is not transport regulated and is not required to carry any warning sign.

All products are packaged in sachets and a variety of bottles (aluminum, synthetic and a variety of volumes) full customization for volume orders is standard. Formula changes for specific requirements can be accommodated per your request.

CleanSafe® is in a variety of (branded or general) forms in use by many key manufacturers and retailers in the electronics, optical, hifi and services industries. The acceptance is growing very quickly, steered also by the increasing number of sensitive coated surfaces (TFT/LCD/ Touch screens but also general monitors; Touch screens, PDA's and CD/DVD products with increasing capacities and related problems.

Margins: in all markets where CleanSafe® and its derivatives are distributed the relation between cost (in volume) and retail price is very attractive for all participants in the distribution chain. We will gladly provide any detail.

We look forward to work with you to introduce CleanSafe® in its most appropriate form in all sectors of your organisation.