



CB *CleanerBlast*

Marketing Action Plan

Presented by Wirx Group

2018

BUSINESS CULTURE

Starts with the Developer: This equipment did not come from an industry insider, it took an outsider, a renegade, a rebel – someone unbiased by industry norms and constraints to challenge disrupt and denounce the status quo. That unbiased approach birthed the original technologies and methods of a true vapor blast machine which are the cornerstones of this dynamically transitioning and growing market.

Unique Selling Proposition

Simply Smarter. Simply Cleaner.

The CleanerBlast team is a passionate group of critical thinkers who develop and bring together technologies that are ingenious solutions for real life problems in a simply smarter way.

Our equipment is built for the operator. Our equipment is designed for the objective. CleanerBlast generation III machines are easier to use with powerful performance and increased reliability and safety that produce a simply cleaner finish.

MARKET ANALYSIS

There is an imminent shift in the market space to WAVB. This is evident in several mechanisms which emphasize opportunity.

OSHA regulations and environmental pressure are forcing change. Solutions are being sought after from asset owners to contractors. In tandem, we are experiencing a general population change in the work force, specifically age demographics. A younger generation are coming into decision making positions on both sides that are not stuck in their ways. Maturing big picture perspectives for solving problems, driven by safety, has opened the door to override red tape which had delayed change in the past. They want new technologies.

- Acquisition strategies seen by #1 players within the last couple of years support market trends shifting to wet abrasive vapor blasting.
- HoldTight has secured a very strong position, seeing massive growth in the last 5 years.
- Wanting to get in the game, Clemco, Schmidt and Marco, within the last 3 years have introduced “wet abrasive” machines – reacting to trend shifts.

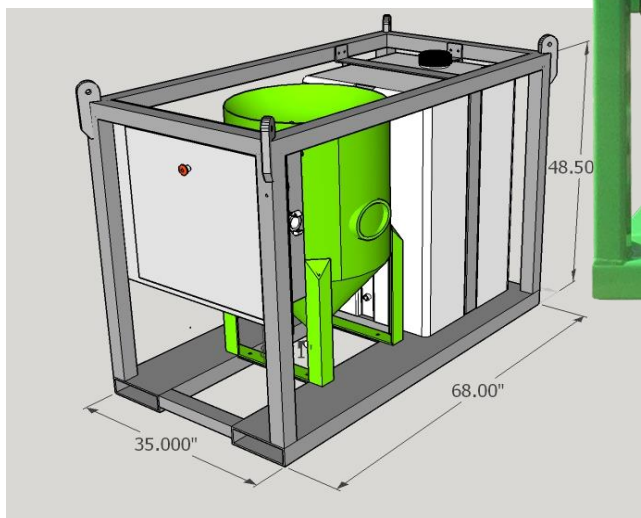
CLEANERBLAST vs. THE OTHERS

MACHINES

CleanerBlast Edge Over the Competition

Generation III Design – Newest Vapor Blast Technology

- Remote rinse feature – *Future Patent Pending*
- Severe duty pinch valve – *Future Patent Pending*
- Blast pressure control method – *Future Patent Pending*
- Dual pumps for filling vs blasting
- Polyurea coated frames and Pots
- Pelican Box protected controls
- Fewer control knobs
- Smaller operational foot print
- More Reliable
- Easy to service and repair



CLEANERBLAST vs. THE OTHERS

PROJECT C– Future Patent Pending
Zero Competition.



CONFIDENTIAL



CleanerBlast

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