



Going Green

The Benefits of Aqueous Cleaning

Revolutionary Change

- Revolutionary shift toward environment and eco-consciousness
- Environmental consciousness impacts
 - Purchase consideration
 - Desire to be employed by a company
 - Investments



Concerned Customers

- 49% state global warming is a serious problem
- 78% think it is necessary to take immediate steps to counter global warming
- 92% favor the manufacture of more energy efficient vehicles
- 49% purchase recycled products

CBS POLL
NEWS
The New York Times

Media & Society Focus



How is this Impacting Business

- Superior green positioning provides differentiation versus competition
- Need green experience in anticipation of future legislation
- Green is good for business
- One-half of businesses recently polled lack a sustainability strategy*



*June 2008 study of 311 companies by the Vandiver Group and Pinnacle Worldwide

It's Good Business

- Eight out of 10 U.S. consumers indicate corporate support of causes wins trust
- 72% believe it is acceptable for companies to be involved with a cause
- 86% are likely to switch brands based on corporate citizenship

Source 2007 Cause Evolution Study by Cone LLC

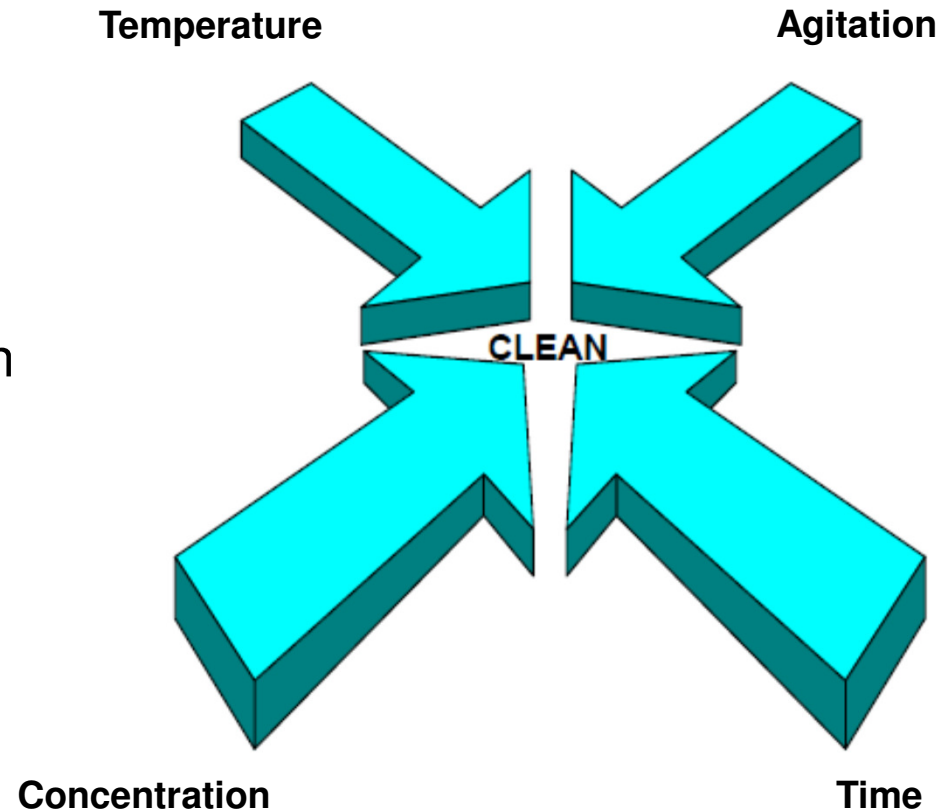


Solvent vs. Aqueous the “Green” alternative

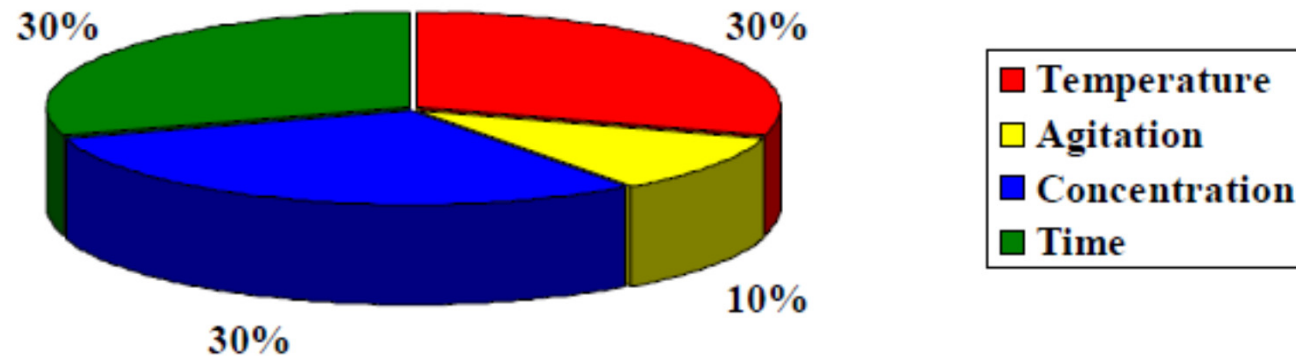
- Both are effective soil removal systems
- Aqueous systems have the advantage of being:
 - Low-odor
 - Non-air polluting
 - Easier to automate
 - Better for the environment (low VOC)
 - Considered the “Green” alternative to solvent
- Aqueous products have more variables to control but also have greater flexibility
- Solvent systems are generally seen as universal cleaners with few parameters to control
- Each has its place in the market

“TACT” An Easy Method for Understanding Aqueous Cleaning

- Temperature
- Agitation
- Concentration
- Time



TACT parameters must equal 100%



- These four components of aqueous cleaning are essential to product performance
- Each plays an important part in the cleaning equation
- If any one of the TACT components is reduced, one or more of the other components must be increased to maintain cleaning performance

Aqueous Automation has Advantages

- Reduce
 - Labor hours associated with parts cleaning
 - If over 45 minutes cleaning per day
 - Environmental hazards associated with cleaning solvents
- Improve
 - Cleaning performance
 - Employee health and safety
- Increase
 - Productivity
 - Profitability

The Cleaning Comparison

- Aqueous
 - Low to no VOC
 - Employee Safety
 - Non Flammable
 - Less inhalation risks
 - Conforms to regulations
 - Automation advantages
 - Considered “Green”
 - Non-Hazardous
- Solvent
 - Universal Cleaner
 - One for a variety of soils
 - Quick Drying
 - No heating required
 - Easier bath controls