

BIOKILL EXTRA



MARKETING Information

Prepared by:

Marketing Department Jesmond Group

MANAGEMENT SUMMARY

JESMOND's product **BIOKILL CLASSIC** is a success story in itself. It has been on the market for over 20 years with only marginal changes made to its initial formulation improving its performance from generation to generation. It is still by today's standards a very safe product which is environmentally sound and well known at our user customer base and the foundation of our very successful product line. Science is advancing and it's inevitable that new technologies and new active

Ingredients are pushing into the market place. Now JESMOND in cooperation with our development partner GAT is able to offer the perfect supplementation and complementation to **BIOKILL CLASSIC**.

Bio Kill Extra GT is designed to enlarge the market and customer base of our distribution partners and allows getting market share with a high-tech patented product.

WELL ESTABLISHED ADVANTAGES STAY THE SAME

PRODUCT GUARANTEES

- ✓ **JESMOND** will produce and sell only products which have been thoroughly tested internally as well as externally.
- ✓ **JESMOND** will produce and sell only high quality concentrate and/or ready-to-use products.
- ✓ **JESMOND** will produce and sell products for which proper registration documentation is available and fulfills or surpasses the safety requirements set by the authorities where possible.
- ✓ **JESMOND** will continue to invest into new formulations to keep our technological advantage and roll out new products.

DIFFERENTIATION AND POSITIONING

MARKETING POSITION

The most successful positioning is an easy to understand placement. The one best understood and accepted concept is a Indoors/Outdoors differentiation. This is easy for the client. He has to only to decide where he wants to apply it but not identify each insect beforehand.

BIOKILL EXTRA GT has to be seen as the

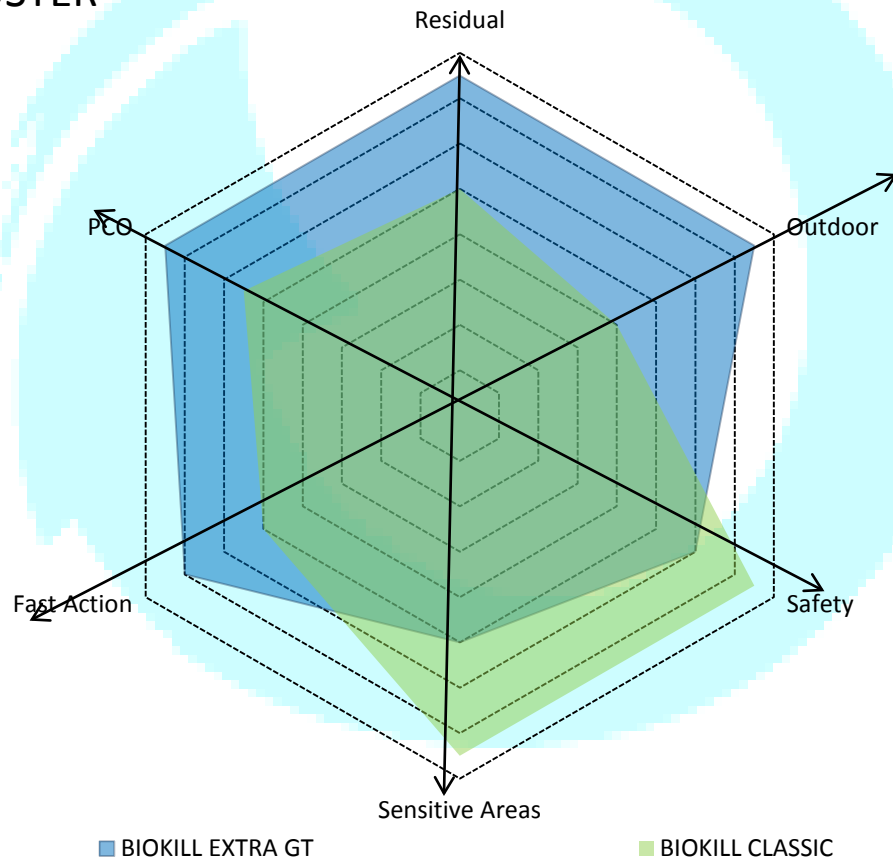
logic addition and adheres to the advantages promoted so far. Such differentiation does set our products apart from the competition, which in segment the market between flying and crawling insect and then subdivide it again by insect species.

BIOKILL CLASSIC is well known and satisfying clients with its safety / efficacy ratio since years.

BIOKILL EXTRA GT represents sophisticated latest encapsulation technology allowing to extend the application and symbiotically enhances the features of both products if used complementary.

DIFFERENTIATION AND POSITIONING

POSITION CLUSTER



DIFFERENTIATION AND POSITIONING



Perfect Household insecticide for sensitive indoors areas. Bought by customers with kids and/or pets, or environmental concerned users. Biodegrades fast by organic matter or surface and sunlight. Long lasting on reasonably clean surfaces with a good insecticidal spectrum Kills without knock-down.

Easy-to-use and **heavy-duty Insecticide.** Potent, fast knock-down and killing agent **applicable in-but mainly outdoors.** It has, due to the new microencapsulation generation, a longer controlled residual effect. It features a double active Ingredient UV-protected formulation and it's in less hygienic areas longer active.



DIFFERENTIATION AND POSITIONING

POSITION ON TWO AXIS

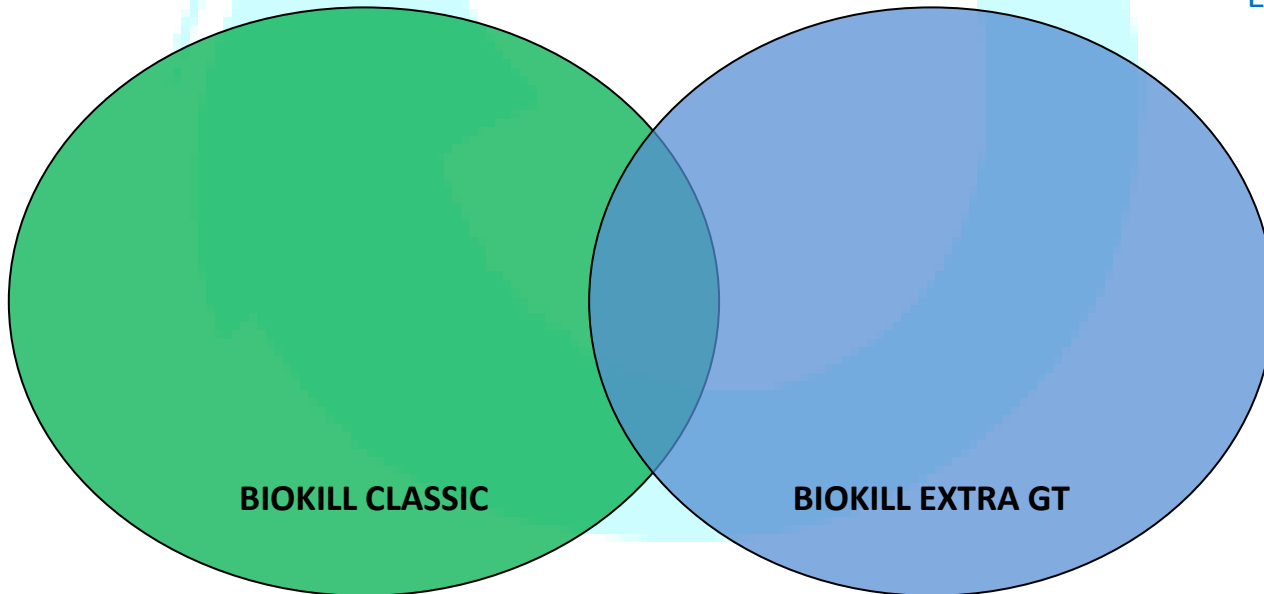
INDOORS

HIGHLY HYGIENIC AND CLEAN



OUTDOORS

WARM, HUMID, DIRTY AND EXPOSED

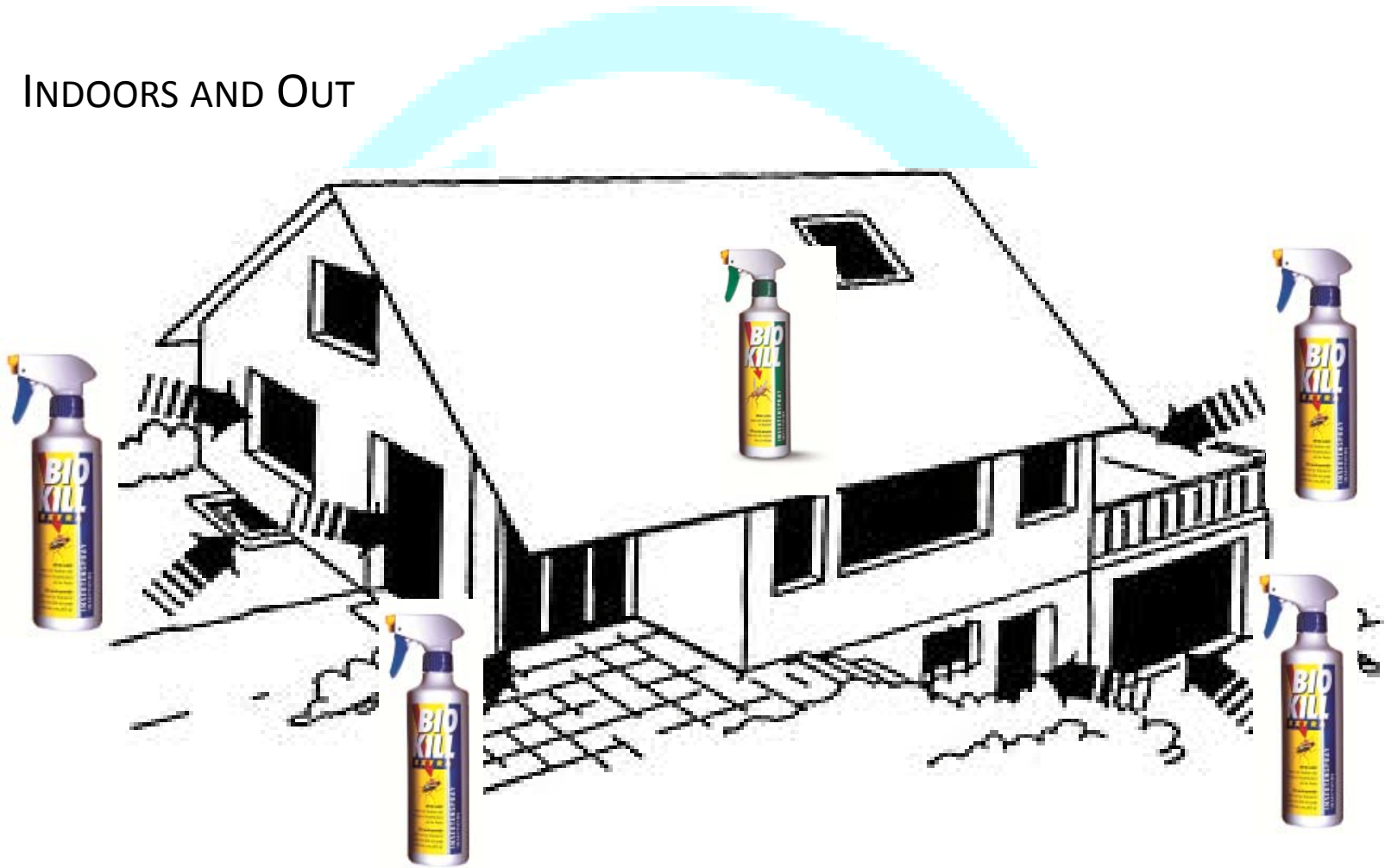


DIFFERENTIATION AND POSITIONING

<u>TOXICITY</u>	BIOKILL CLASSIC	BIO KILL EXTRA GT
		Ready-to-use
Acute oral and dermal toxicity	> 5'000 mg/kg	
Acute inhalation toxicity	> 5'000 mg/m3	> 4'000 mg/m3
<u>IRRITATION</u>		
Primary skin irritation, human	Non irritant	---
Primary skin irritation, guinea pigs, rabbits	---	Non irritant
Repeated wetting, hen	No negative effects	---
Primary eye irritation (rabbits)	Non irritant	

APPLICATION POSITIONING

INDOORS AND OUT



APPLICATION POSITIONING

INDOORS



PRODUCT FEATURES AND ADVANTAGES

- ✓ **BIOKILL EXTRA GT** Unique and patented formulation offering the latest state-of-the-art technology available on the market.
- ✓ **BIOKILL EXTRA GT** Long controlled release – up to 6 weeks, even in difficult areas, outdoors and less hygienic circumstances (e.g. Cellar, infrastructure, piping, car park, wet and humid areas).
- ✓ **BIOKILL EXTRA GT** Broad range effective insecticide eliminates and controls crawling and flying pests.
- ✓ **BIOKILL EXTRA GT** Immediate effect combined with long term efficacy makes it the choice for private as well as institutional use.

What does it mean for you ...

BIOKILL EXTRA GT provides YOU with:

- Patented technology providing advantage to any other competitor in the market
 - ✓ Arguments for your retailers to stock your and not your competitor's product.
 - ✓ Underlines your competence in the field of insecticides
 - ✓ Secures your position with your retailers with a technology no available from other sources for the next 20 years.

What does it mean for you ...

BIOKILL EXTRA GT provides YOU with:

- A possibility to enlarge the market share within your market due to opening up new complementary segments.
- ✓ Explore new possibilities like Pest Control companies.
- ✓ Public institutions and communities.
- ✓ Storage, Parking facilities, etc. The possibilities are nearly unlimited.
- ✓ Logic line extension.

... AND MOST IMPORTANTLY MORE BENEFITS FOR YOUR CLIENTS

- Environmentally sound outdoor use product with wide insecticidal efficacy.
- Neutral odor.
- Easy and safe to use for long time protection.
- Efficacy also in difficult warm and wet indoor areas.
- Complementary product to Bio Kill Classic, two products for all problems Indoors and Outdoor.
- Extension of use from a trusted source.

MORE INFORMATION AND SUPPORT:

BUSINESS QUESTIONS



Mr. J. Thoeni

M & S Director Jesmond Group

jt@jesmond.co.at

TECHNICAL QUESTIONS



Dr. Miguel Gimeno

CTO Jesmond Group

mgs@jesmond.co.at