

COMPANY PROFILE

Toilet Friend International (Pty) Ltd

the final solution to toilet odours

TOILET ODOUR REMOVAL SYSTEM



the evolution of the toilet

PATENT NO: 1998/2749



www.toiletfriend.com

INTRODUCTION



OUR UNIQUE SELLING PROPOSITION

Toilet Friend International (Pty) Ltd has developed a unique and environmentally-friendly solution for dealing with toilet bowl and urinal odours - and the best of all it all happens automatically! As an added benefit, Airborne Viruses and Bacteria are effectively removed from the toilet bowl before they escape into the room!

OUR MARKETING STRATEGY

Our marketing strategy has two objectives:

- we sell our Toilet Odour Removal Systems direct to the public as well as DIY kits through various retailers.
- we sell Master Licenses [International] and Dealerships [National] to suitably qualified entrepreneurs.

All installations are done by certified employees and dealers and is included in the retail price.

BIGGEST PROJECT TO DATE

We installed 258 units at OR Tambo International Airport in June 2001 Refer to the ACSA testimonial in the Appendix.

OUR SALES GROWTH

We have sold close to 50 000 units throughout South Africa since January 2007.

OUR CONTACT DETAILS

Gauteng Office: 204 High Road, Bredel, Kempton Park. TEL 082 563 8357. FAX 086 541 4631

George Factory: 32 Bernmoure Right Industrial Park, Meulstraat, Tamsui Industria, George

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TOILET ODOUR REMOVAL SYSTEM



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OUR HISTORY



WE ARE PROUD OF OUR HISTORY!!

A gentleman by name of Henri Tesner started it all!

Entrepreneur, inventor, developer of business ideas, problem solver, implementation specialist - all these titles and many other accolades have been bestowed upon the man over the years – and he has earned each and every single one of them.

The idea of somehow extracting or removing bad odours from washroom cubicles has long been a major issue to Mr. Tesner. Eventually, after many moons of trying and testing, voila! The product that came to life ended up being one of the best inventions yet to hit the world! It revolutionized the way in which washroom hygiene was to be managed.

The subject matter is not a very pleasant point of discussion at any particular time. But, every one of us has experienced the embarrassment of leaving a not-so-pleasant-an-odour for the next person wanting to use the toilet, or the discomfort of actually being that next person! As much as we may wish or try to mask the odour with air-fresheners and installing extractor fans to hopefully get rid of the smell quickly, the problem remains being an embarrassing and often very unpleasant experience.

From the start, Mr. Tesner knew that his invention had to be more than just “of some help” – it had to be the complete solution for application to toilets and urinals.

During one particular visit to Mr. Tesner’s game farm at Ellisras, in South Africa, four foreign hunter-visitors had to sleep over in one of the newly built chalet facilities, before moving on the next day. Early the next day, each one had the need to make a pit-stop to the toilet, but with disastrous results! There and then Henri’s usually-ready-for-action inventive genes jumped into gear, and the first-ever toilet odour remover was born.

This single-minded determination to solve the problem and keep improving the product, eventually became the cornerstone of the company’s philosophy.

It was Mrs. Tesner’s hairdryer motor that served as the proto-type’s extractor fan, and when a local supermarket’s entire stock-holding of hairdryers was purchased in one single day, everybody realized one thing.., Henri Tesner was serious about solving a world-wide problem!

The first experiment was a flattened pipe inserted under the toilet seat, and connected to the small extractor fan, but it wasn’t good enough for Mr. Tesner...

He built moulds to house the motors, scoured electronics retailers and wholesalers for the “perfect” switches and transformers, making one demonstration model after the other, and even set up a display stand in the showroom of his lawnmower business. Initial public response was one of scoffing the “noisy contraption”. This soon changed as the proto type improved in performance and looks.

With Henri spending more time in the toilet than with the family, not only were prospects looking up, but also, with the vast, increasingly overall improvements in the product, as well as a demand there for, he could in all seriousness start the hunt for partners to help finance a now-growing enterprise. It didn’t take long for two partners, Messrs. Ferdie Niehaus and Fanus Heyns, to realize the potential for hitting the proverbial jackpot with the product, and the three gentlemen set up a small production line.

Radio and television talk-show participation developed into a full-blown advertising campaign, and before anyone could say “Jack Robinson”, Henri sold his lawnmower business, Fanus sold his Cape Town business and both devoted themselves on a fulltime basis to the project, which by now was known as “Toilet Friend”.

Turnover went up, dealerships were being established, network marketing activities grew, and today, not many years later, the company has become a multi-million operation with Master License Holders in a number of foreign countries. Seven countries on the African continent, several in Europe, Australia, New Zealand, United Kingdom, Ireland, United States of America, Canada, - all have a number of license holders and dealership operations going all guns ablaze. And, there is still space for more in these countries, as well as the rest of the world!

In South Africa alone, the company now has close on one hundred dealerships, while the need for at least another two hundred exists.

Toilet Friend opened a branch in Kempton Park to better serve our Gauteng Dealers in December 2007. This facility has become the hub around which the Company operates. It serves as a stock depot as well as an administrative, meeting and training centre. Our product is still manufactured at the factory in George.

The product is patented and carries all the required certifications to allow for trade to take place anywhere on the globe.

The history of Toilet Friend International truly is a story worth telling.

Incidentally, every time you enter that cubicle and the smell ain’t so good, tell them about Toilet Friend International (Pty) Ltd – you could even earn yourself some cash in doing so!

OUR PRODUCT



Extractor Fan

Induction Motor for Constant Use
Fitted ABOVE the Water line
INSIDE the Cistern for
Low Noise Transmission

Non-Return Valve

Fitted to the suction side of
the motor to prevent odours
from the sewerage pipe
reaching the cistern

Infra-Red Sensor (Optional)

The Sensor detects
movement and activates
the motor/fan unit for
4 1/2 minutes
Re-activation takes place
if necessary
(Optional or system can run 24/7)

DC Transformer

Plugged into nearest 220V
Outlet from where the 2 core
cable is led to the sensor
and then to the Extractor Fan

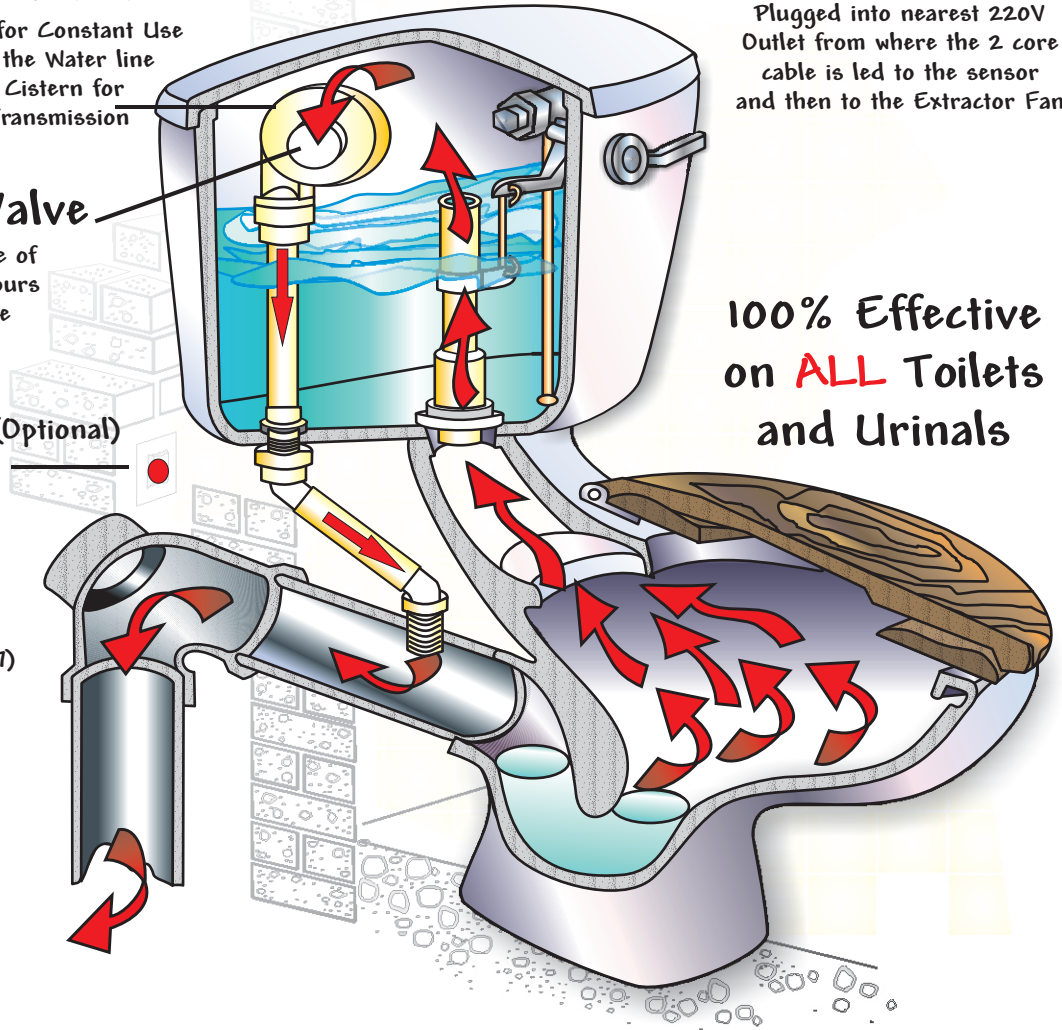
100% Effective
on ALL Toilets
and Urinals



Transformer
Infra-Red Sensor
Extractor Fan



Extractor Fan
fitted with
outlet pipe



HOW IT WORKS



The Toilet Friend Odour Removal System consists of a transformer (10V or 7.8V DC), an infra-red LED sensor (optional), a non-return valve, a 12V DC Motor (induction) & Extractor Fan as well as various lengths of PVC pipes and fittings and a length of two-core electrical cord.

The transformer is plugged into the nearest power source. From here the electrical cord is run to the LED infra-red sensor which is positioned in an unobtrusive spot near the cistern. The electrical cord is then threaded along the inside of the PVC exhaust pipe to the 12V DC Motor which is installed inside the cistern. The Motor is positioned safely above the water line and out of the way of the ball valve. If this is not possible, an alternative float mechanism can be installed. The cistern lid is sealed with silicone and petroleum jelly to create a partial vacuum above the water line.

When the Toilet Odour Removal System is activated, the 12V DC Motor drives the Extractor Fan causing air to be drawn from the toilet bowl via the flush-water ducts and overflow snorkel into the cistern. From here the air is expelled, either via the waste water pipe into the sewerage system or through the wall into the atmosphere, depending on the client's preference.

The Toilet Odour Removal System can be fitted to almost any existing toilet or urinal in under an hour and will last up to 80 000 hours - depending on operating circumstances! It completely does away with the need for CFC-propelled air fresheners and odour-masking sprays, making it an environmentally-friendly solution to an age old problem.

BENEFITS

Study reference number: 2008/08 MRZ/1

Author: le Roux Zoe

(Dip Pharm S.A Pharmacy Board, MPS)

Microchem Laboratories

Dungarvin, Co Waterford, Ireland



The aim of the study was to prove without doubt that the environmentally friendly toilet friend units, that effectively prevents unpleasant toilet odours from escaping from the bowl when a toilet is used and flushed, also reduce the spread of airborne bacteria and viruses found in faeces.

Several studies conducted on the aerosol effect when a toilet is flushed, showed the spread of airborne bacteria and viruses and contamination of the toilet environment, even adjacent toilets as well.

Bacteria and viruses also cling to your clothes, towels, toothbrushes, shoes, floors, taps, walls etc. and you easily inhale and swallow them, resulting in the possibility of contracting different types of infections.

Several strains of different bacteria are spread through the faeces, one of them being *Clostridium difficile* and another *Methicillin-Resistant Staphylococcus Aureus (MRSA)*. These two superbugs are a major cause of concern.

Conclusion: Proof was obtained that a reduction in the spread of bacteria was obtained when toilets that had a toilet friend unit installed, were used. Therefore, it can be claimed that the toilet friend units will successfully contribute in creating a more hygienic environment, automatically and maintenance free.

No hazardous air fresheners will be necessary anymore. Disinfecting and cleaning programs will be much more effective.

With no contaminated filters or any disposable parts to replace, these units are an asset not recognised up to now. They were mainly used to eliminate foul and unpleasant odours resulting from the use of a toilet, not realising the real contribution in creating and enhancing a hygienic environment, especially over a period of time.

Every hospital, nursing home, surgery, household, pharmaceutical and other industries, restaurants, pubs, schools etc should install toilet friend units to help create and control environmentally friendly, hygienic environments, hassle free.

Tests were conducted during normal daily work routine and no special effects were created.

Tests were analysed by Microchem Laboratories located in Dungarvan, Co Waterford in Ireland, a leading independent test and research laboratory.

The settle plates were incubated and cultured by Microchem Laboratories

Microchem provided the results with bacteria count as well.

Test were done in a normal operating day hospital, without making use of special seeding of toilets or extra disinfecting of the areas to give significant, but maybe unreal comparative results.

Even although this was the first tests to be done, satisfactorily results were obtained to proof the airborne bacteria and viruses removal effect of the operating toilet friend units. Because of the difficulty in performing testing, the best proof was to show the bacteria being extracted away through the waste pipe in comparison with a normal operating unit and where no unit was installed.

(The units don't have any filters or any disposable parts that could be tested. The extracting effect can be shown by pulling a plastic bag over the seat and watch the gentle extracting effect, but this also does not prove the reduction in bacteria.)

After a period of time the environment will be overall more hygienic, due to the fact that as part of the daily cleaning and disinfecting program, the units successfully reduce the spread of bacteria and as a result reduce contamination of the vicinity more effectively.

We can with confidence strongly recommend that toilet friend units must form part of the infection control program of each healthcare institution worldwide. Also part of normal households, restaurants, pubs, hotels, guest houses, shopping centres, universities etc. No more need for potentially harmful air fresheners and empty cans that must be disposed off afterwards.

As mentioned before, the units are maintenance free. No filters are used to trap the bacteria, because these filters will be heavily contaminated after some period of usage and will have a diminished effect at that stage as well. Also the contaminated filters will have to be disposed of safely.

The units are also more effective than ceiling extractor fans to reduce the spread of bacteria and eliminate odours, because the ceiling extractor fans extract the foul air upwards through the room, enhancing the spread of the airborne bacteria and viruses and leaving ample time for them to adhere to surfaces.

The toilet friend units are economical to run and do not use more power than €1 per month.

The units switch on automatically when someone approaches the toilet and begin to operate even before the toilet is used and flushed to optimise the effect. The units switch off automatically again 4-5 min after the person has left the toilet area. For urinals and heavy traffic areas units can be installed that run permanently if required.

Everyone can contribute to improve the environment effortlessly by installing a toilet friend unit.

OUR TEAM



KEY PERSONNEL



Henri Tesner is the CEO and Chairman of the Board. The Toilet Friend Odour Removal System is Henri's brainchild and he is still very much the driving force behind the Company. Henri is the major shareholder in the Company and is responsible for all line functions.

Mobile: 082 554 8261
henri@toiletfriend.com



Burger Strydom is the Operations Manager. He has worked for Henri for almost 20 years and the two have struck up a solid working relationship over the years. Burger is a shareholder in the Company and is responsible for all staff functions.

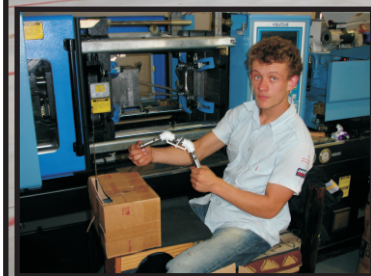
Mobile: 082 563 8357
burger@toiletfriend.com



Toilet Friend International (Pty) Ltd manufactures every component apart from the circuit board for the Infra-Red Sensor at their factory which is located in the Tamsui Industrial area of George in the Southern Cape, South Africa.

Meticulous attention is paid to and quality assurance checks are implemented at every stage of the manufacturing process.

Adequate stocks are kept at the factory and at the Kempton Park branch to ensure that Dealers are not compromised in their endeavours.



MASTER LICENSES



Henri and the team
oversee the Master
License sale in
Australia

These will require an investment of upward of ZAR 6 000 000 depending on the size and potential of the area in question. This represents a large sum of money and is targeted at the individual or company with the relevant access to capital as well as technical and business expertise.

Toilet Friend will train you at your preferred location, preferably at the site you will utilize as your head office. This course will ensure that you fully understand our installation requirements, business principles and marketing strategy.

You will receive 22 'Starter Packs' that will enable you to sell 22 Dealerships [including 50 units each] in your area. This should enable you to realize a turnover of around ZAR 9 500 000 over an 18 month period.



Henri in Germany

DEALERSHIPS



Toilet Friend welcomes
our newest Dealer
Lize Reyneke - Heidelberg

This usually represents a substantial capital outlay. The contract is targeted at the self-motivated entrepreneur who has access to capital and a good measure of business and technical skill.

Toilet Friend will train you at our Kempton Park office. This course will ensure that you fully understand our installation requirements, business principles and marketing strategy.

You will receive 100 Toilet Friend Odour Removal System units from which you should be able to generate income of R 225 000 in the first 3 months and so ensure an immediate cash flow. In addition Dealers will receive R20 000 worth of mobile phone air time.

Dealers are listed in a specified area, but may operate nationally.

Toilet Friend has 40+ active Dealers throughout South Africa, but we require another 60 to effectively meet our sales targets.



Dealership Conference

DIRECT SALES



Toilet Friend International (Pty) Ltd sells our patented Toilet Odour Removal System direct to the public. The Company offers you five options to experience the benefits of and odour- and bacteria-free washroom:

- Buy one-off and SAVE
- Rent and SAVE on the initial capital outlay [24 to 72 month full service contracts]
- Hire Purchase for 12 payments
- D.I.Y. kits available
- 7 Day FREE trial [Pay within 2 days and get a discount]

buy



Toilet Friend units installed at the Mossel Bay Golf Club

BUY our Odour Removal System and save hundreds.

- Buy instead of HP & SAVE
- Pay on installation & SAVE
- Pay within 2 days & SAVE

Two year guarantee under normal operating conditions.

Installation is included in the cost.

This option is aimed at the private home-owner, but corporate enquiries are welcome.

rent



Gebberit 1 Pacif sigbaar uit skuins hoek

RENT our Odour Removal System and avoid the initial capital outlay required to enjoy the benefits of odour-free toilets & urinals in your workplace or home.

Installation & maintenance for the duration of your rental contract is included in the monthly cost.

This option is aimed at the corporate market, but may also include private homes.

Contracts vary from 24- to 72 months.

Installments are paid by debit order.

The unit may be moved during the contract period.

Our maintenance contract is supported by 80+ Dealers nationwide.

The Toilet Friend Odour Removal System can be installed on Gebberits

hire purchase



HIRE PURCHASE our Odour Removal System in 12 easy monthly installments.

At the end of the contract period the product is **YOURS!!**

Installation & maintenance for the duration of your contract is included in the monthly installment.

This option is aimed at both the corporate as well as the private markets.

d.i.y.



Toilet Friend introduced the D.I.Y. kit in 2009 to fill a gap in the do-it-yourself market. There are options to include or exclude the Infra-Red sensor. The system is guaranteed for 2 years, but will operate for up to 20 years under normal circumstances. Please contact us for a list of retail outlets that stock the D.I.Y. Kit.

7 day free trial



Toilet Friend International (Pty) Ltd is so confident that once you have experienced the benefits of our Odour Removal System you will not want to be without it.

To put our money where our mouths are, we will install one unit for a period of 7 days. If you are not absolutely thrilled with the product we will remove it - **NO costs & NO obligations** [Henri Tesner CEO & Chairman]

If you are satisfied and pay within 2 days, you will qualify for a discount.

OUR CERTIFICATES



DEPARTMENT OF TRADE AND INDUSTRY

The Toilet Odour Removal System has been patented (Patent No. 1998 / 2749) and is registered with the South Africa Department of Trade and Industry in accordance with the Patents Act of 1978.



SOUTH AFRICAN BUREAU OF STANDARDS

The DC transformers have been assessed and found by Global Conformity Services (Pty) Ltd to satisfy the requirements of the SABS ISO 9001:2000 Quality Management Systems and are permitted to carry the Certification Mark.



EUROPEAN COMMUNITY

The Toilet Odour Removal System was tested by Test Africa and found to conform to the EC Declaration of Conformity - Council Directive 73 / 23 / EEC. The product was also assessed by the IEC 60065:2001 and SANS 60065:2003 standards and specifications.



INTERNATIONAL TESTING & CERTIFICATION SERVICES

The Toilet Friend Type TF129AU power supply was tested by International Testing and Certification Services (Pty) Ltd (Test Report No. 3935/2 - 30 April 2007) and found to comply with AS/NZS 60065:2003.

TESTIMONIAL



Private Bag X1
O.R Tambo International Airport
1627



07 June 2007

To whom it may concern

Two hundred and fifty eight (258) Toilet Friend Systems have been installed at O.R. Tambo International Airport Restrooms at the International Terminals by Minique Odour Removal. The installations and the aftercare on the systems are excellent with the technician inspecting all installations once a month and sending a report to ACSA. The restrooms have no more bad odour and are pleasant to use.



Regards

Magriet van Vuuren
Contracts Co-ordinator
System & Support Department
Airports Company South Africa
0823059002

OUR CERTIFICATES



George Industria, 6536

Tel: 044-8741062

Website: www.toiletfriend.com

e-mail: henri@toiletfriend.com

11th July 2011.

To: All Dealerships, Installers, Sub-contractors, Management and Personnel.

We are very happy to share more good news with everyone involved with our product range!

The fan induction motor used in our Toilet Friend Odour Removal System now also conforms to:

European Standard EN 60335-1

European Standard EN 60950

UL (Underwriters Laboratories) (USA)

CSA (Canadian Standards Association),

In addition to the above our other subcomponents conform to:

SABS ISO 9001:2000 QMS certification for our transformers

Test Africa EC Declaration of Conformity (CD 73/23/EEC)

EC Declaration of Conformity (IEC 60065:2001)

EC Declaration of Conformity (SANS 60065:2003)

ITACS (No. 3935/2 – 30 April 2007), and

ITACS (AS/NZS 60065:2003)

This should serve as further proof that our company strives to provide a product of the highest quality at all times, and that we are prepared to go out of our way to ensure that our service quality matches the quality of our product!

Henri Tesner

Chief Executive Officer.

OUR PHILOSOPHY



OUR BUSINESS APPROACH

In order to provide the markets we serve with service quality beyond question, and in our constant strive to be known as a company of good repute, Toilet Friend International (Pty) Ltd expects of each and every employee, agent and or dealer to adhere to and follow certain operational standards, which are aimed at the successful achievement of our corporate goals and business objectives.

We believe that a total commitment to the company's standards will satisfy the aspirations of not only our clients, but also, that of our employees and our shareholders.

Our commitment is shown by going the extra mile with enthusiasm, a positive attitude, a professional business approach and a willingness to assist everybody in our employ to be successful at what they do.

We expect each person involved in and with our company, to contribute in a positive way towards harmony at the workplace, and to do whatever is required to ensure pleasant working conditions and to avoid any form of conflict.

VISION & MISSION STATEMENT

Vision Statement

We shall provide economically viable and environmentally friendly solutions to problems in respect of washroom odours and hygiene management, to clients on a global scale.

Our business endeavours will be aimed, not only at generating acceptable, sustainable returns to our shareholders, but also, to create and maintain wherever possible, continuous employment opportunities.

Mission Statement

We shall realize our vision by:

- Producing the best products at competitive, market related prices, for application where needed ,
- Providing service quality beyond reproach ,
- Providing innovative leadership in washroom services management ,
- Providing guidance and support to everyone involved with our growth and development, and
- Being results driven and highly focussed on achieving our overall business objectives.

OUR PEOPLE POLICY

Our company's Human Resources Mission Statement is simple – our business philosophy is based upon the view and the belief that people are not merely employees; they are fundamentally part of everything that makes our vision of being a great company, a reality.

Our recruitment policy is not just aimed at filling gaps, it is pro-actively focussed on identifying and developing internal potential, as well as, bringing into the organization the skills and experience that will support our strategic and overall business objectives. For this reason, we employ selection processes that will assist us in attracting candidates of excellent quality to our company – candidates who will add value to our total purpose.

EQUAL OPPORTUNITIES

Our equal opportunity policy is based on the principle of opportunities for everybody. We reject window-dressing and tokenism and believe it to be in everyone's interest to know that growth and development in the company takes place on the grounds of merit, rather than race or any other criteria, which we see as being irrelevant to a person's capacity to do the required work.

All employees have the right to work in an environment that is free of any form of harassment or unfair discrimination as a result of race, creed, colour, gender, faith, political orientation, age, marital status or handicap.

BUSINESS OPPORTUNITIES

Toilet Friend International (Pty) Ltd would like to offer you, the entrepreneur & the private individual, the opportunity of becoming part of our successful business.

Dealerships are still available countrywide. This requires an initial investment of R320000. For this you will receive all the stock, training, advertising material & support to enable you to successfully start your own business.

Master License Holder's agreements have been concluded in three countries, but we require many more to effectively roll out our international marketing strategy. The initial investment may vary depending on the size and potential of the area.

Private Individuals can become part of our refer-a-friend initiative and earn referral commission or even get their installation done FREE of charge.

Toilet Odours a Problem?

bacteria? | embarrassment? | spray cans?



We have the Solution!



removes dangerous bacteria
20 years plus life expectancy
once-off installation
lifetime satisfaction
2 year warranty
no chemicals
no maintenance
no aerosol cans

www.toiletfriend.com

*My toilet is
Odour Free!!*



*for
R2/day*