

#### Dear, new business owner

Herewith an outline of the various initiatives we have to offer in terms of selling our product. For visuals of the product, please refer to our website www.perfectairecorporate.co.za

## Air Purification Systems – An Introduction

Perfectaire Revitalizer is a revolutionary product that will change the way you live and work. It is a fact – today's urban dwellers spend up to 90% of their time indoors. During the time that you spend in an enclosed indoor environment, your air is recycled by ventilation systems and air conditioners over and over again. The result is that you breathe stale unhealthy air that contains airborne bacteria, viruses, fungal spores, mould, smoke, nicotine etc. In fact, the Environmental Protection Agency in the United States estimates that indoor air pollution levels on average can be 2 to 3 times higher than those of outdoor air. This pollution causes eye nose throat irritations, dizziness, nausea, fatigue and even aggravating asthma.

There will be no adverse effect from using this product because it has been proven safe and environmentally friendly to use and has been made from 100% botanical extracts, is environmentally safe, non toxic, non flammable, bio degradable and alcohol free. It has been endorsed by both the Productivity and Standard Board in Singapore as well as the SABS and is based on tests conducted by world renowned independent laboratories. The product has been proven to eliminate **up to 99.99% of bacteria and viruses** in our environment.

#### **Becoming an Agent / Selling the Product:**

In order to sell the product through your independent marketing efforts, we have three tiers available, namely Dealer, Reseller and Agent. The Dealer tier is where your profit is optimal, but the Reseller tier also offers good incentive. The Agent tier is one we have only recently introduced, and makes allowance for those who want to do something on the sideline for a little extra cash. All agents, resellers and dealers have to purchase a unit and a selection of solutions from us which then becomes your demo kit – and these are invoiced at full retail price to ensure that "the man on the street" is not buying directly from us and posing as a possible reseller. Thereafter all orders will be invoiced according to the relevant tier that you operate on. As a dealer or reseller we suggest you have stock at your disposal in order to fill your clients orders promptly. All orders will be dispatched by Perfectaire SA JHB after monies have been received in full. In all instances, courier charges are for your account. Please be advised that the quantities below for each tier will be revised by 30 April 2011, and increased, due to that fact that all current sales staff are exceeding the targets initially given.

Basic differences between becoming a Dealer, Reseller and Agent:

Reseller	Agent
Minimum order of 20 units	5 unit
copies of brochures	copies of brochures
Advance payment or COD	Advance payment or COD
	Subject to contractual agreement
Medium profit (+/- 30%)	Low profit (+/- 13%)
Operate autonomously	Subject to inspections

### **Terms and Conditions:**

1. Prices valid until (prior notice will be given in case of any price revision). We will also keep you informed of any new units and solutions that may be added to the current range, as well as the prices per tier. We run promotions and specials regularly and will let you know about these to. Our standard colours of the

units are blue, green, white and black – but we do bring in various colours on promotion and limited ranges from time to time.

- 2. Training will be offered in our Johannesburg office.
- 3. Stock is to be collected from Perfectlife, PerfectAire either by yourselves or your courier charges for your account.
- 4. Other terms and conditions shall be subject to PerfectAire SA's acceptance.
- 5. PerfectAire units and solutions are SABS approved. The units have a one year guarantee.

# **Various Pricing Structures:**

We recommend that you adhere to the pricing structures that are stipulated for each of the four tiers. The demo kit for all tiers consists of a leaf unit and 6 triple pack solutions. The investment to become a Reseller (if you take 20 units of the leaf and 20 solutions) is **R8 000 plus R1330**, whereas to become an Agent (taking 5 leafs and 5 solutions) is only **R2 450 plus R1330 for your demo kit**. We can advise you as to the most popular fragrances, but because this is such a broad category, the choice should ultimately be yours.

Our product list and prices are as follows:

Item	Retail Price
Leaf	R450
Rainbow	R680
Egg	R785
Snowball	R540
Microbe shield 125ml	R115
Triple Packs	R145

I trust this is all the information you need to make a quality decision as to the way forward. Please do not hesitate to contact us any time should you have any further queries.

Kind regards,

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