

Ice Challenges

...and a new solution



FRANKE

Ice: One of our most common foods

...but also a common source of issues



- **Impurities in ice and beverages**
 - **Risk of foodborne illness**
 - **Biofilm build-up**
 - **Costly maintenance**
-

...all caused by machine surroundings
and cleaning difficulties



Even when the machine looks clean

...the data shows it's usually not

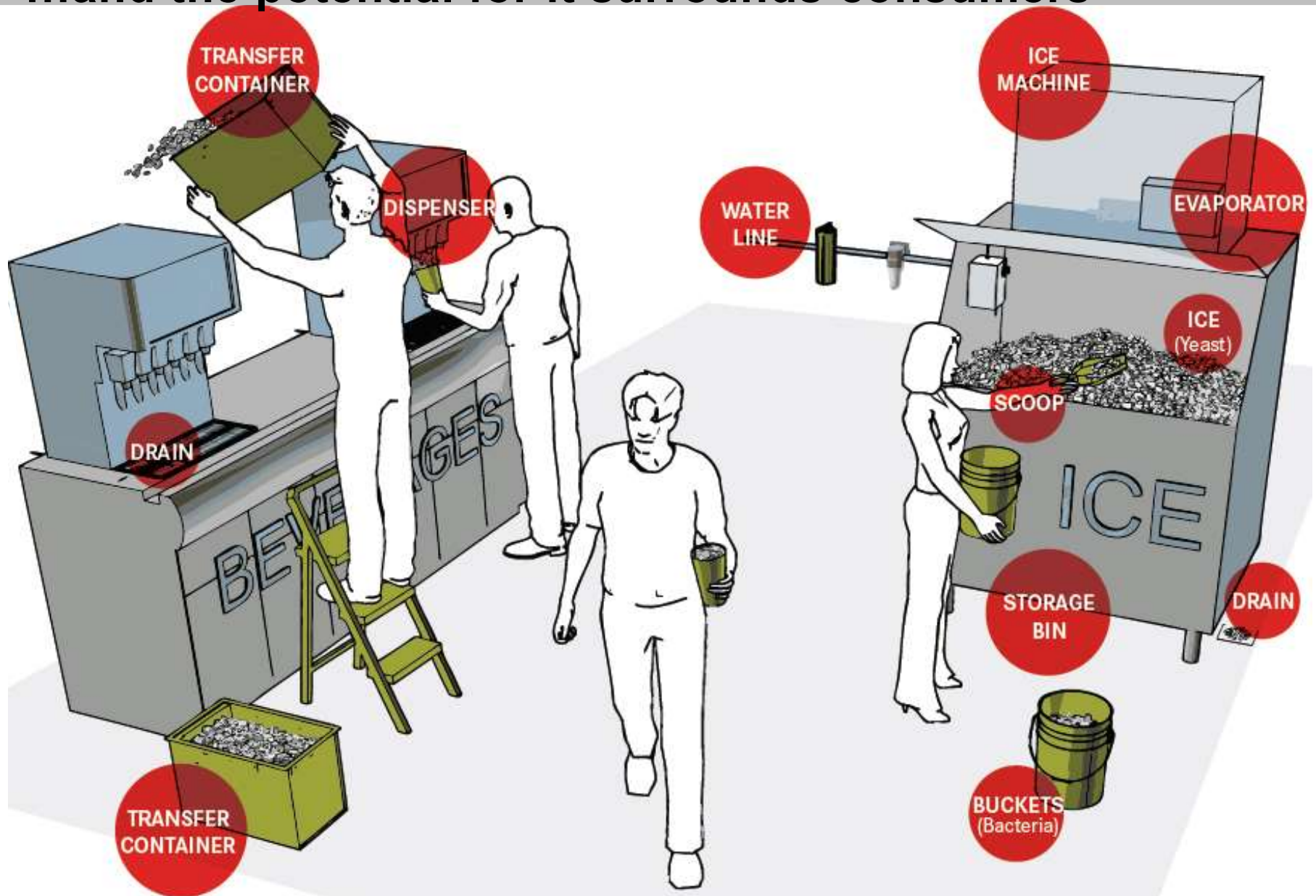


Contamination may hide

...but it's real and present



...and the potential for it surrounds consumers



Yesterday's cleaning practices won't pass muster...



...because today's consumers are on top of health risks

Chipotle Mexican Grill, 2015-16

Stock price	↓ 43%
Sales	↓ 30%
Market Cap	↓ \$7.7 billion

Biofilm is the enemy, accumulating easily

It harbors microbes and resists attempts at full removal



But now, there's a solution

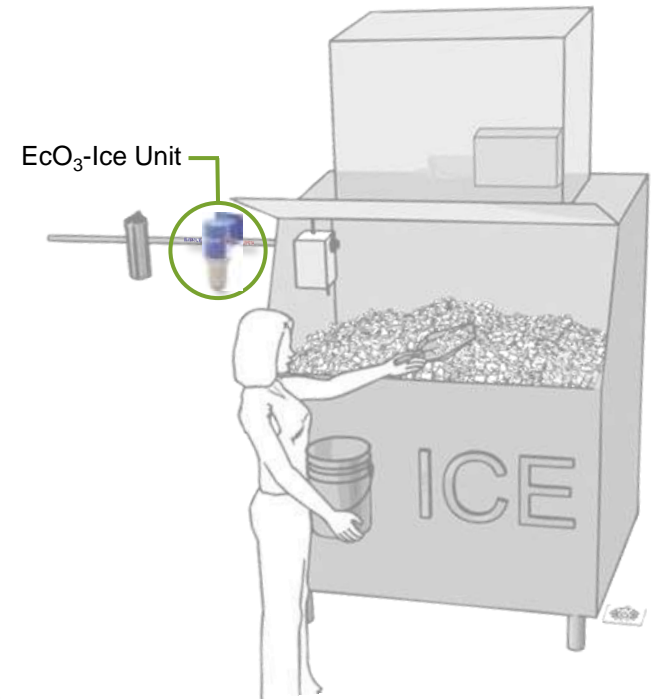
EcO₃Ice



The solution: EcO₃Ice

What it is:

- A light, compact device--made especially for cube-type ice machines, remote ice bins and dispensers--that kills microbes using **dissolved, aqueous ozone**
- Attaches quickly and easily to the **incoming water line** of ice machine
- Runs silently and **automatically**
- Uses an operator-replaceable, “twist-on” electrolytic cartridge; lasts **6 to 24 months**
- LED indicator lamps show status and **tell when it’s time to replace** the cartridge



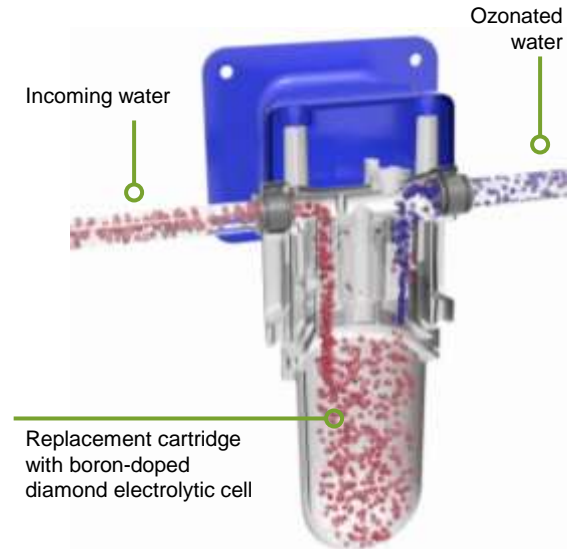
EcO₃-Ice ICE MACHINE PROTECTION



The solution: EcO₃Ice

How it works:

- EcO₃-Ice uses a **unique**, synthetic diamond-based technology to create a very small but effective amount of pure, aqueous **ozone--nature's own sanitizer**
- Ozonated water circulates throughout the system, **killing microbes** on every surface it touches and **retarding regrowth**
- The aqueous ozone **reduces slime build-up** on evaporator, pump, sump, water curtain, hoses, pipes & much more
- A small amount of ozone gas infiltrates **hard-to-reach places**



The solution: EcO₃Ice

Proven benefits

KILLS MICROBES

dramatically reducing
their number and growth

SAVES MONEY

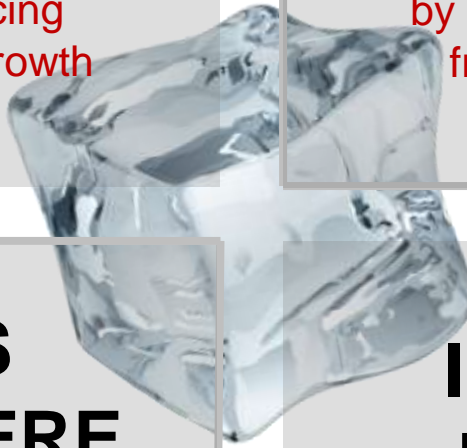
by lowering the cost and
frequency of cleaning

CLEANS EVERYWHERE

...machines *plus* all storage bins
and remote dispensers

IMPROVES PRODUCT

for enhanced beverage quality



Proven effectiveness

Rigorous, third-party lab testing proves:

- EcO₃Ice **kills 99.999%** (5-log reduction) of E.coli after 48 hours

National field testing confirms EcO₃Ice:

- Dramatically reduces **bacteria, mold and yeast** on ice-making and ice-storage surfaces
- Reduces risk of **ice contamination** by microorganisms
- Inhibits formation of **biofilm** on ice contact surfaces



2 months **without** and **with** EcO₃Ice



Proven savings

Cuts the **cost and frequency** of cleaning by **half**

EcO₃Ice is proven to

- Reduce **frequency** of OEM-recommended “deep cleanings”
- Reduce cost of **down-time** and interruptions required by intensive cleaning
- Reduce added **maintenance and repair** costs caused by biofilm build-up on working parts
- Reduce **labor** needed for routine cleaning

Reduce technicians’
“full cleanings”

Reduce “down time”

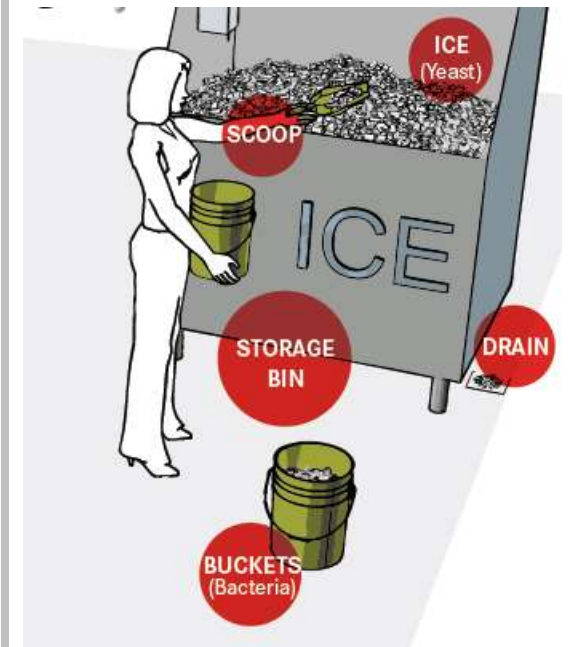
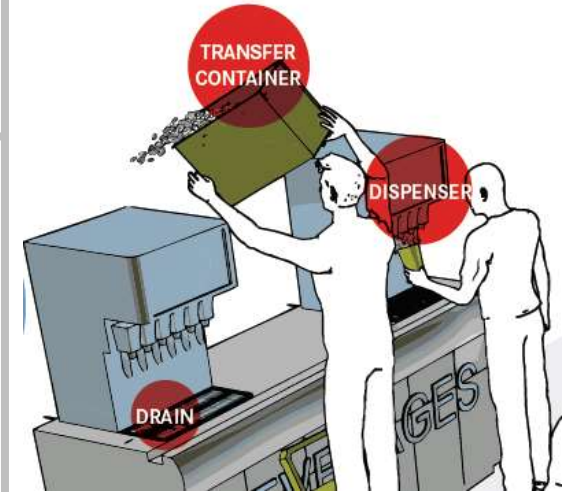
Reduce repairs

Reduce staff cleaning

Proven coverage

EcO₃Ice is proven to kill microbes in **multiple areas**:

- During ice making, aqueous ozone works throughout the **ice-making area**
- As ice melts in the storage bin, releasing ozone and killing microbes on surrounding surfaces
- Ozonated ice keeps working in **remote ice/drink dispensers** and drain lines



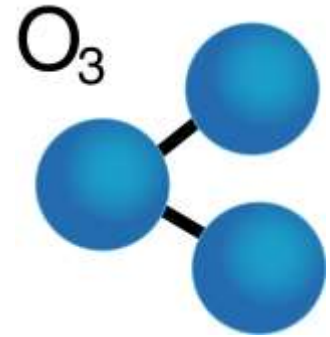
Proven taste-free

- EcO₃Ice destroys compounds which cause **odor** and can negatively affect the **taste** of water and ice
- Ozone has long been used to **reduce contamination**, taste and odors in drinking water **worldwide**
- EcO₃Ice produces a cleaner, better ice cube with a positive effect on **quality and consistency** of beverages



Proven advantages

- EcO₃-Ice's biggest competitors' devices use **gaseous ozone**, not aqueous
- Using gas is **harder to control**, and may raise worker exposure issues
- EcO₃-Ice benefits from ozone gas, too, but only as a by-product and in low quantities
- Gas-generating devices are much **harder to install** in the field, requiring drilling
- “Bare” UV bulbs are “line of sight” solutions and **not as effective**
- These gaseous and UV light solutions **can't reach remote bins and dispensers**



Finally, there's a solution

EcO₃Ice



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