

ZeroSmell



**Welcome to a world
without bad smells**

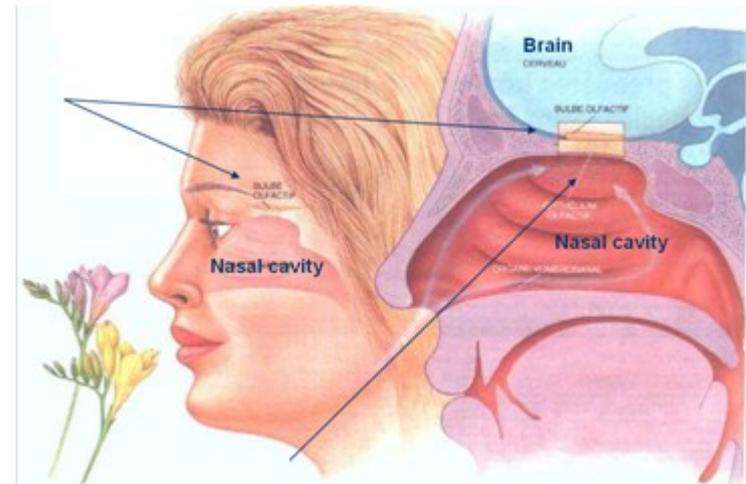
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What is ZeroSmell

- ZeroSmell is an organization, within Veltia, dedicated to Innovation in the area of environment.
- We develop, manufacture and market products that improve the atmosphere of premises by removing bad odors and adding fresh fragrances.

Some background on odors

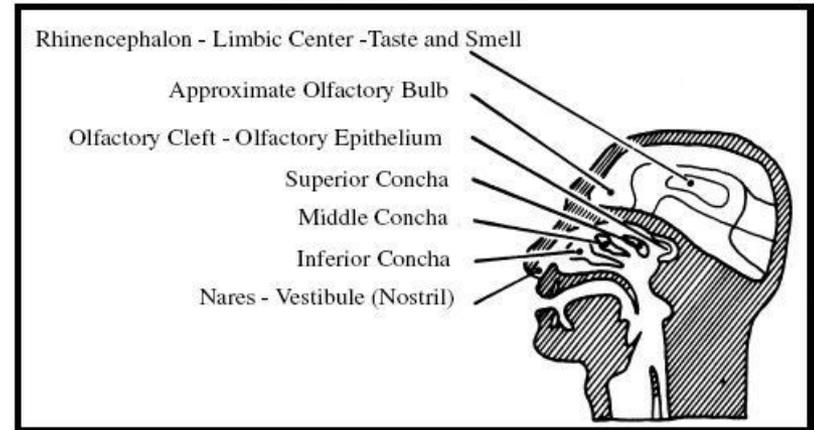
- An odor is the interpretation that our brain makes of the interaction between certain gaseous molecules and the tissue inside our noses.
- This interpretation makes the perception we have of an odor being good or bad.
- This interpretation depends on our background as Species: good odors are associated with food; bad odors are associated with danger.
- The odor of a decaying body is interpreted by our brain as “danger, there’s a predator around”. The same odor, for a dog means “food”. Dogs are predators and scavengers, we are not.



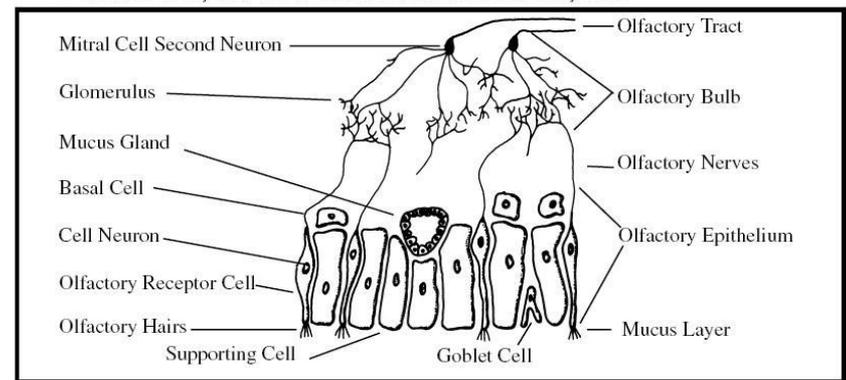
Some background on odors

- Our nose is particularly sensitive to those odors that are (or were) relevant to our survival. Thus, we are very sensitive to the odors of Nitrogen derivatives (rotten fish), sulfides (rotten egg) or fat acids (vomit). These are the typical odors of non-edible food and in the past, this helped individuals to avoid food poisoning.
- Odor is subjective. Different persons have different sensitivities (they perceive more or less) and the environment has a strong influence on whether we like a smell or not.

Olfactory system

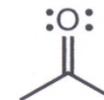
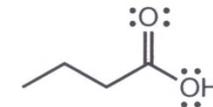
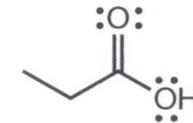
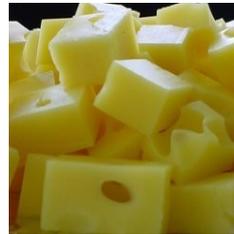
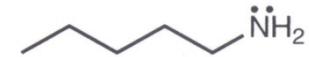


Nasal cavity and detail of nerve fibers from olfactory cells



Some background on odors

- Odorous molecules tend to adhere themselves to textiles and surfaces in general. So to get rid of them, you have to clean the solid phase.
- A classic example is the odor after someone has been sick in a car. No matter what you do, the odor of Butyric Acid remains.
- If you clean the stain with baking soda, you will neutralize the Acid, and the odor will go away.



How our products work

ZeroSmell products have two features:

- First, they eliminate and neutralize odors.
- Afterwards, they add a gentle fragrance.

"First wash.
Then add a perfume"



How we “wash”

- Odors can be chemically neutralized by emitting to the air Active molecules that react with the malodorous molecules. The resulting molecules have no odor for us.
- This reaction takes place in gaseous phase, so the products start reacting in seconds. Depending on the amount of odor to neutralize, it will take more or less time for it to be completely eliminated.
- It is not possible to have a universal chemical neutralizer: what reacts with nitrogen may not react with sulfur. So you have to use specific molecules to attack specific odors.
- In fact, odors are seldom “pure”. Therefore we are usually subjected to mixtures of compounds that are addressed to diverse groups of molecules. For example, in a bar you can have odors of alcohol, tobacco, human sweat, deep fried foods ... these are typically caused by derivatives of nitrogen or fat acids. On the other hand, in washrooms you will find more derivatives of sulfide.



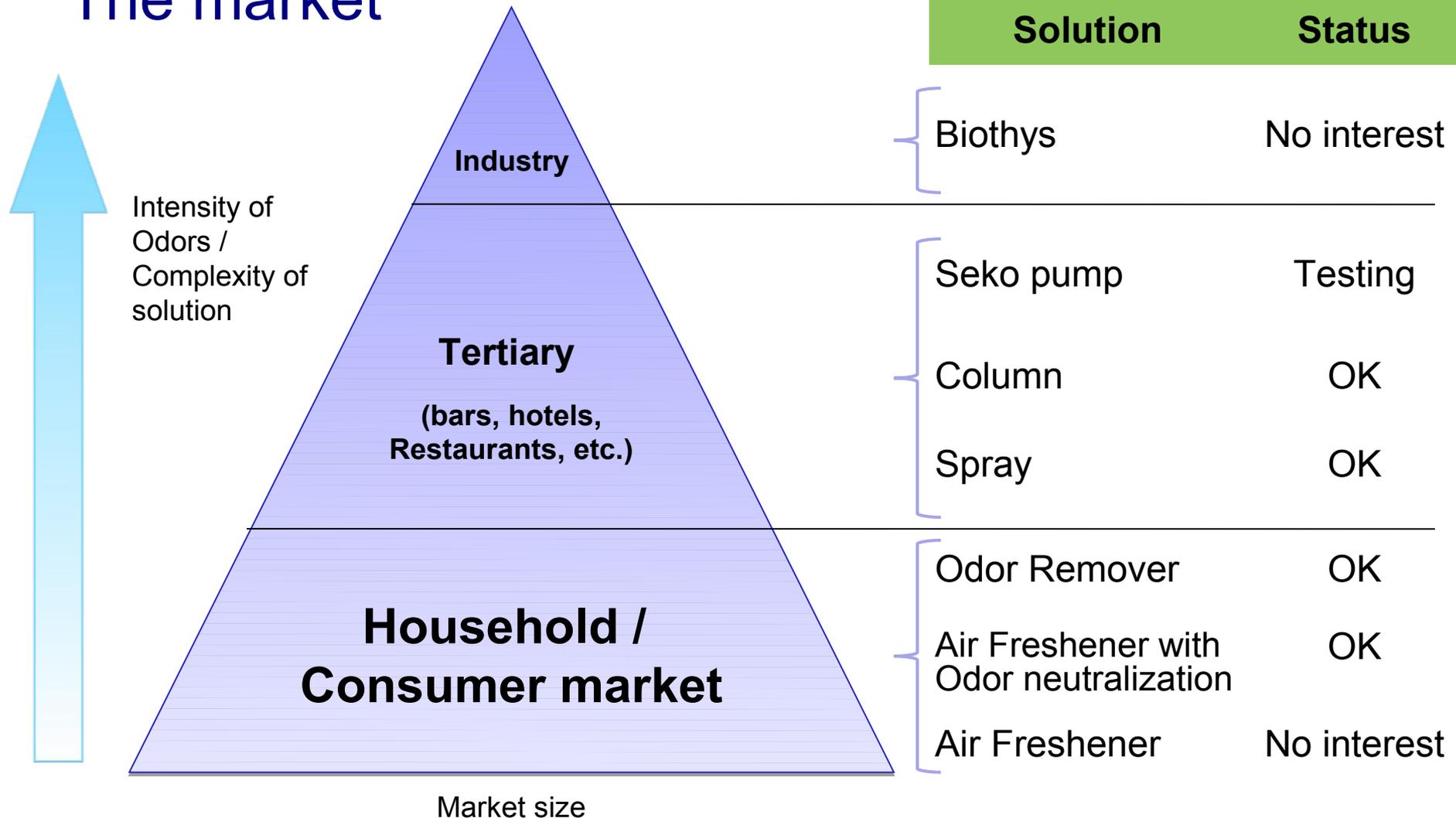
Our fragrances

- The first action of our products is to neutralize the molecules that generate smells. However they do not differentiate between “good” or “bad” smells. This means that if you mix our neutralizers with a regular fragrance, its smell will be lost.
- So, through many years of R&D, we have developed a group of fragrances that do not react with our neutralizers. Rather, they act together in getting rid of the “bad” molecules.
- This means that the fragrance of each product has been specifically designed for its use.



Our products **are not air fresheners**. Although when you use them, the air will indeed be fresh!

The market



Summary of technologies

Segment	Solutions	Product	Status
Big spaces (A/C systems)	Seko pump	ZS fragrances With Neutralizer	Under test
Medium spaces (retail stores, bars)	<ul style="list-style-type: none"> ● Column ● With Liquor ● With Gel 	Aluminium column ZS Gel	OK (Liquid+gel) Under test
Small spaces (hotel rooms)	Sprays	Same as Odor Removers	OK
Odor Cleaner	ZS Odor Cleaner	Kitchen, Living room, Tobacco, Pet, Sport, Shoes, Trash, Car ...	OK. Selling in Hardware stores, Schlecker
Air Freshener with Odor Neutralization	ZS Air Freshener	Forte, Living room (several Fragrances)	OK. Schlecker

Offering for the Tertiary Sector



Environments:

- **Salon.** Living room, Hotel rooms, tobacco,..
- **Kitchen**
- **WC.** Washroom, Trash, Sanitary Bins..

Formats available:

- 500 ml Spray
- 5 liter can
- 10 liter can



Our commitment

- ZeroSmell has the first family of products in the market focused to remove the specific home odors
- We are committed to preserving the natural environment.
 -  We do not use aerosol sprays that harm our atmosphere.
 -  Our products use water-based emulsion formulations. We do not use solvents or hazardous products for people or for the environment.
 -  An adequate use of our products help improve the atmosphere in households and offices. This means less unnecessary ventilation, which yields in savings in heating and air-conditioning.
 -  Our products meet all regulations in matters of raw materials and packaging.
- Social Commitment
 - A significant part of our manufacturing and handling is performed by people with disabilities. We like to help them have equal opportunities.



The screenshot shows the ZeroSmell website homepage. At the top, there is a navigation bar with the 'veltia' logo and the tagline 'Living for innovation'. The navigation menu includes 'COMPANY', 'PRODUCTS', 'NEWS', 'PRIVATE AREA', 'DOWNLOADS', and 'CONTACT'. There are also social media icons for LinkedIn, YouTube, Twitter, and Facebook. The main banner features the text 'ZeroSmell ELIMINATES ODORS' and a list of odors: 'Snuff, human overcrowding, sewage odors, odors from cooking, garbage, rotting, etc..'. To the right of the text is an image of a ZeroSmell product container and a hand being dried. Below the banner are three promotional boxes: 'New Generation Hand Dryers' with a red hand dryer, 'ZeroSmell' with a hand dryer and the text 'Eliminates the bad odors effectively', and 'Microban Products Company' with a circular logo and the text 'Microban antibacterial action with silver technology'. At the bottom, there are three columns: 'NEWS' with a sub-heading 'LAUNCH OF OUR NEW CORPORATE WEBSITE' and a date '13-04-2012', 'OUR VALUES' with 'INNOVATION', 'DESIGN', and 'RESPECT FOR THE ENVIRONMENT', and 'NEWSLETTER' with a form to 'Subscribe to our mailing list' and a 'Subscribe' button.

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