

JALITE

Photoluminescent Safety Products

JALITE Distributorship





Engineered to save lives.

BUSINESS OPPORTUNITY OVERVIEW

Genuine Purpose



In our lifetime we have seen, and will continue to see, countless headlines describing disasters which cause untold suffering for people all over the world. In response, governments and international organizations write laws and draft standards in an attempt to prevent future losses.

When considering the business opportunity of becoming a distributor of Jalite Photoluminescent Safety Products it is imperative to remember that it is out of such disasters that the market for our products was born. It is with the noble purpose of saving lives at its foundation that Jalite has built its business. Every distributor who brings these products to market also takes part in our effort to proactively save lives with the use of our products.

We formerly thank you for taking the time to examine this opportunity and are certain it will be time well spent.





Photoluminescent Safety Products

BUSINESS OPPORTUNITY OVERVIEW



Assuming safety is a part of what your company provides already, or would like to in the near future, the opportunity to become an authorized Jalite distributor is one to take seriously.

Not just because our products effectively make the environments that they are installed safer, but because it makes business sense.

JALITE photoluminescent safety products offer you a unique opportunity, to gain new clients and to increase sales to existing clients.

Jalite's business model is to sell its products through distribution, and not to sell directly to the end user, it is our desire to find distributors that share our commitment to excellence, and high degree of motivation to provide the highest level of safety and service to its customers.

In this presentation we intend to build the case for your business to accept our invitation to become an **Authorized JALITE Distributor**.

The Bottom line: **Increased** revenue from your **existing** customers and the ability to bring your core business to **new customers** are the benefits of becoming an authorized Jalite Distributor.



Photoluminescent Safety Products



JALITE Fire Extinguisher location signs alone sell in the **millions per year** and way-guidance signs in 100's of thousands.



There are thousands of products in the **JALITE product range** that individually and collectively reduce the risk in any premises and innovatively increase the level of life safety. This makes them desirable for many different applications.

JALITE products can be conveniently grouped as follows:

- ❖ Fire Safety and Exit Signs
- ❖ Health and Safety Signs
- ❖ Safety Way-guidance and Low Location Lighting products
- ❖ Clothing
- ❖ Paints and Coatings

JALITE products are supported by the highest technical specifications and have unrivalled references for quality and durability. This is a key differentiator in the market place and will be elaborated on under Standards and Accreditations.

JALITE Distributors are encouraged to nominate an in house product manager to ensure that the product line promoted suits the needs of the distributor's existing and prospect clients. Given the recent tightening of human resources, distributors are encouraged to select a focused subset of products to initiate their offering.



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MARKETS

Photoluminescent Safety Products

Signs are required in every nation therefore Jalite products are easily found as a tangent to many markets no matter how they are defined.

Below is a summary of the market most pertinent to your business and its respective products and purchase motives:

• **Commercial/Retail/Government which includes: Office buildings, warehouses schools/universities, hospitals, shopping malls & others.**

•Products

- Required Means of Egress signage, (Req'd by local codes and OSHA)
- Equipment identification signs
- Redundant emergency lighting (Req'd in some locations)

•Motives

- Fail-safe illumination of means of egress –net increase in safety
- Code compliance
- Reduction in energy costs – (includes Environmental/Green motives)
- Reduction in maintenance costs
- Reduction of liability

•Other markets include:

- Marine and Offshore Installations
- Transportation
- Military and Navy
- Tunnels and underground parking
- Manufacturers



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STANDARDS & ACCREDITATIONS

Photoluminescent Safety Products



JALITE products are synonymous with trust and reliability. Very early in the history of photoluminescent products the industry suffered from traders and merchants looking to push “glow in the dark” novelties into the safety field. In the midst of this environment the **JALITE Brand** over the past 25 years has maintained itself as a pillar of quality, highest credentials, performance and reliability.

JALITE Standards and accreditations starts and finishes with our commitment to Total Quality adopting in 1980 the first quality standard BS5750 later to give birth in 1994 to ISO BS EN 9000 and subsequently in 2000 to ISO 9001.

JALITE as pioneer has, through its founder membership of the Photoluminescent Safety Products Association, worked to appropriately include photoluminescent products into National and International Safety Standards.

JALITE is actively developing the next generation of higher brightness, more durable and easy to use products. Our goal is clearly to displace un-reliable electrical emergency lighting for escape lighting provisions.

JALITE products are installed almost in every country in the world and in every form of building, structure or method of transportation.

It is part of our search for distributors to chose those companies that share the **JALITE philosophy** of being the best in the field and have strong reputations and accreditations to match our own. This invitation is testimony that your company appears well suited to our **“above minimum requirement capability”** appealing to clients that also want the best at competitive cost.



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PRICING & MARGINS

Expected Margins

Authorized JALITE Distributors benefit from extremely competitive Distributor terms and conditions. Purchase prices against major retail catalogue prices are commonly in the range of 1:3. Volume business should see margins in excess of 50%. For companies selling ordinary safety signs unit sales margins are easily doubled or tripled.

Extra business opportunity

Authorized JALITE Distributors have the benefit of introducing a new product to clients that opens the door to installation and maintenance business as well as risk assessment and sign surveys. These potential revenue streams can significantly improve the performance of service and maintenance crews.

Sales Revenue achievable

Two **Authorized JALITE distributors** in our history in different branches have achieved annual JALITE product sales revenue in excess of \$4,000,000 and many in excess of \$400,000. Added to this is often installation service and maintenance contracts, risk assessment and sign survey business.

Sales techniques

JALITE safety products are an easy sell one product at a time within existing budgets or by identifying “above minimum requirements” clients for full installations. The **JALITE Sales Aids*** will be offered.



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ACCEPTANCE



If you wish to take up our offer to be an **Authorized JALITE Distributor** or simply a reseller when you have a demand then these are the simple steps to be followed:

1. Send us a letter or e-mail to confirm **your acceptance of this invitation**
2. Name the person who will act as **JALITE product management**
3. Commit to inform your existing clients of the appointment using the **JALITE appointment letter.***
4. Commit to linking to a **JALITE website.**
5. Complete the accounts application form and place the order for the **“JALITE Distributor Marketing Pack”** of products best suited to your market.

JALITE will offer immediately the following in return:

1. The best possible purchase conditions for the chosen product line
2. Nomination of a personal customer service representative
3. Systematic mailings of JALITE product sales aids
4. Attractive conditions for entries to the JALITE sponsored magazine web portal www.means-of-escape.com
5. End user leads received in your geographical location and for your chosen products and markets
6. Automatic entry to current distributor sales incentive programs

