Essential Industries offers a wide range of Superbase concentrates to address your customers’ needs:

### Finishes and Sealers
- Low maintenance dry-brite
- High speed and ultra high speed
- Urethane-fortified
- Semi-permanent and removable sealers
- For use on multiple substrates such as vinyl, rubber, linoleum, terrazzo and concrete

### Restorers
- Mop-on
- Spray-buff
- Automatic-scrubber applied

### Strippers
- No-rinse
- High alkaline/high active
- Ammoniated and non-ammoniated

### Carpet Care
- Dry foam shampoos
- Extraction cleaners
- Bonnet cleaners
- Pre-spray and pre-treatment products
- Spotters

### Cleaners and Degreasers
- Glass
- All purpose
- Neutral
- Food service
- Non-butyl
- Butyl-based
- d-Limonene-based

### Hand Care
- Coconut oil-based
- Synthetic detergent

### Customized Formulas
- School bids
- Contractor program
- Industrial needs

Discover how you can concentrate on profits when you use the Superbase system.

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**For More Information:** [www.essind.com](http://www.essind.com)
Building on over 100 years of experience, Essential Industries developed Superbase®, a unique manufacturing system to meet your customers’ cleaning maintenance needs and increase your profits.

Superbase enables you to easily blend premium-performance floor care finishes, sealers, strippers, cleaners and other sanitary supply products. Use ordinary tap water with Superbase pre-measured concentrates and manufacture the products your customers want.

Discover how you can concentrate on profits when you use the Superbase system.

**Increased Profits**
- Concentrates reduce cost - a single concentrate makes a variety of products.
- Reduced freight bills - no need to ship water.
- Margins increase - you manufacture products using existing resources and overhead.

**Reduced Inventory**
- Less storage space is needed.
- Margins increase - you manufacture product based on customer orders.

**Support Available**
- State-of-the-art web site makes manufacturing easy. Site contains blending formulations, material safety data sheets, packaging components and equipment information, labels and literature copy.
- Equipment - customized design for your facility and on-site assembly and training.
- Technical and regulatory assistance.
- Sales and marketing support - training tools, selling collateral and industry experience.

**Product Flexibility**
- Create your own “unique” chemicals to address customer needs by varying:
  - Solids
  - Color
  - Actives
  - Dilution
  - Fragrance
- Blending formulations and yield information are easy-to-use.
- Margins increase - a single source for many products.

**Web Support**
- The Superbase® Web Site at www.essentialsuperbase.com provides easy access to important information to assist you in successful manufacturing of your products:
  - Product Reference Guide
  - Superbase Manufacturing Wizard
  - Manufacturing Equipment Specifications
  - Packaging Components and Sources
  - Literature Copy and Design Options

The **Superbase Manufacturing Wizard** allows you to easily access blending formulations, material safety data sheets, labels and worksheets that calculate formulations for customized products and other blending yields.

Material safety data sheets (MSDS) for the Superbase concentrates and ready-to-sell manufactured products are available in various languages and formats.
The Superbase® Turnkey System is designed to offer maximum manufacturing flexibility and it is easy to install and operate. Essential’s recommended line of manufacturing equipment makes the move to Superbase stress-free!

This Turnkey System is designed to:

- Draw Superbase concentrate and blend with tap water in mixing tanks with agitators.
- Transfer product into filling equipment.
- Siphon-fill quarts and gallons or manual-fill pails and drums.
- Install in as little as 200-300 square feet of floor space.

Superbase® Turnkey System is designed to accommodate various package sizes and product types. Manufacture floor finishes, strippers, carpet care, cleaners, degreasers and hand care products in quarts, gallons, pails and drums.

Compact Turnkey System - entire unit ships on three or four pallets.

Minimal assembly required - tanks are fully plumbed and ready for use after legs are installed.

Fits neatly into a portion of your existing distribution warehouse.
**Superbase® Cost Analysis Worksheet**

Example: Uses Superbase 400 All Purpose Cleaner

<table>
<thead>
<tr>
<th>Cost ($) Per Gallon</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A.</strong> Superbase Cost/Gallon + Yield = RMC (Raw Material Cost)/Gallon</td>
</tr>
<tr>
<td>Example: Superbase 400 $13.90/Gallon + Yield 11 (1:10 dilution) = $1.26 RMC/Gallon</td>
</tr>
<tr>
<td><strong>B.</strong> Superbase Freight Cost/Gallon + Yield = Final Freight Cost/Gallon</td>
</tr>
<tr>
<td>Example: Superbase 400 0.5¢/Average/Gallon + 11 (1:10 dilution) = 5¢/Gallon</td>
</tr>
</tbody>
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<table>
<thead>
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</thead>
<tbody>
<tr>
<td><strong>C.</strong> Other Manufacturing Costs:</td>
</tr>
<tr>
<td>• Estimated Compounding and Filling Labor Rate: National Average 15¢/Gallon</td>
</tr>
<tr>
<td>Example: Superbase 400 National Average 15¢/Gallon</td>
</tr>
<tr>
<td>• Estimated Packaging Cost/Gallon (select one):</td>
</tr>
<tr>
<td>✓ 5 Gallons/Pail 75¢/Gallon ✓ 4 Gallons/Case 85¢/Gallon</td>
</tr>
<tr>
<td>Example: Superbase 400 Pail 75¢/Gallon</td>
</tr>
<tr>
<td>• Estimated Label Cost/Gallon (select one):</td>
</tr>
<tr>
<td>✓ Silk-Screen: Pail 7¢/Gallon -or- 4 Gallons/Case 20¢/Gallon</td>
</tr>
<tr>
<td>✓ Paper: 7¢/Gallon</td>
</tr>
<tr>
<td>✓ Pressure-Sensitive: 11¢/Gallon</td>
</tr>
<tr>
<td>Example: Superbase 400 Silk-Screen Pail 7¢/Gallon</td>
</tr>
</tbody>
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<tbody>
<tr>
<td><strong>D.</strong> Total Cost/Gallon of RTS (Ready-To-Sell) Product = A + B + C</td>
<td></td>
</tr>
<tr>
<td>Example: Superbase 400 $1.26 + .05 + (.15 + .75 + .07) = $2.28 Total Cost/Gallon of RTS Product</td>
<td><strong>$2.28</strong></td>
</tr>
<tr>
<td><strong>E.</strong> Market Price/Gallon To Customer</td>
<td></td>
</tr>
<tr>
<td>Example: Superbase 400 Insert Competitive All Purpose Cleaner Price/Gallon</td>
<td><strong>$6.33</strong></td>
</tr>
<tr>
<td><strong>F.</strong> Distributor Gross Profit Margin E - D = ($)F or F + E = %</td>
<td></td>
</tr>
<tr>
<td>Example: Superbase 400 $4.05 - 2.28 = $1.77 or $4.05 + 6.33 = 64%</td>
<td><strong>$4.05 or 64%</strong></td>
</tr>
</tbody>
</table>

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**Typical 100 ft. x 100 ft. (30 m x 30 m) Distribution Warehouse**

Essential Industries offers complete engineering design services to customize the appropriate **Superbase® Turnkey System** for your facility.

Your sales representative will meet with you to review your product needs and survey the facility. A recommendation will be developed and a blueprint designed that identifies installation location and describes plumbing, electrical or other modifications that may be required.

The net result is a **Superbase** manufacturing system that fits neatly into your building and meets your unique production needs.

Let Essential Industries’ engineering team custom design the appropriate **Turnkey System** for your facility today!