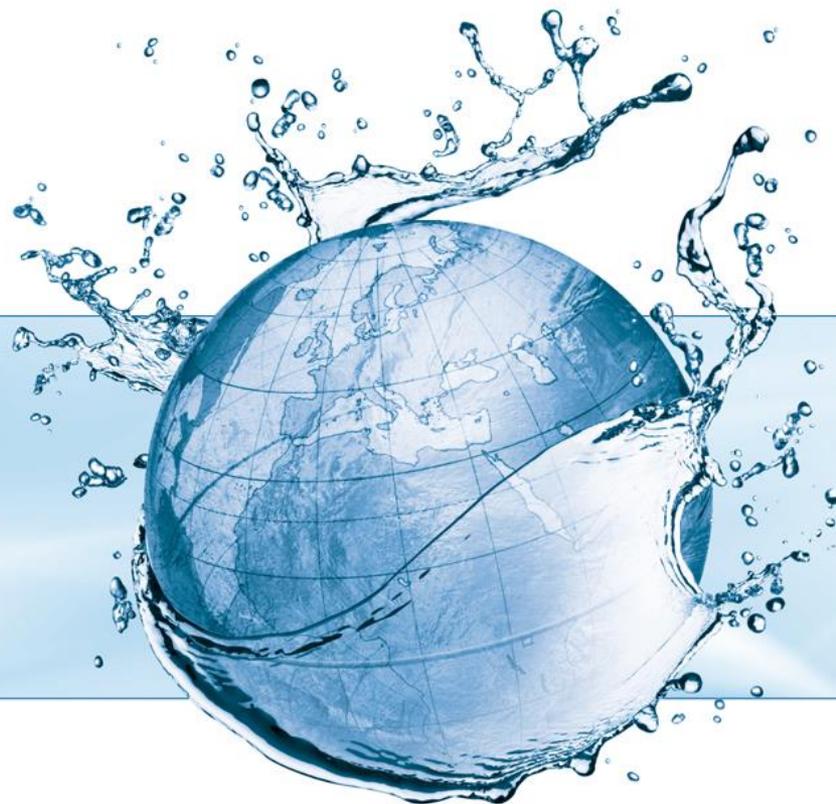


The domestic market

Overview

Export meeting - Deauville May 2014

I Francisco R Levailant R Jombart



For You and Planet Blue.



Top-quality water
at all levels.





Domestic appliances, water for drinking and cooking



Bath and shower water, fittings, partitions, laundry



Water for pools, sprinklers and aerosol systems, partitions



Boiler, water heater, washing machine

Requirements and solutions

For You and Planet Blue.



Clean water
No contamination

Clarification: 90 microns

Filtration: 25 microns



Soft water
Comfort and no calcium

Softening



Scale-free water
No deposits

Physical descaler



Polyphosphate descaler



Good water
No taste or smell

Active carbon



Safe water
No pollutants

Reverse osmosis



A pronounced trend:
the move from exporting "western" standards
to developing solutions specifically for local markets.

We need you in order to understand your markets

- Characteristics of the tap water
- Proportion of wells, boreholes, recovered rainwater, etc.
- Niche local markets
- Profile of customers for water-treatment systems (households or corporate)
- Presence of sub-assembly suppliers (e.g. Fleck)
- Intermediaries between us and the end customer
- Competitors
- Specific requirements for marketing materials
- Etc.

Our ranges: filtration

For You and Planet Blue.



CRISTAL 4

25 microns

Replaceable casing



E1

100 microns

Interchangeable filter

Multifunction

High hygiene level



PERMO FINE

90 microns

Washable/interchangeable filter



FILTER 1000

50 microns

Quartz sand or Neutralite or active carbon

Our ranges: softening

For You and Planet Blue.



AQA perla

10/16/20/30 litres of resin

Core product to meet all needs



AQA viseo

5.4 litres of high-capacity resin

Very compact with capacity and flow rate equal to the AQA perla

Remote monitoring



AQA perla Duo

2 x 5 litres of resin

Soft water 24/7

High-frequency regeneration for maximum hygiene



**AQA dial
Volumeco**

15 litres & 16 litres

Essential entry-level product



DATA BLUE

16/28/50 litres of resin

An economical way to treat very hard water



PERMO DIFLO

Filtration: 25 microns
Active carbon

Double treatment

With bypass



AQA pura

Active carbon

Compact solution

Easy-to-change
cartridge, no leaking



PERMOSOURCE

Reverse osmosis

Enhanced
purification

Our ranges: anti-scale



AQA nano

Physical descaler

Capacity 110 m³

For household flow rates



AQA total

Physical descaler

Capacity 380 m³

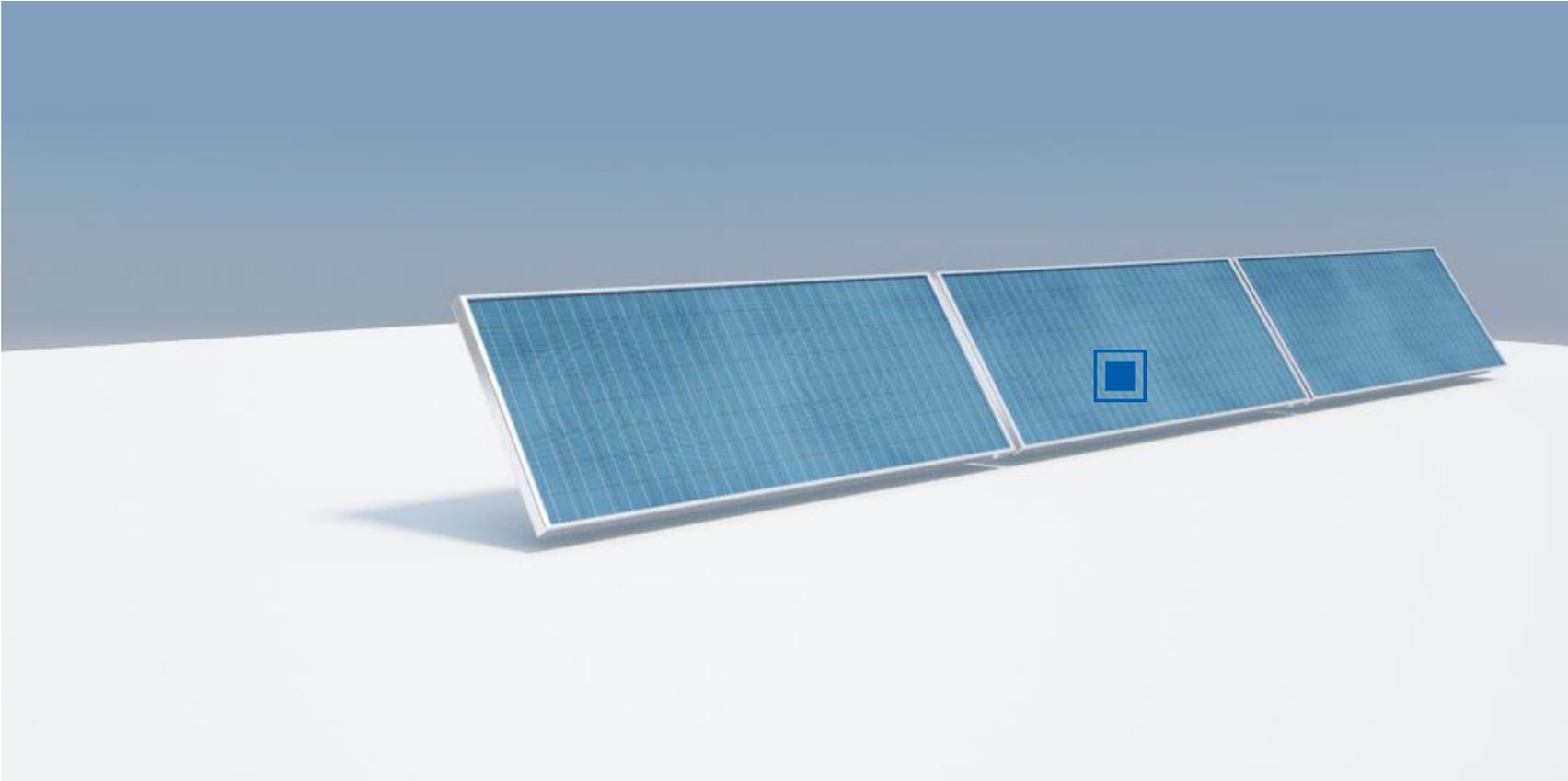
For flows to households or small corporates (1.5 m³/h with pressure drop of 1 bar)



PERMO DIPHOS

Filtration: 25 microns
Silicophosphates

With bypass



SoluTECH

SOLUTIONS TECHNIQUES POUR CIRCUITS FERMÉS

A favourable technological environment

- **More advanced materials** (thermal reactivity and cost),
- **New alloys** (stainless steel, aluminium and silicon etc.) and composites,
- **Large temperature differences** (low temperature, condensation, solar primary circuits, etc.),
- **Channels with a small cross-section, reduced water volumes** (compact heating units, low-capacity radiators, underfloor heating, micro-exchangers, etc.).



COMMON PROBLEMS IN DOMESTIC SYSTEMS

For You and Planet Blue.



Cold radiators?
→ Sludges and oxygen present

Pitting?
→ Active corrosion

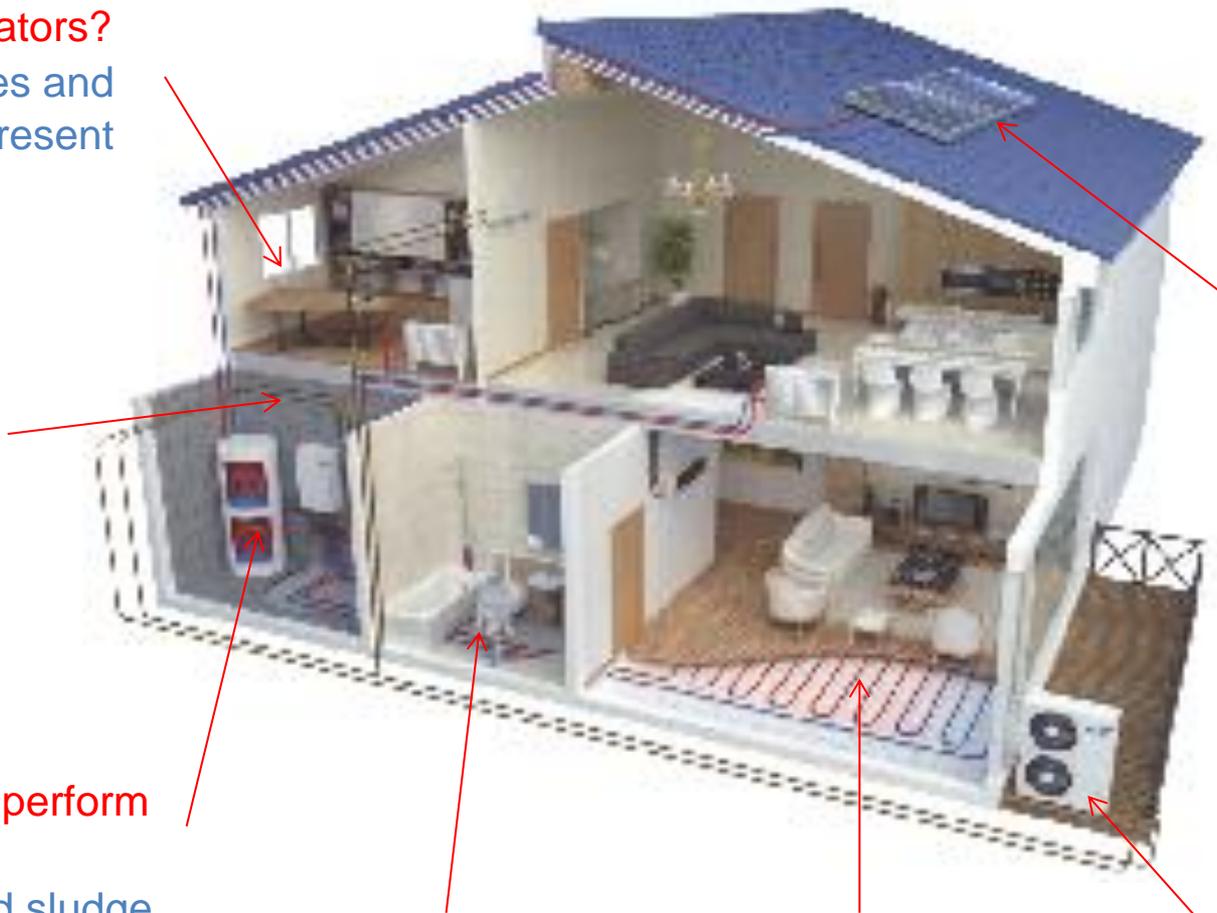
Tanks and exchangers perform badly?
→ Scale and sludge

Noisy circuits?
→ scale

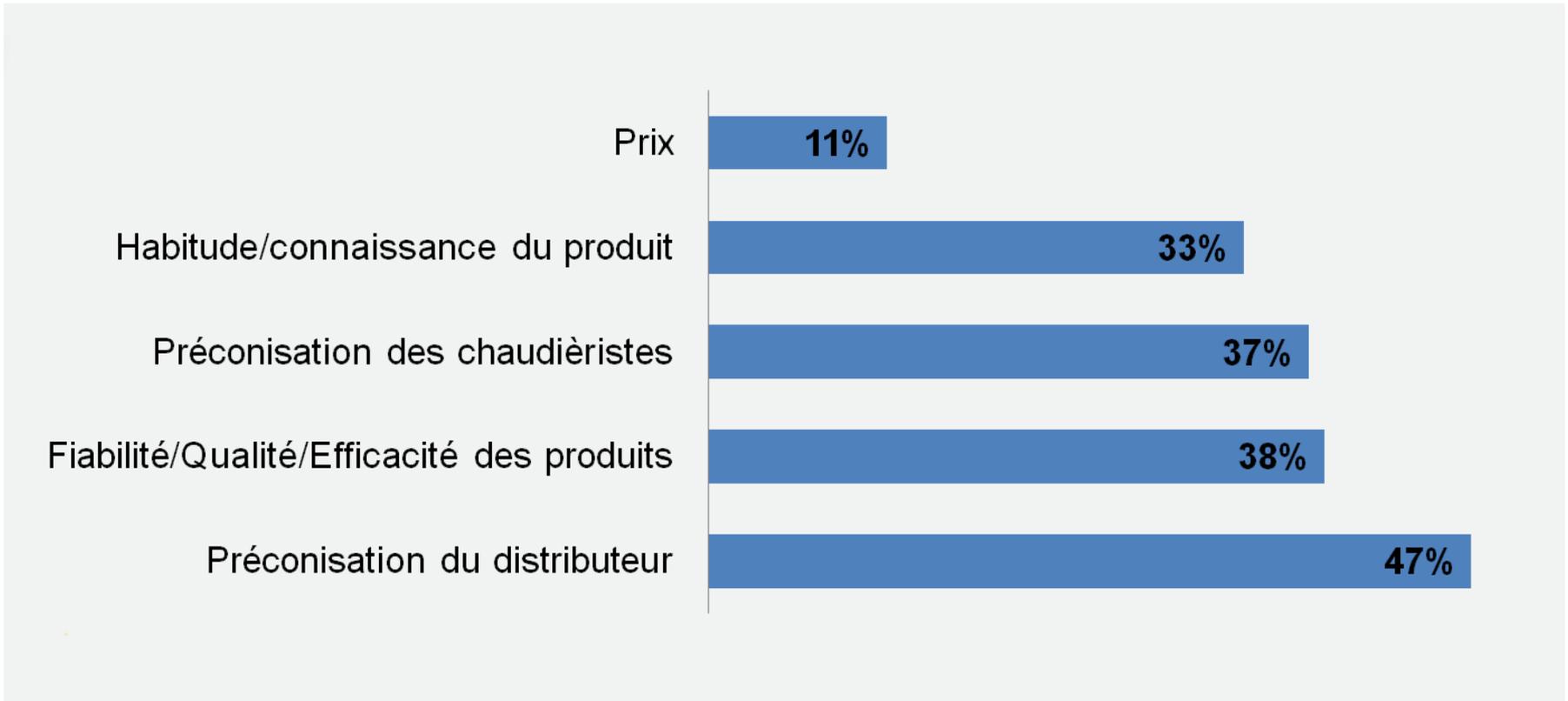
Fouled pumps?
→ Sludges

Leaks or micro-leaks?
→ Active corrosion

Air-conditioners, heat pumps: poor performance?
→ Bacteria, sludges



HOW THEY SEE THE TREATMENT OF DOMESTIC AIR-CONDITIONING SYSTEMS



SIMPLE, EASY, DIFFERENTIATED

=> Easy to explain to the customer:

convincing with no prior technical knowledge

=> **No risk if excess chemicals used:** no damage to aluminium, all problems (scale, sludge and corrosion) addressed: the obvious solution

=> Just four products:

easier at the site (stock, sites helping each other out, etc.), limited security constraints, etc.



SoluTECH
PLANCHERS
CHAUFFANTS



SoluTECH
PROTECTION



SoluTECH
DÉSEMBOUAGE



SoluTECH
ANTI-FUITE



SoluTECH

HABITAT

HABITAT

=> **Simple to use**: a single dose with no risk of adding too much, compatible with all materials.

=> **Effective**: circuits protected for at least 5 years without adding more product.

=> **Exclusive**: with inhibitor for aluminium.



Dosage simple et facile

Soit 1 bidon 500mL pour 100L de circuit
(soit un logement d'environ 100-150m²)

Related equipment and components

For You and Planet Blue.



Posters for shelf layouts



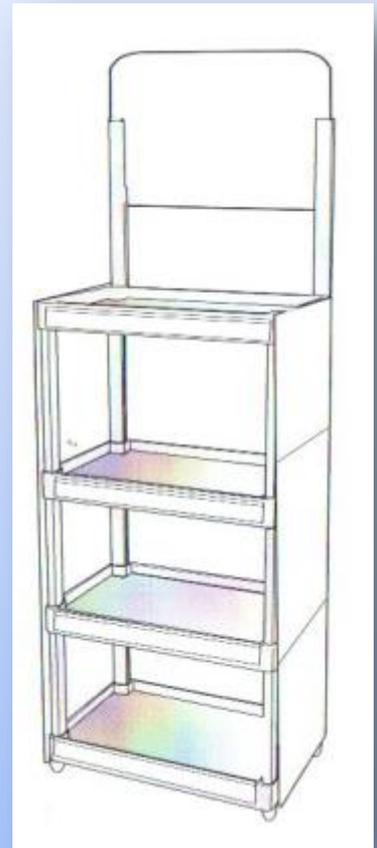
Marketing brochures



Promotions



Self-service displays



1/ ACTIVE COLLABORATION WITH BUILDERS

SoluTECH is recommended by many manufacturers in the heating industry. We work closely with them to improve the service to our customers



A typical partnership



2/ TRAINING



A strength of the service to professionals

- Limiting the effect of water in the circuits (scale / sludges / corrosion)
- Technological development and the 2012 French Thermal Regulations: water quality = yield
- Aluminium: True/False and practical guide on site
- Product information: choosing and recommending a water-treatment method
- Good practice for heating systems.