

EcO₃Ice OVERVIEW

Make
it
Wonderful

FRANKE

AGENDA

- Challenge & Solution
- 4 Major Benefits
- Safety, Compatibility & Installation
- Warranty, Cartridge Life & Replacement
- Competition & Distribution
- Franke Resources
- Q&A

EcO₃ICE: CHALLENGE & SOLUTION

...is food

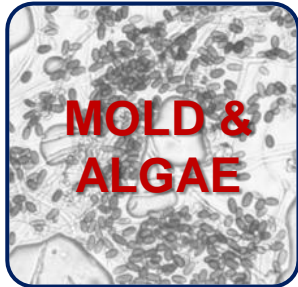


...is everywhere



The challenge:

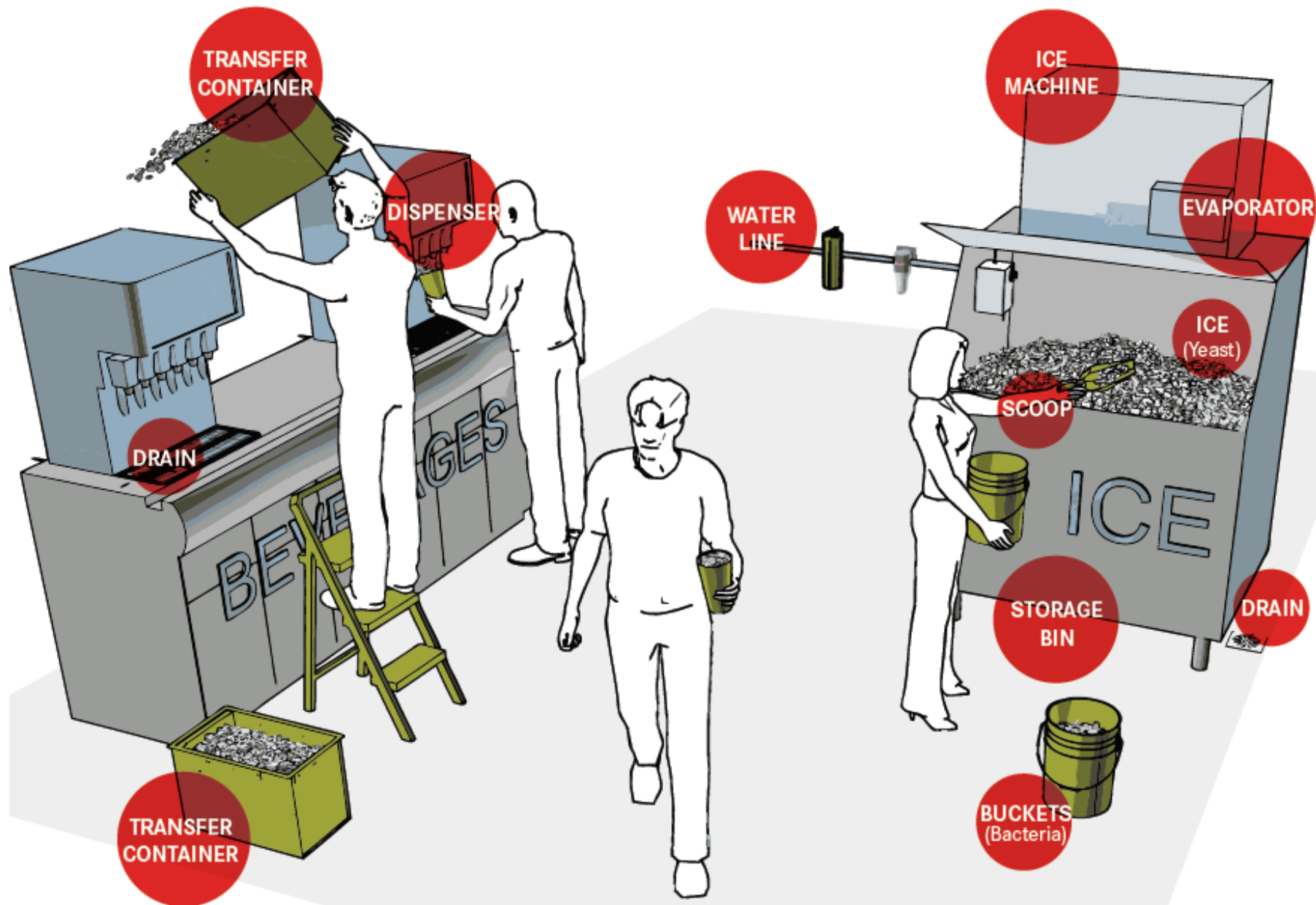
Ice contamination is real



Ice contamination is

everywhere





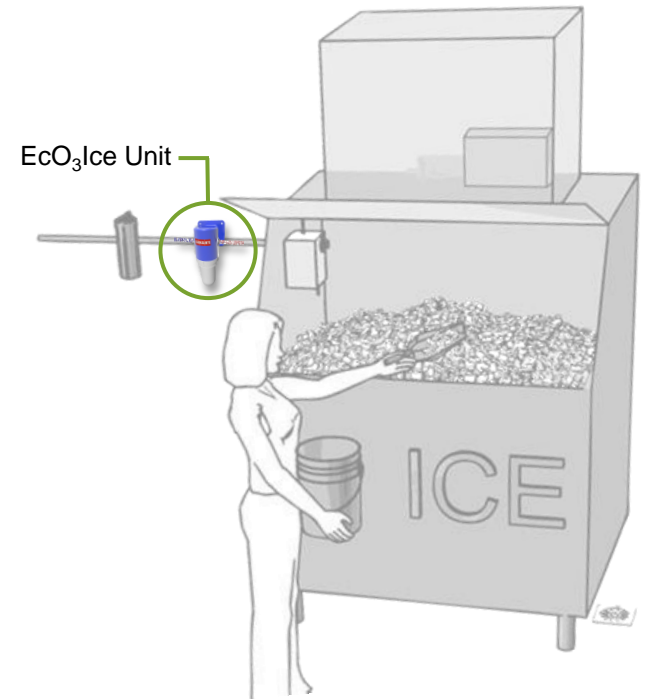
The solution:

EcO₃Ice



The Solution: 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

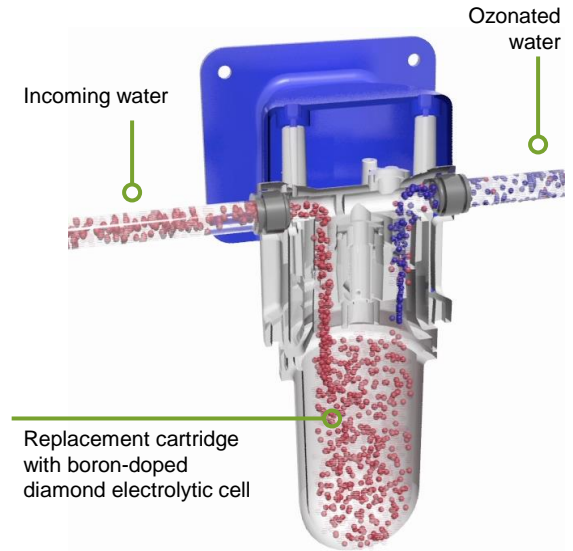


EcO₃Ice ANTIMICROBIAL PROTECTION



The Solution: How It Works

- EcO₃Ice 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**



EcO₃Ice: MAJOR BENEFITS

4

4 major benefits

KILLS MICROBES

dramatically reducing
their number and growth

SAVES MONEY

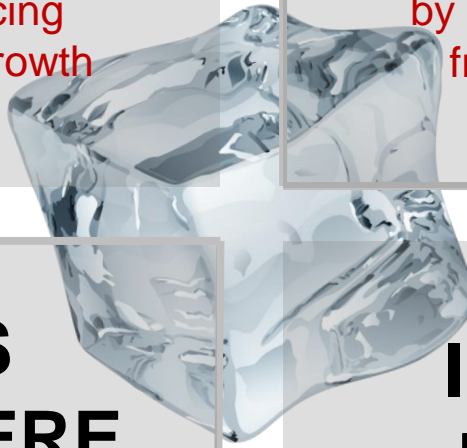
by lowering the cost and
frequency of cleaning

CLEANS EVERYWHERE

...machines plus storage bins
and dispensers

IMPROVES PRODUCT

for enhanced beverage quality



4 major benefits

PAIN POINT: HEALTH RISK

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PAIN POINT: COSTLY MAINTENANCE

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PAIN POINT: HARD-TO-
CLEAN DISPENSERS

PAIN POINT: UNPLEASANT
ODORS IN DRINKS

4 major benefits

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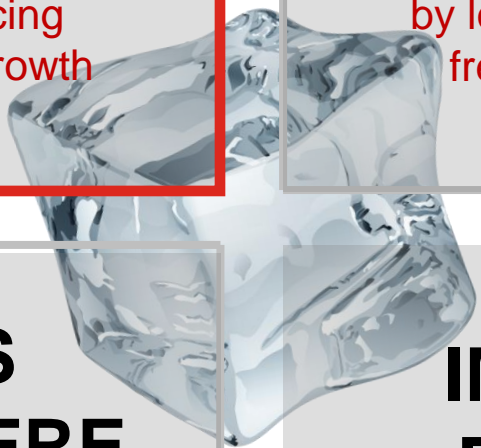
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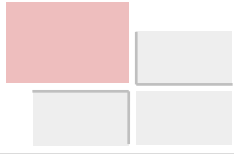
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KILLS MICROBES

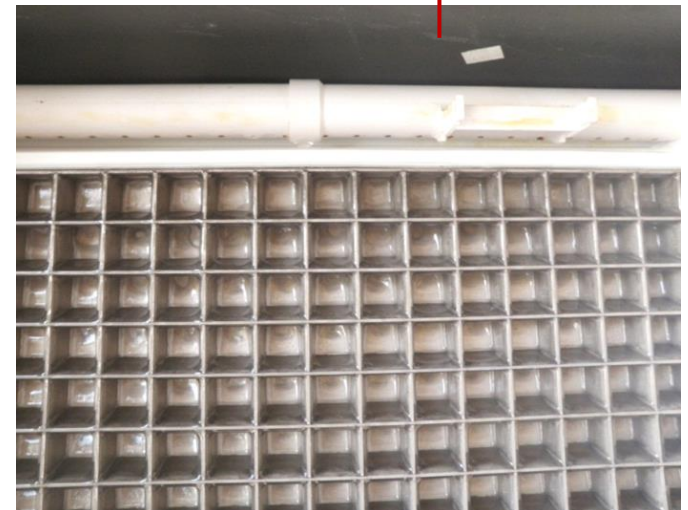
for **effective microbial reduction**

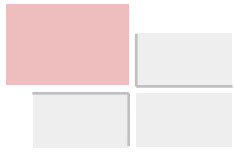
EcO₃Ice is proven to:

- Dramatically reduce the amount of **bacteria, mold and yeast** on ice-making and ice-storage surfaces
- Reduce the risk of **ice contamination** by microorganisms
- Inhibit formation of **biofilm** on ice contact surfaces



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



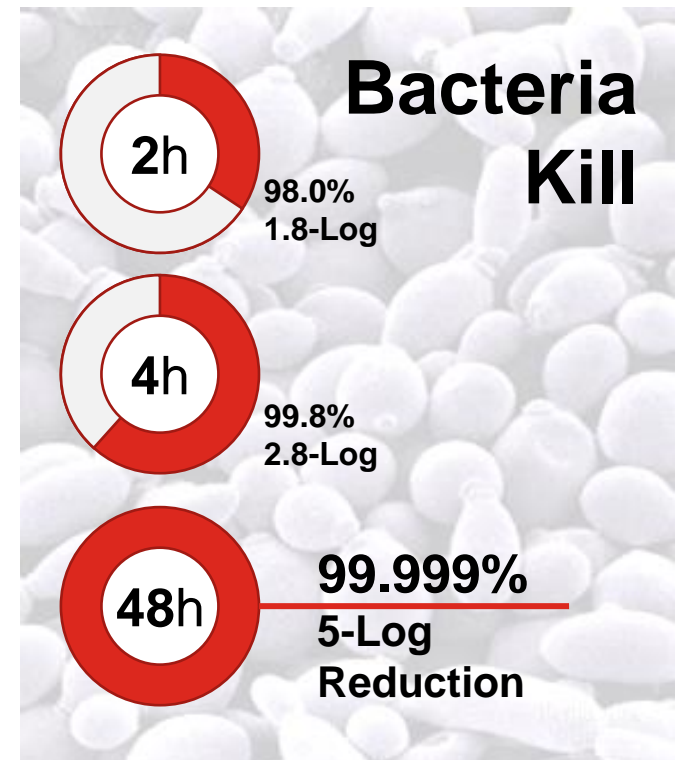


KILLS MICROBES

for **effective microbial reduction**

Lab test validation shows:

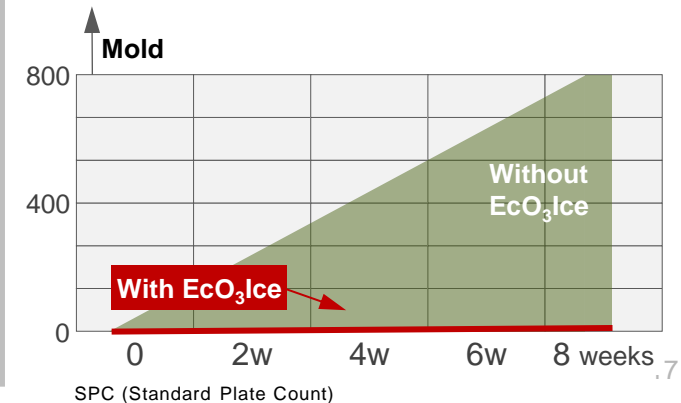
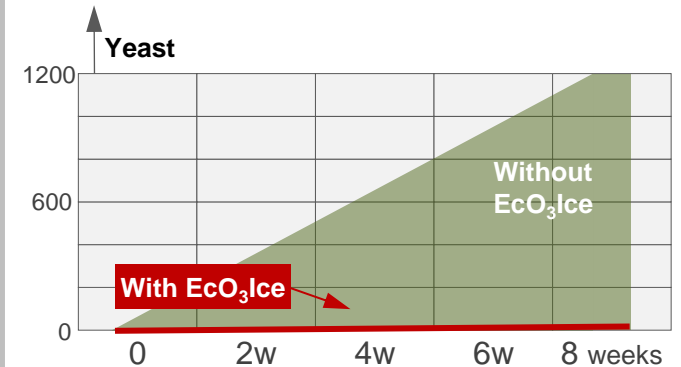
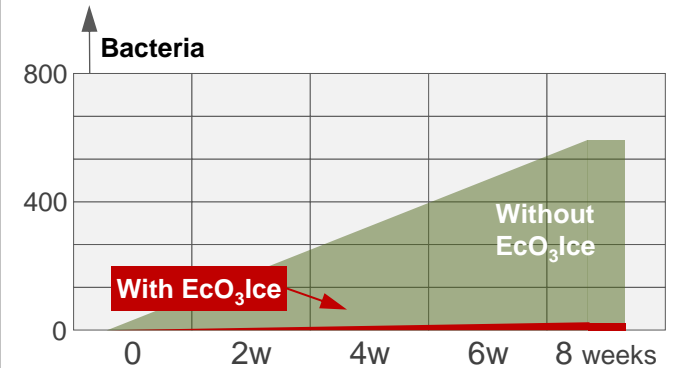
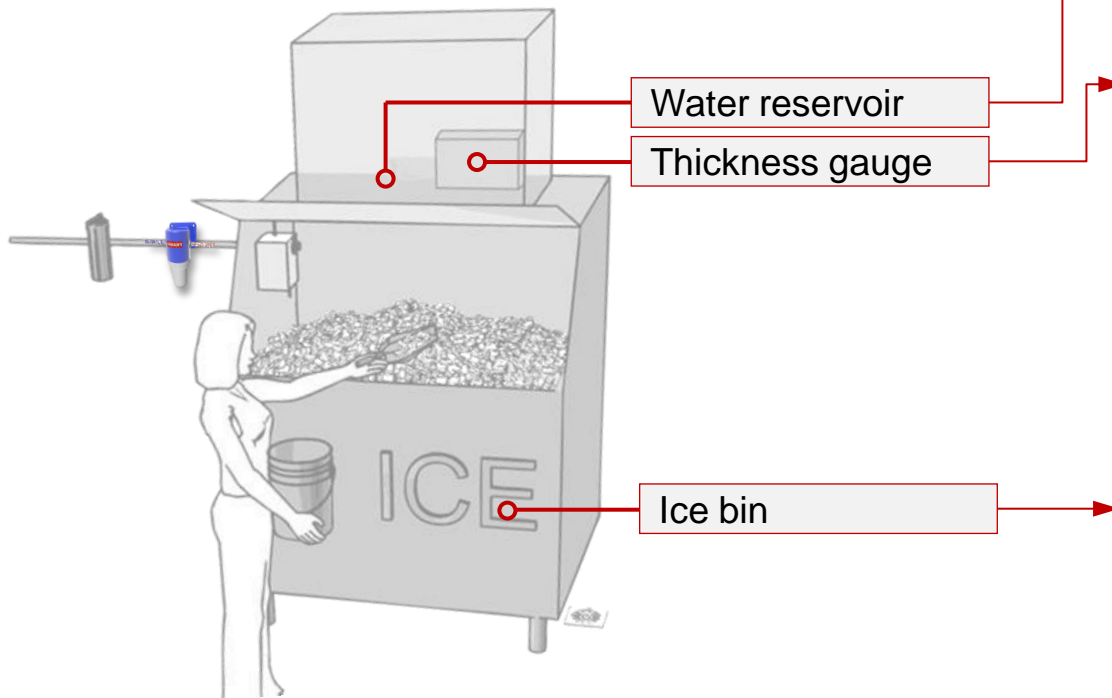
- In side-by-side machine testing, EcO₃Ice **kills 99.999%** (5-log reduction) of E.coli after 48 hours
- Only aqueous ozone (ozone dissolved in water) works as well, and **only EcO₃Ice** creates it in a compact, easily installed device



KILLS MICROBES

Field test validation: bacteria & yeast

- Tested at a popular sandwich chain
- Swab samples taken every 2 weeks



KILLS MICROBES

Two months **without** EcO₃Ice



Two months



with EcO₃Ice



4 major benefits

PAIN POINT: COSTLY MAINTENANCE

KILLS MICROBES

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SAVES MONEY

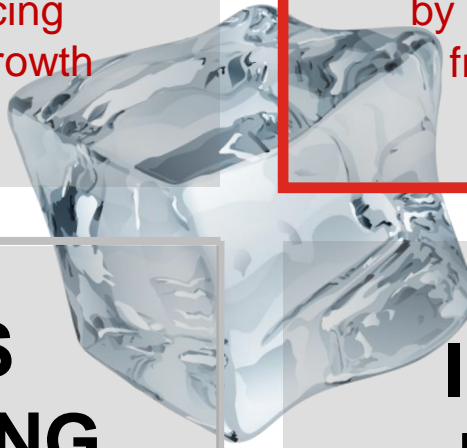
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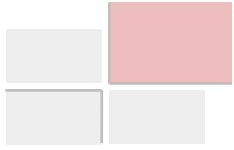
CLEANS EVERYTHING

...machines plus storage bins
and dispensers

IMPROVES PRODUCT

for enhanced beverage quality





SAVES MONEY

Lowers the **cost and frequency** of cleaning

EcO₃Ice is proven to

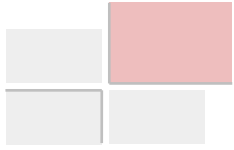
- Reduce **frequency** of OEM-recommended “deep cleanings”
- Reduce cost of **down-time** and interruptions required by intensive cleaning
- Reduce added **maintenance and repair** costs caused by biofilm build-up on working parts
- Reduce **labor** needed for routine cleaning

Reduce technicians’
“full cleanings”

Reduce “down time”

Reduce repairs

Reduce staff cleaning



SAVES MONEY

Lowers the **cost and frequency** of cleaning

Example using our simple ROI calculator

EcO3Ice Sample ROI Calculator	
Full cleanings per year, no EcO3Ice	2
Cost per cleaning procedure (travel, labor, chemicals)	425
Total annual cost of sanitation, no EcO3Ice	850
Full cleanings per year, with EcO3Ice	1
Replacement cartridges per year	1
Total annual cost of cleanings, with EcO3Ice	425
Cost of EcO3Ice Head Unit, \$249 over 5 years	50
Cost of Replacement Cartridges @\$229 each	229
Total annual cost of sanitation, with EcO3Ice	704
Benefit: Annual Savings	146
Investment: Annual cost of EcO3Ice	279
ROI	-47.7%
Yearly Payback (in Months)	22.9
Accumulated Savings -- 5 Years	730

Three simple questions to find your ROI:

How often do you do "full cleanings"?

At what cost each time?

What if you cut the number of full cleanings in half?

4 major benefits

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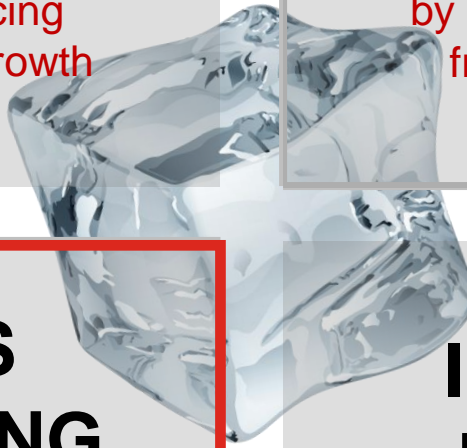
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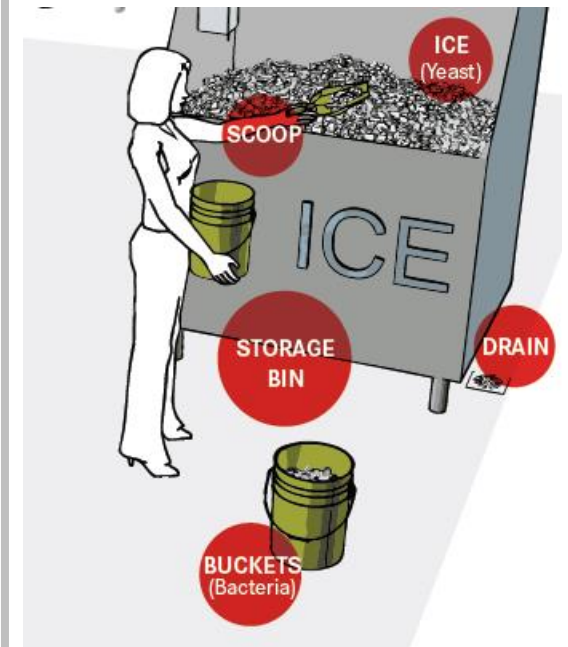
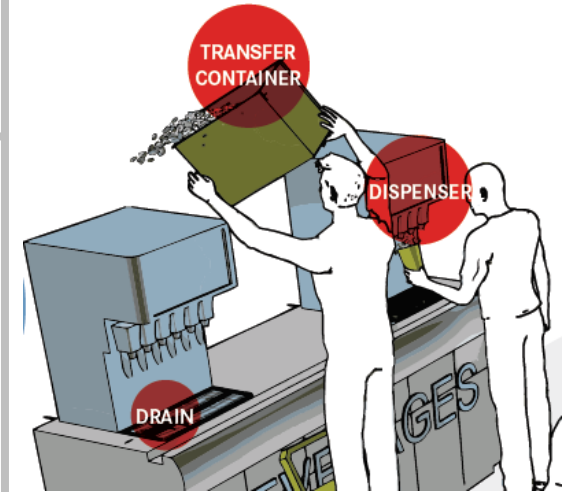


PAIN POINT: HARD-TO-
CLEAN DISPENSERS

CLEANS EVERYTHING

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

1. During ice making, aqueous ozone works throughout the **ice-making area**
2. As ice melts in the storage bin, off-gassing occurs, resulting in microbial kill on surrounding surfaces
3. Ozonated ice has the same effect to continuously kill microbes in **remote ice/drink dispensers** and drain lines



4 major benefits

CLEANLINESS

dramatically reducing
their number and growth

SAVES MONEY

by lowering the cost and
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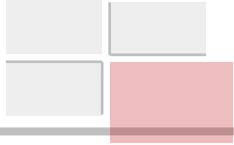
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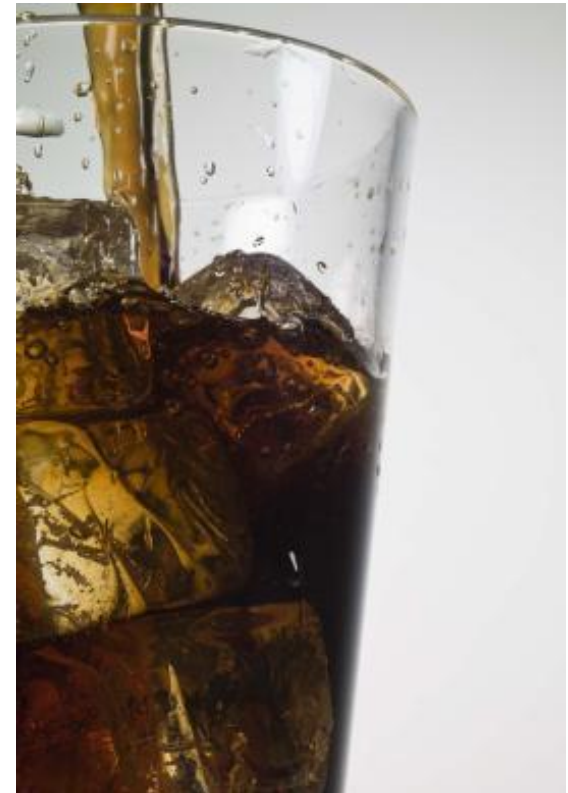
for enhanced beverage quality

**PAIN POINT: UNPLEASANT
ODORS IN DRINKS**



IMPROVES PRODUCT

- EcO₃Ice destroys compounds which cause **odor** and can negatively affect the **taste** of water and ice
- Ozone is 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



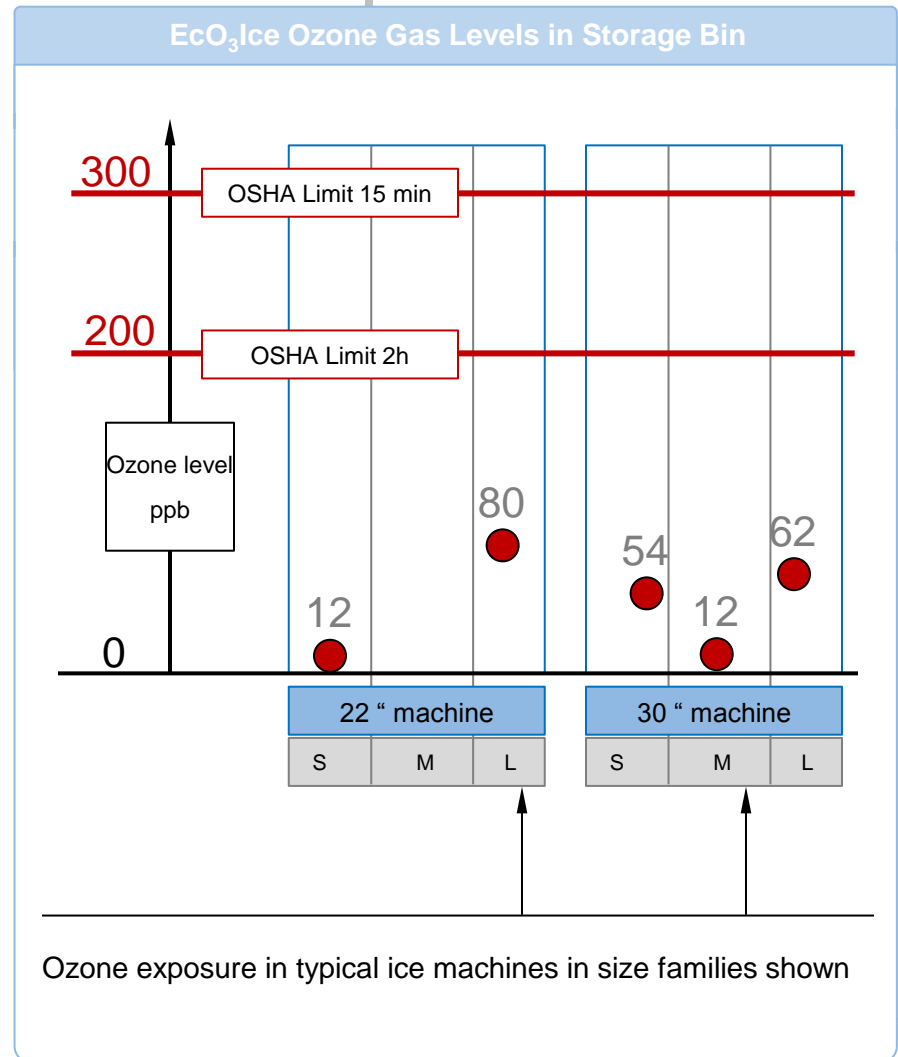
EcO₃Ice: SAFETY, COMPATIBILITY & INSTALLATION

SAFETY COMPLIANCE

Stated opinion of a third-party, government regulation expert:

EcO₃Ice-created ozone levels are “well below thresholds of concern for ozone in either professional or consumer use,” in all key areas:

1. Ozone gas in storage bin
2. Handling of ice
3. Ozone gas near consumer
4. Ingestion of ice



APPLICATION GUIDELINES



Six Important Notes!

1. EcO₃Ice currently supports **cube makers only**
2. Do not exceed the intended flow rate of EcO₃Ice; ozone concentration will be affected
3. For use with **commercial** ice machines only
4. EcO₃Ice is not intended for use on **other devices**; ice machines only please
5. EcO₃Ice is NOT a water filter
6. For best results, connect EcO₃Ice in the water supply line **between the filtration system and the ice machine**

APPLICATION GUIDELINES

Two Models Available:

3/8" OD



X-4
for Ice Machines
requiring **1.3 GPM**
or less

1/2" OD



X-16
for Ice Machines
requiring **4.2 GPM**
or less

**Specifically
Designed for
Cubers**

COMPATIBILITY

EcO₃Ice™ SELECTION GUIDE

Select the EcO₃Ice™ model by incoming water flow rate of ice machine.

Model	X4	PR16
Flow Rate	0.34 gpm – 1.3 gpm (1.3 lpm – 4.9 lpm)	1.3 gpm – 4.2 gpm (4.9 lpm – 16 lpm)
Cartridge Life*	6 to 24 months	3 to 18 months

*NOTE: Cartridge life is dependent upon water quality and ice machine water flow rate.

- For use only with the following ice-cube making machines at the stated flow rates:
 - Scotsman brand models rated at 100 lbs/day and larger
 - Manitowoc brand models rated at 100 lbs to 1,100/day
 - Hoshizaki brand models rated at up to 600 lbs/day
 - Use Model PR16 only for Hoshizaki models rated at 600 lbs/day and larger.
- Specific version for Ice-O-Matic available through and warranted by Ice-O-Matic distribution. Contact 1-800-423-3367 or visit www.iceomatic.com and see “Find a Distributor” on the right.



INSTALLATION

- EcO₃Ice installs in **15 minutes or less**
- Integrated mounting plate
- Requires **110v outlet**
- Uses very little power
- Must be installed **“downstream” of any filtration device**
- For best results, use standard carbon-type **water filtration**



Check out our installation video on the EcO₃Ice Resource Center



EcO₃Ice: WARRANTY, CARTRIDGE LIFE & REPLACEMENT

WARRANTY

Franke Warranty:

- 1 year, parts-only, on head unit
- 30 days parts-only on cartridge
- Normal use exclusions apply, per Operating Manual
- For information regarding use on other machines, please contact the manufacturer or distributor

OEM Ice Machine Warranty:

- Not impacted by use of EcO₃Ice when installed on ice machines listed as “Recommended” on Franke literature



CARTRIDGE LIFE & REPLACEMENT

- Cartridge life is dependent upon 2 factors:
 1. Volume of water flowing through
(ie., amount of ice being made)
 2. Quality of water
(Harder the water, shorter the life)
- “Your mileage may vary,” within expected range of 6 to 24 months
- Red LED light on head unit indicates when cartridge requires replacement
- For simplicity, Franke recommends replacing the cartridge at same interval as the ice machine’s water filter cartridge



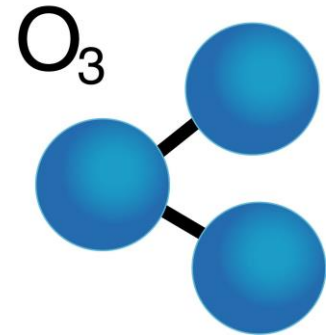
- Cartridge life-tested to 50K gallons at 17.5 grains hardness

EcO₃Ice: COMPETITION & DISTRIBUTION

COMPETITION

Key Points of Comparison:

- Our biggest competitors' devices use **gaseous ozone**, not aqueous
- Using gas is **harder to control**, and may raise issues with “permissible exposure limits”
- EcO₃Ice benefits from ozone gas, too, but only as a by-product and in very low quantities
- Gas-generating devices are much **harder to install** in the field, requiring drilling and technical skill
- Some competitors use a “bare” UV bulb, but this solution is limited mostly to “line of sight” and is **not as effective**
- Gaseous and UV light solutions **do not reach remote bins and dispensers**



DISTRIBUTION

- EcO₃Ice is a Distributor product
- Our goal is to drive all business through our distributor partners
- We are actively adding master distributors to achieve full coverage of all markets
- Customer inquiries will be referred to them
- Some product will be OEM branded
- For Franke-branded product, Franke will provide warranty and warranty support, product information, education and support to both Distributors and their customers



DISTRIBUTOR PACKAGING

- 1 EcO₃Ice system (head unit and cartridge) per box
- 12 boxes per case
- 12 cases per pallet
= **144 units per pallet**
- 1 EcO₃Ice replacement cartridge per box
- 24 boxes per case
- 12 cases per pallet
= **288 units per pallet**



EcO₃Ice: FRANKE RESOURCES

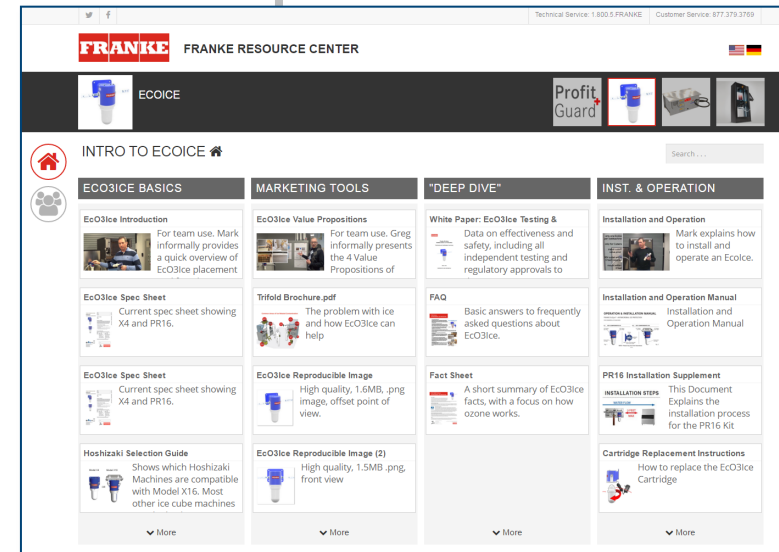
MORE INFORMATION TOOLS

EcO₃Ice Resource Center

Your “one-stop” information Resource, updated continuously

- **Technical documents**
- **Marketing documents**
- **Basic presentations**
- **Selling tools**
- **Videos**

Find it at frankeamericas.com





Technical Service: 1.800.5.FRANKE

Customer Service: 877.379.3769



FRANKE RESOURCE CENTER



ECOICE

Profit
Guard⁺



INTRO TO ECOICE

Search . . .



ECO3ICE BASICS

EcO3Ice Introduction



For team use. Mark informally provides a quick overview of EcO3Ice placement

EcO3Ice Spec Sheet



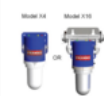
Current spec sheet showing X4 and PR16.

EcO3Ice Spec Sheet



Current spec sheet showing X4 and PR16.

Hoshizaki Selection Guide



Shows which Hoshizaki Machines are compatible with Model X16. Most other ice cube machines

▼ More

MARKETING TOOLS

EcO3Ice Value Propositions



For team use. Greg informally presents the 4 Value Propositions of

Trifold Brochure.pdf



The problem with ice and how EcO3Ice can help

EcO3Ice Reproducible Image



High quality, 1.6MB, .png image, offset point of view.

EcO3Ice Reproducible Image (2)



High quality, 1.5MB .png, front view

▼ More

"DEEP DIVE"

White Paper: EcO3Ice Testing &



Data on effectiveness and safety, including all independent testing and regulatory approvals to

FAQ



Basic answers to frequently asked questions about EcO3Ice.

Fact Sheet



A short summary of EcO3Ice facts, with a focus on how ozone works.

▼ More

INST. & OPERATION

Installation and Operation



Mark explains how to install and operate an EcO3Ice.

Installation and Operation Manual



Installation and Operation Manual

PR16 Installation Supplement



This Document Explains the installation process for the PR16 Kit

Cartridge Replacement Instructions



How to replace the EcO3Ice Cartridge

▼ More

Q&A

Thank You

Make
it
Wonderful

