



**PERMANENT, PERPETUAL ANTIMICROBIAL SURFACE & AIR PROTECTION
...AND MUCH MORE**

PermaSafe is a Revolutionary, EPA Approved Antimicrobial Surface Protectant that SAFELY and CONTINUOUSLY eliminates passenger cabin germs, bacteria, viruses and other harmful microorganisms.

Uniquely Multifunctional, PermaSafe also preserves and protects the look, feel and smell of interior surfaces, from headliners to carpets and everything in between.

- Eliminates 99.999% of Bacteria & Viruses, PLUS Fungi and other Harmful Microbes, Odors and Allergens
- Disinfects and Continuously Sanitizes HVAC Systems & Ductwork. Perpetually Purifies Passenger Cabin Air
- Kills and Prevents Biofilm. Makes Interior Surfaces Antimicrobial & “Self-Sanitizing”
- Seals, Protects and Adds Years of Life to Upholstery & Carpets
- Repels and Resists Staining from Liquids, Dirt and other Spills
- Prevents Future Odors, Fading, Decay and UV Damage

LASTS INDEFINITELY & DOES IT ALL WITHOUT HAZARDOUS CHEMICALS

**UNIQUE PLANS FOR EACH DEPARTMENT: NEW AND PREOWNED SALES, F&I AND SERVICE
WIDE ARRAY OF HIGH VALUE, CUSTOMIZABLE COVERAGE AND WARRANTY OPTIONS**



Child Safe



Pet Safe



EPA Approved



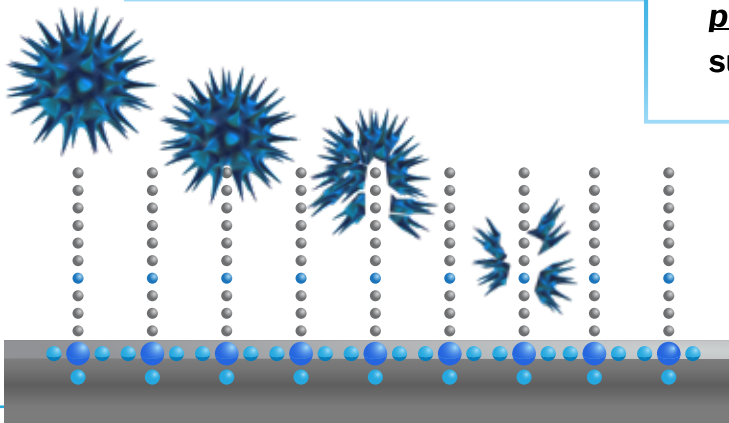
Non-Toxic

Because traditional disinfectants kill germs by poisoning them with toxic chemicals, they are required to quickly evaporate to avoid also harming people & pets. Unfortunately, as soon as they disappear, so does their ability to kill germs.



PermaSafe not only disinfects, but also provides continuous antimicrobial protection via a proprietary “Electro-Mechanical” process that kills germs without the use of harmful chemicals ... and can last indefinitely.

Upon application, the patented active ingredient in PermaSafe permanently bonds with the surfaces to which it’s applied.

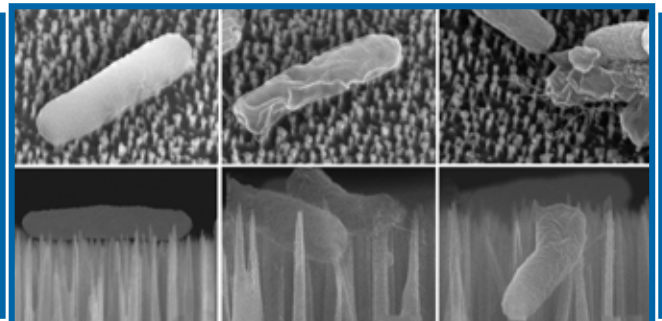


As the protective coating dries, millions of positively-charged microscopic “spikes” form and extend from the surface.

Because bacteria, viruses and other microbes are negatively charged, they are electrostatically pulled onto the positively charged spikes and destroyed, as the spikes rupture their cell walls and electrocute them.

A BETTER WAY

The photographs to the right were captured through an Electron Microscope and display a treated surface and its bed of “Spikes” in action. These images reveal the arrival and partial destruction of E-Coli bacteria, as they are impaled and shocked by the antimicrobial spikes.



EPA Approved



Non-Toxic



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24/7 Protection

Antimicrobial Coatings Market to Double within 48 Months Exceeding \$4 Billion by 2022

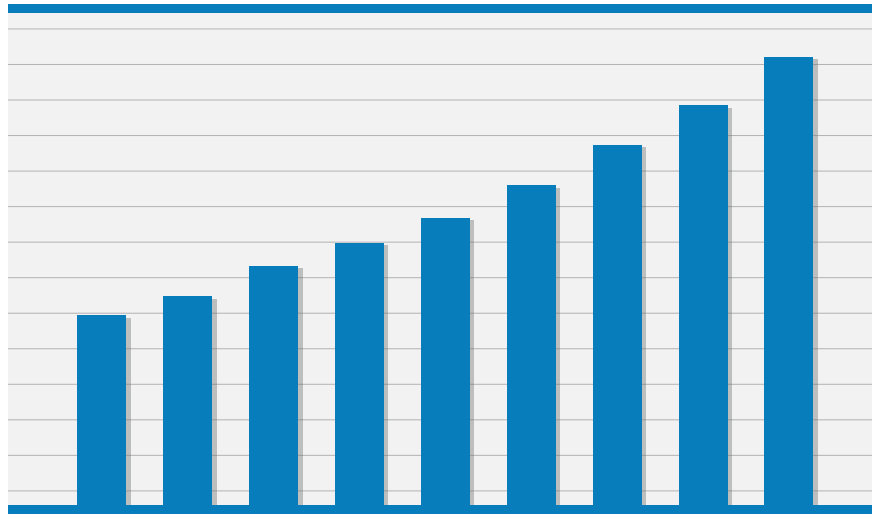
June 26, 2018 (Heraldkeeper via COMTEX) -- New York



BIC
Antimicrobial Pens



Under Armour
Antimicrobial Shoes



2014 2015 2016 2017 2018 2019 2020 2021 2022



Ralph Lauren
Antimicrobial Socks



Swingline
Antimicrobial Stapler

Products Already in Market



Williams Sonoma
Cutting Boards



Nike
Shoes, Hats, Sportswear and Accessories



Apple
Antimicrobial Watch



Leviton
Wall Switches



Xbox 360
Controllers



Calculators & Supplies



Soap Dispensers



Screen Protectors



Binders & Notebooks



Office Furniture



Medical Scrubs

**COLD & FLU SEASON IS BACK. THIS YEAR,
KNOCK OUT THE FLU BEFORE IT GETS TO YOU!**



***COLD & FLU SEASON IS HERE AGAIN AND
YOUR CAR MAY BE THE MOST LIKELY PLACE
FOR YOU TO CATCH OR SPREAD ONE.***

Did you know the Average Passenger Vehicle Interior hosts **17,000% MORE Harmful Germs, Viruses and Bacteria** than the Average Family Home, and **2,144% MORE** than the Average Smartphone? Even the Average Public Restroom is more sanitary.

PermaSafe is an EPA Approved Antimicrobial Surface Protectant that's Guaranteed to Safely and Continuously Eliminate up to 99.999% of Germs, Bacteria, Viruses, Mold and other Harmful Microorganisms that can be Hazardous to Passenger Health.

PERMASAFE ALSO:

- ✓ Eliminates Present and Prevents Future Odors
- ✓ Removes Allergens, Including Dust Mites & Pet Dander
- ✓ Repels & Resists Spills, Stains, Fading & Deterioration
- ✓ Prevents Damage and Discoloration from Sun Exposure
- ✓ Can Last & Remain Effective for the Life of Your Vehicle

DOES IT ALL WITHOUT THE USE OF HARMFUL CHEMICALS

HOW GERMY IS YOUR VEHICLE?

HAVE IT TESTED TODAY!

ASK US ABOUT AN INSTANT SANITATION EVALUATION



THIS WAITING AREA HAS BEEN SANITIZED FOR YOUR PROTECTION AND THE SAFETY OF ALL YOU TOUCH



PERPETUAL ANTIMICROBIAL SURFACE AND AIR PROTECTION SYSTEM

Did you know **100%** of infectious diseases are caused by germs, or “microbes,” and **80%** of people suffering from one contracted it *by touching an infected surface by hand?*

So, minimizing our chances of getting sick should be easy. Either *Eliminate all contact with everything that’s ever been touched by anyone, OR, Eliminate the microbes themselves ...* a simple sounding but equally impossible task. Until now.

While conventional disinfectants are very effective at killing microbes, they’re shockingly *ineffective* at keeping them away.

Because regular disinfectants kill microbes with toxic chemicals, they must evaporate quickly to avoid also harming people and pets. Unfortunately, as soon as they disappear, so does their ability to kill germs, rendering them useless the moment a treated surface is touched, sneezed or coughed on.

PermaSafe not only disinfects, but also provides *continuous* antimicrobial protection via a patented *chemical-free* “electro-mechanical” process.

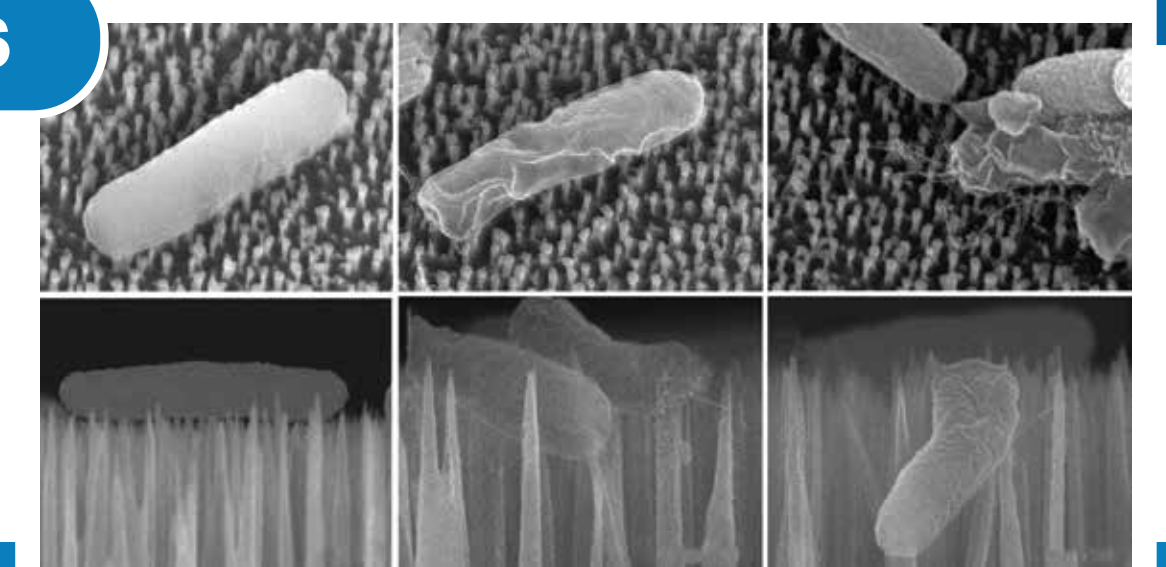
PermaSafe permanently bonds to surfaces covering them with millions of positively-charged antimicrobial “spikes.” Microbes deposited on a treated surface are electrostatically pulled onto the spikes and destroyed, as the spikes rupture their cell walls and electrocute them.

- ✓ Kills 99.999% of Harmful Bacteria and Viruses
- ✓ Eliminates and Helps Prevent Future Odors
- ✓ Destroys Mold & Mildew and Prevents Regrowth
- ✓ Makes Treated Surfaces Virtually *Self-Sanitizing*
- ✓ Can Last and Remain Effective Indefinitely
- ✓ Won’t Wash off, Rub off or Wear Out

ASK US ABOUT PERMASAFE FOR YOUR VEHICLES

HOW IT WORKS

The photographs to the right were captured through an Electron Microscope and display a treated surface and its bed of “Spikes” in action. These images reveal the arrival and partial destruction of E-Coli bacteria, as they are impaled and shocked by the antimicrobial spikes.



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February 20, 2020

Coronavirus and PermaSafe

As health authorities and healthcare institutions worldwide are working to prevent the spread of the Wuhan Coronavirus (2019-nCoV), personal protection and surface disinfection will play critical roles.

As of today, the 2019-nCoV outbreak has killed over 2,000 people and infected more than 75,000 globally as it continues to spread beyond China. The virus has been confirmed in more than 28 countries and territories since it was first detected in the Chinese city of Wuhan in December 2019.

The rapid outbreak of 2019-nCoV has reached far enough to be declared a “Public Health Emergency of International Concern” by the World Health Organization (WHO).

Even more concerning, 2019-nCoV is a new virus that has never been seen before, and for which no vaccine is yet available to prevent. Further, no testing protocol has yet been developed to confirm any antimicrobial product can effectively kill it and, therefore, no antimicrobial product sold in the U.S. can directly claim to be capable of killing it.

It is for critical situations such as this that the EPA developed their Emerging Pathogen Policy some years ago, and which, for the first time, has now been activated.

In short, the EPA’s Emerging Pathogen Policy states that if an existing EPA registered disinfectant has a kill claim against a similar virus, it shall be considered suitable for disinfection against the emerging pathogen.

PermaSafe CLEAN, our EPA registered, Odor, Allergen, Mold and Fungi Eliminator, Hospital Grade Disinfectant, and “Step 1” of our two-step *PermaSafe Disinfection and Long-Term Antimicrobial System*, is effective against viruses similar to 2019-nCoV, specifically against Feline Coronavirus, Strain WSU 79-1683, ATCC VR 989 and Canine Coronavirus, Strain 1-71, ATCC VR-809, and therefore **can be used against 2019-nCoV** when used as directed on hard, non-porous surfaces. Please refer to the CDC website at <https://www.cdc.gov/coronavirus/2019-nCoV/> for additional information.

While the news regarding 2019-nCoV may seem alarming, medical experts have a simple message for Americans: keep doing what you’re doing to stay healthy. U.S. health officials are recommending prevention measures in keeping with those deployed



during a normal flu season, including: proper handwashing, healthy diet, regular exercise, getting enough sleep, and avoiding people who are sick.

It's also a good idea to routinely disinfect frequently touched objects and surfaces at home and work, especially if someone who frequents the same areas is sick. Also, strategically disinfect items like restaurant tables, changing tables and your cellphone when you're out and about. Experts agree that disinfecting is very important for the prevention of any kind of viral infection.

Please also refer to the CDC website at <https://www.cdc.gov/coronavirus/2019-nCoV/> for additional information.



THE BENEFITS OF PRE-INSTALLING THE PERMASAFE SYSTEM IN YOUR NEW VEHICLES

The absolute best time to install the PermaSafe System in a vehicle is when it's brand new, BEFORE it's been exposed to customer use. Clean, newly manufactured, virgin surfaces are especially receptive to PermaSafe's chemistries and result in the most durable and effective installations.

Vehicles that begin their in-service lives equipped with the PermaSafe System maintain higher levels of appearance, sanitation and resale value, while also providing a more satisfying ownership experience. The PermaSafe System also:

- Effectively "germ-proofs" vehicle interiors by *CONTINUOUSLY* eliminating surface and airborne germs, bacteria and other harmful microorganisms, 24-7-365
- Makes interior surfaces *SELF-SANITIZING* and perpetually antimicrobial
- Seals, protects and preserves the new car look, feel and smell of *EVERY* interior surface, from headliners to carpets and everything in between
- Continuously sanitizes and purifies HVAC system *AND* passenger cabin air
- Helps ensure long-term peak Climate Control System performance, including A/C air flow volume, evaporator coil efficiency and outlet air quality
- Prevents *FUTURE* odors and *PERMANENTLY* blocks the formation and growth of mold, mildew, fungi and other microbes
- Makes powerful "Why Buy Here" statement and tells your customers you care

What's most remarkable about PermaSafe is it can last and remain antimicrobially effective *INDEFINITELY*. And, it does it all *WITHOUT HARMFUL CHEMICALS*.

Finally, pre-installing PermaSafe on new vehicles sets the stage for upgrading your customers to one of our numerous benefit-rich and profitable Product Warranties.



***Vehicle Disinfection and Long Term
Antimicrobial Protection System***

This Vehicle has been

**Sanitized for
Your Protection**



- **Long-Term Antimicrobial Protection**
- **Fabric, Carpet & Upholstery Stain Protection**
- **Upholstery Rip, Tear & Puncture Protection**
- **And Much More!**

www.PermaSafe.com

Valuable Protection for Your Vehicle

Priceless Protection for Those it Carries



24/7 ANTIMICROBIAL SURFACE & AIR PROTECTION AND SO MUCH MORE

PermaSafe is a revolutionary antimicrobial surface and air protectant that SAFELY and CONTINUOUSLY eliminates passenger cabin germs, bacteria, viruses and other harmful microorganisms.

Uniquely multifunctional, PermaSafe also preserves and protects the look, feel and smell of your vehicle's interior surfaces, from headliners to carpets and everything in between, while also preventing stains, fading, cracking, tears and more.

- Kills 99.999% of Bacteria & Viruses. Eliminates Germs and other Harmful Microbes, PLUS Odors and Allergens
- Disinfects and Continuously Sanitizes HVAC Systems & Ductwork. Perpetually Purifies Passenger Cabin Air
- Seals, Protects and Adds Years of Life to Upholstery and Carpets
- Makes Interior Surfaces Antimicrobial and Virtually "Self-Sanitizing"
- Repels and Resists Stains from Liquids, Dirt and other Spills
- Lasts, Continues to Protect and Remains Antimicrobially Effective Indefinitely
- Prevents Future Odors, Fading, Decay and UV Damage
- Does it all Safely and Without the Use of any Hazardous Chemicals

POWERFUL PROTECTION • POWERFUL PEACE OF MIND

The sanitary state of your vehicle is not only critical to passenger health and the condition of its upholstery, carpets and other interior surfaces, but also its resale value.

Most PermaSafe Installations are now available with up to 7 Years of Optional Warranty Protection, covering the vehicle's Seats, Carpet, Dashboard, Door Panels and other Interior Surfaces for:

- Mold, Mildew & Fungi Contamination and Remediation
- Punctures, Tears, Cracks & Loose Upholstery Stitching
- Passenger Cabin and HVAC System Air Quality and Odors
- Stain Damage from Spills of Food, Drinks, Urine, Blood, Etc.
- Fading, Discoloration and other UV Damage
- Zero Deductible and Free Rental Car on all Repairs



Child Safe



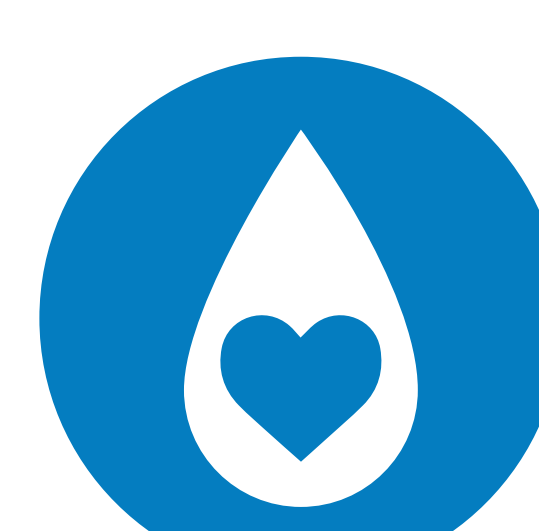
Pet Safe



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EPA Approved



Non-Toxic

A Monumental New Customer Concern ... and PVR Boosting Opportunity



Turn on any news source and it's quite clear: **AMERICA HAS A MICROBE PROBLEM.** More and more deadly viruses, drug resistant bacteria, Toxic Car Syndrome Law Suits, etc., etc. All very real problems ... and very real customer concerns.

PermaSafe is a Unique New Antimicrobial Vehicle Surface and Air Protection System that:

- **Kills 99.999% of Bacteria, Viruses and other Harmful Microbes**
- **Eliminates and Prevents Odors, Allergens, Mold and Fungi**
- **Makes Cabin Surfaces Antimicrobial and Virtually “Self-Sanitizing”**
- **Continuously Sanitizes HVAC Systems and Passenger Cabin Air**

What's most remarkable about PermaSafe is it lasts and remains Antimicrobially Effective Indefinitely. And does it all without the use of harmful chemicals.

It's also extraordinarily profitable, competitor-free and the Perfect F&I Product. To learn about PermaSafe, our wide array of warranty options and so much more:

IS YOUR HOME'S HVAC SYSTEM WREAKING HAVOC ON THEIR SYSTEMS?



HVAC systems are incredibly efficient at breeding and circulating bacteria, viruses, mold, and other harmful microbes, as well as odors, dust mites and other allergens.

In fact, according to the Environmental Protection Agency and other government sources, Americans spend about 90% of their time indoors. And it's becoming a problem:

- Indoor air is, on average, about 500% more polluted than outdoor air
- Poor quality Indoor air is now a primary cause of lung cancer and asthma
- 50% of diseases in the US are caused or aggravated by indoor air pollution
- Dust mites excrete toxic fecal matter that can cause allergies and asthma
- More than 42,000 dust mites can be found in a single ounce of dust

Professionally Applied PermaSafe can Help You STOP the Spread of Harmful Microbes, Allergens and so much more!

PermaSafe is a unique multifunctional, Long-Term Antimicrobial HVAC Surface and Air Protection System that:

- ✓ Kills harmful bacteria and viruses
- ✓ Eliminates and prevents future odors
- ✓ Destroys mold and prevents regrowth
- ✓ Eliminates Dust Mites & other allergens
- ✓ Continuously purifies HVAC system air
- ✓ Extends HVAC system component life

And, unlike any other HVAC system antimicrobial, patented, EPA Approved PermaSafe lasts and remains Antimicrobially effective for months. And does it all without the use of any harmful chemicals.



Child Safe



Pet Safe



EPA Approved



Non-Toxic

Ask Your HVAC Professional About PermaSafe or Visit Us at:
www.PermaSafeHVAC.com