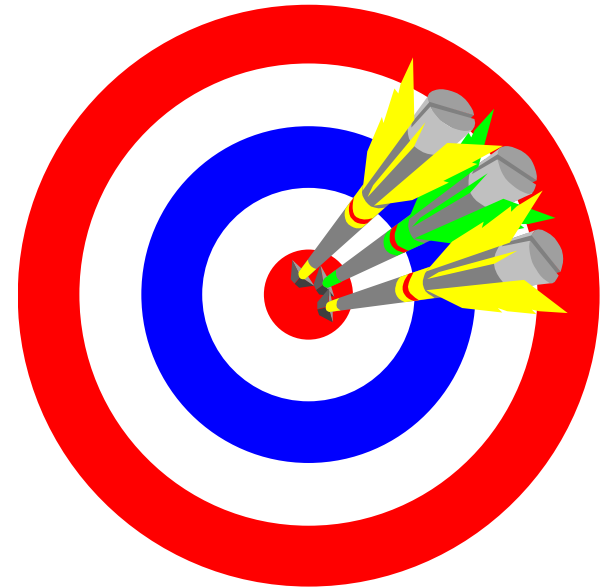


# Why Simoniz Double Bond™ ?

- ⑦ The carwash industry has had a long and rich history of on-line extra services...hot wax in the 60's, foam polish and sealer waxes in the 70's, pressure wax and pressure glaze in the 80's, and triple foam polishers and conditioners in the 90's. These products offered shine and protection through a variety of raw materials that ranged from carnauba wax to silicone oils to cationic surfactant systems.
- ⑦ Simoniz Double Bond represents a major breakthrough in car care protection. Simoniz Double Bond contains a unique combination of Teflon® and reactive silicones that are so synergistic that we are willing to guarantee the results to your customers for 30 days.
- ⑦ Simoniz Double Bond is the only Teflon® brand protective coating available that can be applied to a vehicle in a commercial carwash. It combines the incredible technology and credibility of Teflon® with one of the greatest car wax brands in the world, Simoniz!
- ⑦ Your customers that purchase Simoniz Double Bond on a monthly basis will not only notice the tremendous enhancement to the finish of their car, but will also find that their windshields disperse water more quickly in a rainstorm.



***There is a new heightened awareness amongst today's savvy carwash consumers. Simoniz Double Bond™ targets their desire for extra services that are real and offer value.***

# Why DuPont Teflon®?

## CREDIBILITY, DURABILITY & NASCAR® !

DuPont Teflon® is one of the most recognized brands in the world today. This fluorocarbon coating has been protecting hard surfaces for over 50 years.

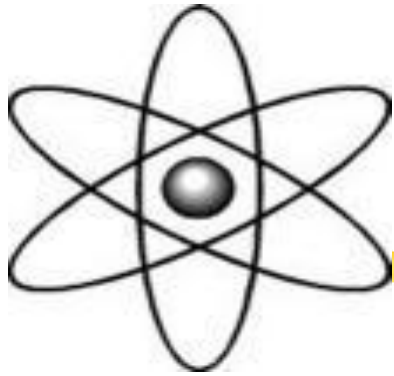
The DuPont sponsored race team lead by Jeff Gordon is now one of the most prolific endorsements in the world.

Teflon® can be found in paints, carpets, cookware, NASA space ships and now, exclusively through Simoniz, in commercial car washes.

The Teflon® brand enjoys a wide awareness appeal in every age group category and means only one thing..."non-stick, durable protection".

Add the credibility of Teflon® to your extra service program, and gain the benefit of a new, multi-million dollar Teflon® brand ad campaign that DuPont runs to support the brand.



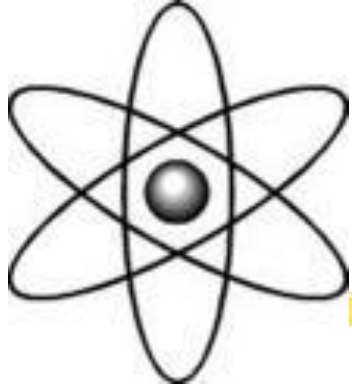


# **“The Technology”**

**Simoniz Double Bond™ with Teflon® is not just another colored foam or scented sealer. It is a true technology breakthrough, and the only product in the country that synergistically combines reactive silicone polymers with the surface tension reduction properties of Teflon®.**

**When Simoniz Double Bond™ is applied for the first time, enhanced water beading is not initially apparent. But when this film forming process cures and dries on the vehicle, the results become readily apparent. The next time the vehicle is washed, water will bead up and literally fall off like never before. Additional applications of Simoniz Double Bond™ only enhance its durability.**

**Independent lab tests show that Simoniz Double Bond™ will last up to 30 days on a hard surface.**

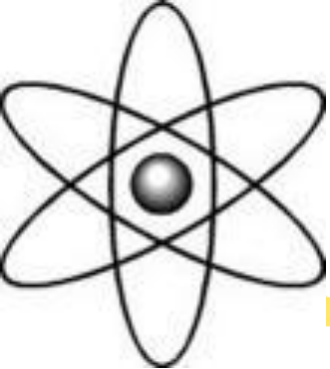


# Double Bond Durability Test Abstract

**Independent tests to evaluate the water repellency/ durability of Simoniz Double Bond™ on clear coat panels were conducted at the world famous Dupont Experimental Station. The water contact angle was measured over time to determine the durability of Simoniz Double Bond.**

**The water contact angle is the angle formed between planes tangent to the surfaces of the solid and the liquid interface. Film forming sealants, polishes and waxes increase the contact angle of water on the surface, which increases the “beadability” of the water. Therefore, durability can be measured as a result of the increase of the water contact angle.**





# **Simoniz Durability Test Procedure**

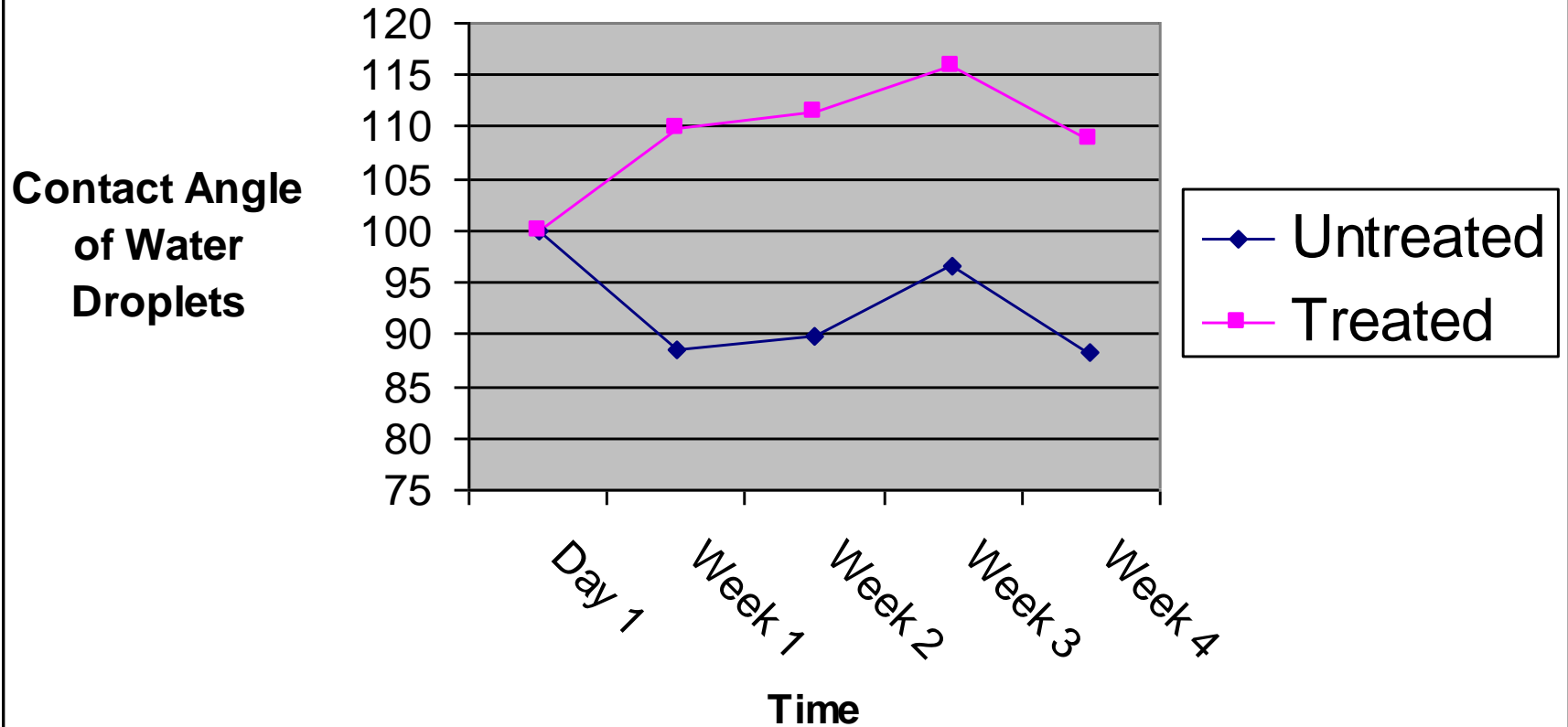
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**Clear coat panels were pre-washed with soap and water, rinsed and allowed to air dry. Simoniz Double Bond was sprayed onto one set of clear coat panels, simulating how it would be applied in a commercial car wash and allowed to air dry. Another set of panels were left untreated.**

**The panels were placed outside for a four-week period and were subjected to outdoor weather conditions. A Goniometer was used to measure water-surface contact angle at initial, 1, 2, 3, 4 week intervals to show the change of contact angle over time. Contact angle correlates to the panel surface tension reduction presented by water repellency.**

# Simoniz Double Bond Durability Data

## Double Bond Treated vs. Untreated Car Panel





# Double Bond Durability Test Conclusions

**The results are in!  
Dupont's study showed conclusively that when exposed to outdoor weather conditions for 30 days, Simoniz Double Bond extended the water repellency on clear coat panels.**

**Additionally, the film forming characteristics of Simoniz Double Bond continued to cure on the surface after the initial application, and water repellency actually peaked at 21 days!**

