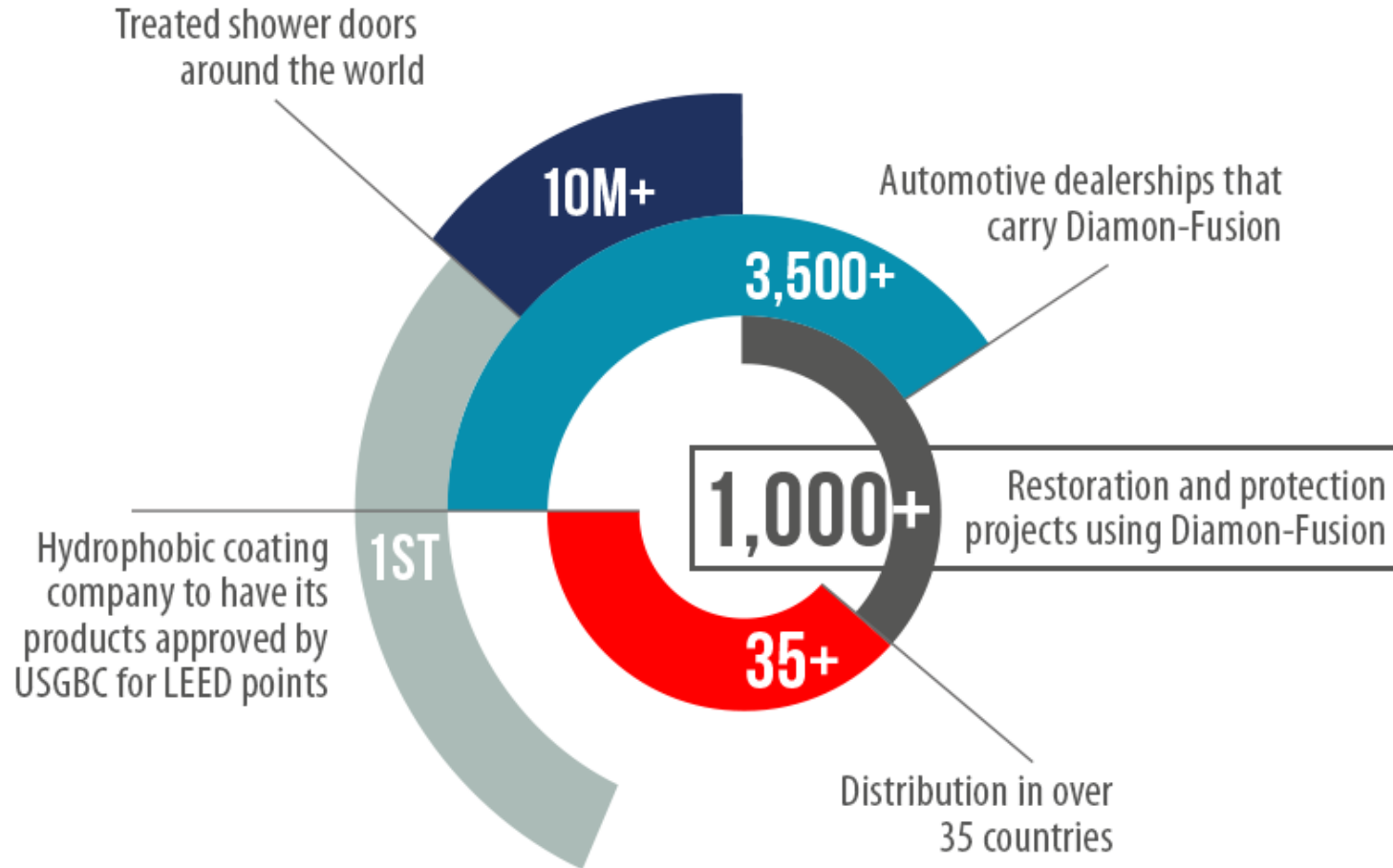


DFI SALES AND MARKETING STRATEGY

PRESENTATION



DFI MARKET FACTS



DIAMON-FUSION FEATURES AND BENEFITS



LIFETIME WARRANTY ON RESIDENTIAL APPLICATIONS



NO CURE TIME



CAN BE APPLIED TO A WIDE RANGE OF SURFACES



PATENTED TECHNOLOGY



CAN CONTRIBUTE TO LEED POINTS

BENEFITS OF DIAMON-FUSION ON COMMERCIAL GLAZING



STRUCTURAL WALLS

APPLICATION BENEFITS

- Keeps glass looking cleaner for longer
- Reduces cleaning time and maintenance costs up to 50%
- Protects against stains/scratches caused by deliveries and human interaction
- Diamon-Fusion can contribute to LEED v4 BD+C: New Construction - EA Credit Renewable Energy Production. Diamon-Fusion with a HPD contributes one point for LEED v4 BD+C: New Construction - MR Credit Building Product Disclosure and Optimization - Material Ingredients.





STOREFRONTS/ENTRANCES

APPLICATION BENEFITS

- Protects against scratches from daily deliveries, purses, keys and fingerprints
- Enhances building value and increases glass brilliance
- Less frequent and easier cleanings
- Prevents corrosion and etching from environmental elements



GLASS RAILINGS

APPLICATION BENEFITS

- Significantly cuts cleaning time (especially when considering the difficult nature of cleaning them)
- Protection against everyday wear and tear from scratches, stains and fingermarks
- Improves brilliance and clarity
- Eliminates the need for chemical cleaners
- Great for indoor and outdoor glass railings

FABRICATORS OFFERING DIAMON-FUSION ON COMMERCIAL GLAZING





GLASS + MIRROR CRAFT

Offers Diamon-Fusion Protective Coating
on Architectural Systems

“We want to lead in this niche, as part of our overall philosophy of “design assist” – that is, to work with glaziers to take on these types of projects and add value that exceeds expectations. Like delivering architectural systems with brilliant, clean glass that can be easily maintained. We’re excited to bring this product to this segment of the market.”

- Andy Russo | Vice President



SUCCESSFUL GLAZING APPLICATIONS FROM AROUND THE WORLD



THE GATHERING PLACE

The DFI team applied Diamon-Fusion protective coating to the interior/exterior of more than 31,000 sq. ft. of high-performance, insulated commercial glazing including the parks “Boathouse” (central gathering place) and Williams Lodge (the parks welcoming and iconic structure).

The result: highly-durable, longer lasting glass that stays cleaner and reduces maintenance time/costs.





CLAREMONT MCKENNA COLLEGE

“I was so impressed with the outcome of the project that I incorporated Diamon-Fusion coating on other projects around the campus. I have cut my window cleaning by 50% and have saved \$12K-\$14K per year since the low-maintenance coating was applied.” – Brian Worley | Director of Facilities and Campus Services

MUSEUM OF THE FUTURE

Currently under construction in Dubai, the Museum of the Future will feature some astonishing accomplishments in architectural design. Killa Design, backed by Multiforms LLC and BAM International requested Diamon-Fusion protective coating be applied at the factory level to over 75,000 sq. ft. of high-performance insulated glass.





CA ACADEMY OF SCIENCE

“The Academy’s experience with DFI has been very positive. The end product is everything I was told it would be, resulting in lower labor and material costs. My custodians spend less time wiping sticky fingerprints from the glass using only a microfiber cloth and no chemicals. In fact, the custodial staff commented, ‘I don’t know what you did to the glass, but we like it.’” – Jock Young | Facilities Manager



THE END MARKETING STRATEGY

PRESENTATION

