

Odorite Expands In Europe

By: Koen van den Braak, CEO Nicarla International

Europe: North-East-South-West

The European Union (EU) has 28 member countries and a population of roughly 500 million people, accounting for 20% of the world's total import and export. The diverse mix of different cultures is evident in the Hygiene Industry in many ways. Northern and Western European businesses have always been ahead of Eastern and Southern Europe with product development and innovations; while the introduction of new technology into the market has always been rather slow compared to Southern and Eastern Europe. Different perceptions and different concepts for different cultures truly drive the marketplace.

Market Developments Europe

For the past 6 years; smaller and mid-sized Restroom Service Companies have struggled to survive; economic recession and fierce competition has eroded the prices of monthly service contracts. We have witnessed the same slowdown in the rest of the Hygiene Industry as well: Distributors of cleaning products are often faced with stronger price competition and wind up looking for more innovative, greener or even less expensive solutions to stay competitive.

Pest Control Companies have been plagued by the same problem as well; there is much more competition than 6 years ago. In fact, all companies offering olfactive marketing solutions through advanced programmable fragrance devices for large areas are suddenly faced with a tremendous competition of all types of fragrance delivery devices.

With competition at an all-time high and product margins shrinking; the companies that survive are the ones that look for other markets to jump into to diversify their positions. It is not uncommon now to see cleaning distributors focused more on air freshening and pest control contractors creating divisions to service the restroom hygiene services. We are even seeing olfactive marketing companies attempting to bring high-tech and high priced technologies into the restrooms. Why, you ask? The end user is demanding functional, economical, and effective odor control technology. The market is alive and well; but with more competition.

Changes in the market over the past 6 years have accelerated rapidly. In this new marketplace where; the bigger eats the smaller and there is easier access to manufacturers in Asia and India with low cost and low quality products, the price pressure is extremely high. I often ask; why a distributor, who's main task is to offer excellent service to their clients, would choose to take that path? The time and monetary investment; along with hassle of dealing with low quality providers, just isn't worth it. Why re-invent the wheel? If you focus on selling your value you will avoid the "race to zero"!

Odorite & Nicarla In Europe

Since the acquisition of the ODORITE INTERNATIONAL brand by United Laboratories, NICARLIA INTERNATIONAL was selected to be the global partner grow the brand outside of the United States. Nicarla is



an Export Management Company, helping manufacturers of Hygiene products to get into the market worldwide. The first focus with United Labs-Odorite is EMEA – Europe, Middle East and Africa, then Latin America. While ODORITE INTERNATIONAL has strong name recognition outside of the US and Canada, the market continues to grow and opportunities to expand ODORITE INTERNATIONAL'S market share have never been better. Europe and the United States account for the largest share of the global air freshener market, so the partnership just makes good sense. "Nicarla is a great partner for us", says Mike Zibrun, Director of Business Development for ODORITE INTERNATIONAL. "Working with Koen and his team has helped us further develop our products to suit the European market. This is a great opportunity to learn what companies are looking for and respond to their needs."

Koen van den Braak, CEO of Nicarla International



NICARLIA has almost 10 years of experience with ODORITE INTERNATIONAL; helping to form the model for the first importer in Spain and Portugal; a Restroom Service Company mainly based on the ODORITE INTERNATIONAL products. Since then, the company sold off the service end of the business and I decided to share my experience with other service providers. NICARLIA works to bridge the gap between manufacturers and distributors. Active in the market, we also support HIS – HYGIENE INNOVATION SYSTEMS, ODORITE INTERNATIONAL'S Master Distributor for Europe, located in Belgium.

HIS – Hygiene Innovation Systems

HIS; with a staff fluent in 6 different languages and a central Distribution Platform in Belgium, offers a complete Hygiene solution for the network in Europe and abroad. HIS has also developed the new Fan Dispenser specifically for the PermaFresh gels. With a focus on the education of service companies on how to develop their businesses and be profitable, HIS will help train companies on how to approach the end user market successfully. *"We teach our service contractors to install the fan dispenser free of charge", states Gino Van Hove of HIS "That way, every month they get paid to change the gel cup, clean the inside and outside of the dispenser and place a new urinal screen in the restroom with a yearly contract. Every month we urge them to change the type of fragrance so people don't get used to a single fragrance every time."*



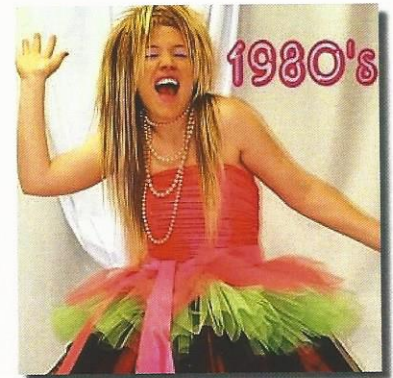
Services are not limited to only the restroom area. HIS is leading the charge to take the olfactory experience everywhere there are people. Pleasant scents are desired in Lobbies and other common areas. The ODORITE INTERNATIONAL "Fresh Air Everywhere" concept is being promoted heavily in hotel lobbies, corridors, meeting rooms, gym, and shops; for example.

We believe the best way to market the ODORITE INTERNATIONAL product line for our customers is to let them experience the difference, by putting it to use in our service concept. We know exactly what the monthly quantity of gels and screens will be; to make planning easy and repeat business guaranteed.

It was not a difficult decision for HIS to take Odorite aboard. *"We see many new technologies in the market every year; but they are going after the top 3%. We asked ourselves: 'What is an end user willing to pay on a monthly basis for deodorizing and improving the air quality? The Odorite gels meet the needs of the majority of the market and we want to reach the most profitable 97%! Odorite has a very strong line of fragrance gels, very accessible for any type of customer."*

The 80's... They Were Great

Full of innovation, bright colors, and new found technology...BUT...30 years later, someone has to lead the way through the new millennium! Odorite is that leader!



July represents many things: the celebration of our independence as a nation,



the height of warm and bright summer season,



and now...the introduction of the most state of the art fragrance gel technology...the ALL-NEW ODORITE PERMAFRESH GELS, WITH PROPRIETARY "NANO-FRAGRANCE DISPERSION" TECHNOLOGY.

(continued on back page)