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## ***New Dealer Opportunity***

### **Introducing BioBase 501**

BioBased Systems is proud to introduce BioBase 501, the centerpiece of the next generation of spray foams. Although spray foam insulation has been available for over 30 years with a proven track record of energy efficient and durable building design, only in the last 15 years has an improved generation of spray foams been introduced to the residential and commercial building markets. This family of petroleum based water blown foams is significantly more environmentally friendly, since the foams use no ozone depleting CFC's or HCFC's—however, they remain petroleum-based. American-made BioBase 501 on the other hand, is formulated using soybean based polyols, an annually renewable resource grown right here in the USA by 600,000 American farmers. BioBase 501 is THE foam technology that not only supports the US economy, but also reduces our dependence on foreign oil. It is an affordable and superior alternative to existing energy efficient insulation systems.

**World-Class Quality:** BioBased Systems is positioned to set the industry standard by offering the finest biobased polyurethane spray foam products in the world. Built around the founding principles of new product development and continuing product improvement, BioBased Systems is committed to research and development. This research takes place under the direction of a world renowned polymer physicist at its corporate headquarters / R&D facilities in the center of America's agricultural heartland, Spring Valley, Illinois, as well as at the Rogers, Arkansas manufacturing facility.

Certified dealers can be assured that BioBased Systems will remain at the forefront of polyurethane foam technology, product development and testing.

**Knowledgeable Market.** Both the building industry and consumers are becoming increasingly knowledgeable about the issues surrounding energy conservation. Conserving energy is a critical concern because of:

- Increasing energy costs
- Rapidly depleting natural resources
- National security concerns
- Renewed emphasis on energy efficiency
- Health concerns and issues
- Indoor air quality
- Building performance value
- "Green" building initiatives.

**Market Enthusiasm:** There is a tremendous excitement in the building industry about the potential of BioBase 501 to solve these problems. This enthusiasm, combined with the increasing demand by home buyers and homeowners for greater levels of energy efficiency, health and comfort is creating unprecedented demand for innovative solutions to these problems. These concerns and desires in turn are great selling points to help dealers sell BioBase 501 effectively and profitable in this increasingly educated consumer demand driven market.



**Training:** Training is key to success of any business, and just as BioBased Systems is the leader in technology and product development, it is also leading the way in training and service. BioBased Systems intends to raise the insulation trade to a professional status providing effective and efficient building science design and service to the industry. While selling and installing BioBase 501 is important, the image and reputation of BioBase Systems and its certified dealers is invaluable in acquiring and retaining customers. To achieve these goals our training will not be a standard 3-day course with no support once you're out the door. Rather BioBased Systems will take the time necessary to help you understand, not only how to turn on the machine and pull the trigger, but also how to do the following:

- Help the builder with energy efficient building design.
- Maintain and Service equipment to minimize down time.
- Trouble-shoot foam and equipment on site.
- Facilitate code compliance issues with your buildings department.
- Deliver professional bids and close the deal.

**Dealer Support:** Along with this training, BioBased systems offer a certified dealer quality control program and provides market support, as well as to supplying national exposure to stimulate growth and market.

### **Ground Floor Opportunities**

**Dealership Opportunity.** BioBased Systems is currently setting up Certified Dealers worldwide, offering a ground floor chance to qualified individuals to take advantage of the unparalleled opportunities presented by this revolutionary insulation system.

NOW is the time for entrepreneurs to make the smart choice and take advantage of this ground floor opportunity. The market is changing and growing fast because of our nations incredible push towards energy efficiency, health and comfort.

If you would like to become a part of this cutting edge opportunity, please fill out the enclosed applications and mail them back to the BioBased Systems office. A local Bio Based systems representative will then contact you and guide you through the process of becoming a BioBased Systems Certified Dealer.