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SportsDryer™ Value Proposition Development



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Executive Summary

Executive Summary

As part of the New Product Release (NPR) this document formats the development Value Proposition (VP) associated with the SportsDryer™

Overview

The purpose of this report is not limited to the description of features, capabilities or listing of puffery. This report is a work in progress documenting: success stories; presenting tangible results; outlining financial benefits; and customer benefits. Intangible future components include: brainstorming and customer dialogs/feedback.

Direct Drying™

Williams® Direct Dryers specializes in the design, development and manufacture of drying equipment required to dry Personal Protective Equipment (PPE) and many other types of personal wear.

Direct drying is defined as the application (or directing of) warmed (sometimes ambient) air to the farthest and hardest part of the garment to dry. As opposed to alternative drying solutions which depend on a global approach (usually rotary dryers), direct drying uses a localized regime of drying points. This is especially useful when applied to the drying of items such as: boots, gloves, helmets, face pieces, and purpose built protective gear.

Stage I

Offering Outline

Features

- dries multiple garment styles such as skates, cleats, gloves etc.
- increased functionality with unique hose attachment capabilities.
- easily transportable.
- lightest weight in its class.
- in transport mode is the smallest size in its class.
- green technology features energy management function.
- DirectDrying[™] technology.
- elegant appearance and patented design.
- electrically certified for use in North America and Europe.

Economics

- strong warranty.
- best price in its class.

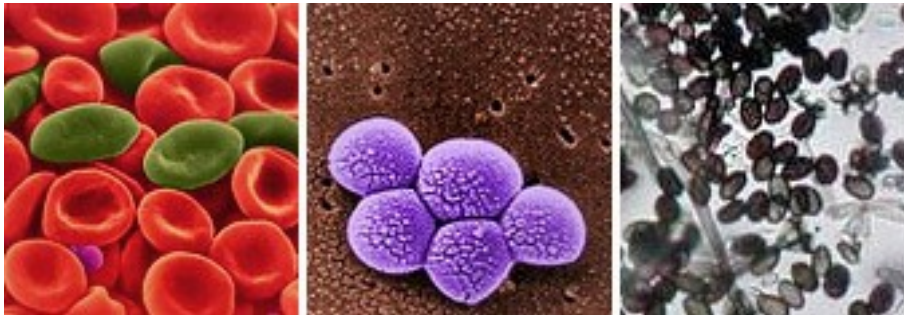
Stage II

Customer Benefits

Health Risks

Methicillin-resistant Staphylococcus aureus (MRSA) infection is caused by a strain of staph bacteria that's become resistant to the antibiotics commonly used to treat ordinary staph infections¹. MRSA infection can occur among healthy people and is spread by skin-to-skin

contact, i.e. cross contamination.



Bacteria and surface molds can enter the body through cuts and abrasions, causing more severe infections. Some are aggressive, long-lasting

and can expand into other areas of the body. Remember the 5 ways (5 C's) for contracting infections mentioned above? Contact sports often involve crowding of people,

¹ <http://www.mayoclinic.com/health/mrsa/DS00735>

skin contact, cuts, contamination of locker rooms and lack of cleanliness when it comes to protective gear (helmets, pads, gloves, etc).

Thus, athletes specifically need to be concerned and take action by cleaning their gear regularly.

Protective sports equipment worn by hockey, football and lacrosse players, are the ideal breeding ground for trouble. A strong odor is usually the result of a mixture of sweat, mucus, blood, dirt, and other substances, which create the perfect environment for bacteria, mold, and fungus to thrive in. Here is a sample of what is found in the typical sports gear:

- Staphylococcus Epidermis - Gloves, Elbow Pads, & Shoulder Pads
- Staphylococcus Aureus - Helmet - leads to pimples, boils and complicated skin infections
- Streptococcus Veridans - Shin Guards & Elbow Pads
- Streptococcus Faecalis - Hockey Jock / Jill - associated with stool and fecal material
- Environmental Bacteria



- Yeast - Normally found on skin surfaces and in the intestinal tracts
- MSRA often begins as a painful skin boil.

Benefits of Drying

A Qualitative/Quantitative Case Study was conducted by Akron Children's Hospital. The purpose of the study was to evaluate the type and quantity of bacteria growing within flight helmets; and from this information initiate evidence based practices designed to reduce bacterial content. The Study found 9 varieties of microbes populating helmets many of which were capable of causing a significant variety of human diseases.

Two procedures were studied for their effectiveness in bacterial control: washing/drying per manufacturer's recommendations; and DirectDrying™.

Akron Children's Hospital Report Conclusions

- washing and drying flight helmets per manufacturer's recommendations reduces the microbe load by 77% however 22% of the varieties are still present.
- Direct Drying™ on a continuous basis effectively eliminates microbe load and variety by 100%.

Other Benefits of Drying Gear using Direct Drying™

- increased comfort for the individual.
- decreased locker room odour².
- increased lifespan of gear.
- safely dries all styles of natural and synthetic fabrics.

² Micrococcus luteus is well know for its role in transforming human sweat into an unpleasant odour.