

## Features and Benefits Chart and Talking Points

Sales are made when customers understand benefits and value. The two-page chart below details the overall benefits and impact based on product features.

**Use this information to explain the value of Kiltronx products and services.**

FEATURE	BENEFITS	IMPACT
<b>100% EFFECTIVE</b>	<ul style="list-style-type: none"> <li>• Kills bedbugs within hours</li> <li>• Keeps on killing</li> </ul>	<ul style="list-style-type: none"> <li>• Avoid/stop bedbug bites.</li> </ul>
<b>100% LETHAL TO BEDBUGS AND WORKS FAST</b>	<ul style="list-style-type: none"> <li>• Less work and worry</li> <li>• Quicker solution</li> </ul>	<ul style="list-style-type: none"> <li>• Rest assured knowing people, homes and facilities are protected by the <b>Dream Ezzz™ Shield</b>.</li> </ul>
<b>COMPREHENSIVE SYSTEM</b>	<ul style="list-style-type: none"> <li>• Prevents Re-infestation</li> </ul>	<ul style="list-style-type: none"> <li>• Rest easy.</li> <li>• Less costly than repeated heat, freezing and pest control applications.</li> </ul>
<b>GUARANTEED FOR THREE YEARS</b>	<ul style="list-style-type: none"> <li>• Cost effective</li> </ul>	<ul style="list-style-type: none"> <li>• End cycle of re-infestation.</li> <li>• End worrying.</li> <li>• Amortize cost over longer period.</li> </ul>
<b>NATURALLY DERIVED AND ORGANIC</b>	<ul style="list-style-type: none"> <li>• Earth friendly</li> <li>• Safe for environment</li> </ul>	<ul style="list-style-type: none"> <li>• No negative impact on the environment.</li> </ul>
<b>FDA GRAS (GENERALLY RECOGNIZED AS SAFE) AND FIFRA EPA 25(B) EXEMPT</b>	<ul style="list-style-type: none"> <li>• Take comfort in knowing that products will not harm people or pets.</li> <li>• Treat your bedbug problem in a socially responsible, environment-friendly way</li> </ul>	<ul style="list-style-type: none"> <li>• Because ingredients are deemed safe, Kiltronx is not required to register the product with the EPA.</li> <li>• No worries about health concerns when used as directed.</li> </ul>

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FEATURE	BENEFITS	IMPACT
<b>PATENTS PENDING / PATENT FILINGS</b>	<ul style="list-style-type: none"> <li>• Unique product solution</li> <li>• The only treated fabric consumers and companies can use to lure, trap, and kill bedbugs, while shielding against re-infestation.</li> </ul>	<ul style="list-style-type: none"> <li>• Get the best products on the market, with a systematic, comprehensive approach.</li> <li>• Rely on continual innovation for the best in products and services.</li> </ul> <p><b><i>Bedbugs crawl in but they don't crawl out.™</i></b></p>
<b>AFFORDABLE</b>	<ul style="list-style-type: none"> <li>• Easy to purchase.</li> <li>• Get it when you need it.</li> </ul>	<ul style="list-style-type: none"> <li>• Access products when you need them.</li> </ul>
<b>CERTIFICATION PROGRAM</b>	<ul style="list-style-type: none"> <li>• Kiltronx distributors and client teams are highly knowledgeable about bedbug eradication and infestation prevention</li> </ul>	<ul style="list-style-type: none"> <li>• Get the right advice.</li> <li>• Make the right choices.</li> <li>• Confidence that treatment approach will work</li> <li>• Protect business reputation</li> </ul>