



# BECKDALES LTD.

## BUSINESS PLAN

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Business Plan #: 003

Provided To:

Dr Olga Kozlova

Company:

Converge Challenge

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## 1. The Opportunity

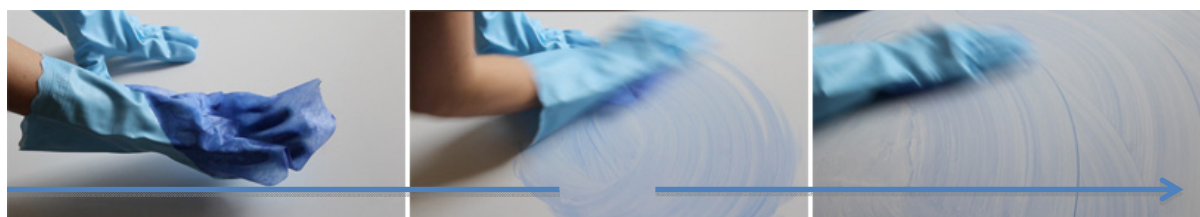
The global market for anti-bacterial products is \$10Bpa (2012)<sup>1</sup>. Despite this enormous annual expenditure and the widespread promotion of “Wash Your Hands” and similar high-profile PR promotions, outbreaks of virulent infectious diseases such as MRSA, E. coli and Clostridium difficile continue to occur both in hospitals, in the workplace and at home. SARS (severe acute respiratory syndrome), avian flu (H5N1), food poisoning and most recently the winter vomiting bug (norovirus) have made hygiene a concern to the global community. The rapid spread of these debilitating outbreaks is almost exclusively attributable to a lack of effective hygiene.

The issue is not due to a lack of effective anti-bacterial products; these are almost universally effective if employed correctly. The problem is user related: people simply do not sanitise (body or surfaces) thoroughly because they are unable to visually track where their sanitisation products have been applied and the areas that they do clean are not cleaned long enough for the anti-bacterial products to be effective. This is especially true in the home, where there has been a tendency to assume, wrongly, that the risk of infection is low<sup>2</sup>.

Beckdales have developed a revolutionary new indicator technology called Reveal. Reveal works by colourising cleaning products a vivid blue colour, which instantly discloses to the user what areas have been covered by cleaning solutions, and which parts have not. Colourisation improves the end-user's hygiene in two ways: first, the depth of colour indicates how much cleaning product has been used and allows it to be applied consistently and evenly. Second and most importantly, Reveal-infused products maintain their colourisation for a programmable period of time and then turn clear after effective sterilisation has been achieved.

Reveal can be formulated with any current cleaning fluid or impregnated into cleaning wipes. Reveal can be formulated into surface wipes, which require anything from 30 seconds to 5 minutes of sanitising to ensure optimal sanitisation. Regardless of the cleaning product active, Reveal will allow cleaning audits to be carried out more effectively, thus making it unacceptable to leave a surface if it has not been completely coloured. It is this peer group pressure that Beckdales intends to use to eventually transform the implementation of hygiene standards in both personal and professional environments.

The technology is protected by patent (application) and trade secrets. Independent testing has confirmed that the technology, which is based on intrinsically safe chemistry, is a reliable indicator of coverage and time of use, with no side effects or impact on the efficacy of the cleaning fluid formulation. Market feedback from significant opinion leaders in healthcare, cleaning companies and other industrial users has been overwhelmingly positive.



Time

## 2. The Market

The current global market for antimicrobial and antibacterial wipes exceeds \$10Bpa<sup>3</sup>. The largest market by value remains the USA, (\$4Bpa<sup>4</sup>), followed by Europe, (\$2.6Bpa<sup>5</sup>). There has been no consolidation in this market, which

<sup>1</sup>The Future of Antibacterial and Antimicrobial Wipes - Strategic Five-Year Forecasts” by PIRA International  
<https://www.smithersapex.com/market-reports/hpc/antibacterial-antimicrobial-wipes.aspx>

<sup>2</sup> Live Well: NHS Choices: <http://www.nhs.uk/Livewell/homehygiene/Pages/how-clean-is-your-home.aspx>

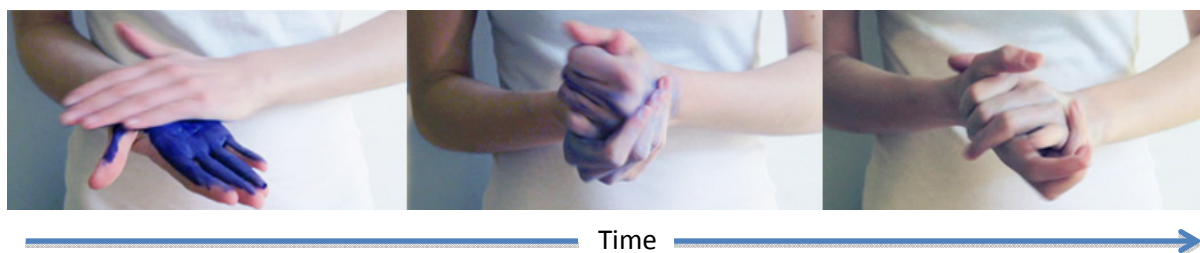
<sup>3</sup>“The Future of Antibacterial and Antimicrobial Wipes - Strategic Five-Year Forecasts” by PIRA International  
<https://www.smithersapex.com/market-reports/hpc/antibacterial-antimicrobial-wipes.aspx>

<sup>4</sup>[http://www.nonwovens-industry.com/issues/2011-09-15/view\\_features/wipes-market-on-the-up-and-up/](http://www.nonwovens-industry.com/issues/2011-09-15/view_features/wipes-market-on-the-up-and-up/)

See also <http://www.industryintel.com>

today sustains more than 40 mainly US domiciled \$MMM multinational manufacturers, including for example Johnson & Johnson, 3M, Kimberly-Clark, GOJO, Procter & Gamble and Nice-Pak. Within Europe the market leader is Kimberly-Clark, followed by Svenska Cellulosa Aktiebolaget, (SCA), Unilever and Reckitt Benckiser. Technology and product innovation over the past 20 years has been glacially slow. Growth in any of these regional markets is now achieved via acquisition, eg: SCA's acquisition of Georgia-Pacific's \$0.8Bpa revenue European division in 2017. Such acquisitions have been 'expensive'.

As a start-up company Beckdales has identified two addressable markets to target first: the UK, where 2012 wipe sales are in excess of £475Mpa<sup>6</sup>, and Northern Europe (€700Mpa<sup>7</sup>).



In the UK and Northern Europe the market for antimicrobial and antibacterial wipes is split into two clear segments: the consumer market, which is typically 85% of the market by value, and that of the industrial market, (which would include medical and healthcare applications), which is typically only 15% by value<sup>8</sup>. Both segments can be further categorised by application, into "hard-surface wipes", "floor cleaning systems" and "personal healthcare wipes". Products used in healthcare applications are recognised as having the highest specification and performance in order to maintain necessary standards of hygiene.

Hygiene is similarly critical within industry including for example the food processing and catering industries as well as the hotel and hospitality industry. For consumers the recent outbreaks of virulent infectious diseases such as E. coli and *C-difficile*, SARS (severe acute respiratory syndrome), avian flu (H5N1), food poisoning and most recently the winter vomiting bug (norovirus) have made hygiene an increasing priority which people are prepared to address by spending money buying antibacterial cleaning products.

Although healthcare providers, (ranging from dentists, care homes, BUPA and Spire private hospitals to the NHS) make increasing use of consolidated purchasing strategies, requiring buyers to purchase pre-qualified products from approved suppliers, Beckdales can make direct sales into most healthcare organisations and institutions via their ability to make discretionary purchases. We already have a list of prospective healthcare end-users who have indicated their willingness to evaluate and then purchase Reveal wipes, sprays and gels. The typical maximum local discretionary spend is £8K-£10K; a pallet of Reveal wipes is half this cost.

In parallel Beckdales intend to sell directly to companies which provide contracted out cleaning services to healthcare organisations where use of our product enables them to demonstrate the effectiveness of their service and to deliver a measurably improved level of hygiene. So far we have four cleaning service companies interested in trialling and then buying Reveal products.

Based on the feedback we have received to date from prospective consumers and potential OEM manufacturing partners we intend to price own-brand products at approximately 10% above typical high-end competitor products. Prices quoted by DuoTech for the sub-contract manufacturer of Beckdales own-brand wipes indicate that gross margins will be 51% at low volume, rising to 67% once repeat order volumes have been established. Based on a key account which orders one pallet of wipes, (approximately £4300 ex VAT), per calendar month, our initial sales target is to sell 12 pallets of wipes per month to achieve breakeven.

<sup>5</sup>[http://www.nonwovens-industry.com/issues/2011-09-15/view\\_features/wipes-market-on-the-up-and-up/](http://www.nonwovens-industry.com/issues/2011-09-15/view_features/wipes-market-on-the-up-and-up/)

<sup>6</sup>[http://www.nonwovens-industry.com/issues/2011-09-15/view\\_features/wipes-market-on-the-up-and-up/](http://www.nonwovens-industry.com/issues/2011-09-15/view_features/wipes-market-on-the-up-and-up/)

<sup>7</sup>[http://www.nonwovens-industry.com/issues/2011-09-15/view\\_features/wipes-market-on-the-up-and-up/](http://www.nonwovens-industry.com/issues/2011-09-15/view_features/wipes-market-on-the-up-and-up/)

<sup>8</sup>"The Future of Antibacterial/antimicrobial Wipes - Strategic Five-Year Forecasts" by PIRA International

However our principal objective is always to seek to sell Beckdales' Reveal concentrate to established 'original equipment manufacturers' (OEMs). Each OEM manufacturing partner will pay an annual £35K license fee, (used to underwrite the cost of a Beckdales manufacturing engineer to support each OEM customer), and thereafter will contract to purchase a minimum of 1000litres of Beckdales' Reveal concentrate per annum.

Product manufacture will be royalty free since our company is the sole and exclusive supplier of the Reveal concentrate. At £100 per litre of concentrate and a minimum order quantity per annum of 1000 litres, Beckdales will derive an income stream of not less than £135Kpa, [with 85-90% GM], from each OEM manufacturing partner and potentially £M+pa from a global brand partner. Four small UK OEM deals in Year1 takes the company to breakeven; two such deals reduces our direct sales target to 5-6 pallets per month to achieve break-even in Year1. We are currently in discussion with four prospective OEM customers, of which our first licensee will probably be DuoMax Ltd., <http://www.duo-max.com/> a Bristol based manufacturer of NHS cleaning systems.

### 3. The Product

Beckdales has applied for a patent for the Reveal colour change technology covers all types of cleaning products and applications, but which focuses particularly on the colour change wipes due to the huge potential for the technology in this sector of the market. The inventor, Helen Fisher, has assigned the patent application to Beckdales Ltd. The formula is NOT disclosed in the patent and is itself protected by trade secret.

Consequently the company has prioritised the development of Reveal concentrate which will be used in Beckdales' own-brand antimicrobial wipes as well as being sold in concentrate form to licensed OEM manufacturing partners to integrate into their own Reveal indicator enabled product lines, with the presence of Reveal being indicated by the blue Reveal 'dot' on branded packaging.



#### ***3.1 Minimum performance requirements expected by the market place:***

Beckdales' own-brand Reveal Disposable Wipes will be bactericidal, sporicidal, fungicidal and virucidal, manufactured in accordance with Biocidal Directive 98/8/EEC and tested to EN1276, EN1040, EN13727, EN1275, EN1650. Sealed packaged wipes will have a recommended shelf life of 12 months.

Beckdales' Reveal Concentrate: the concentrate will work correctly in any Biocidal Directive 98/8/EEC antimicrobial/antibacterial solution and will have no measurable effect on the efficacy of the active components in the solution. Further details are subject to trade secret at this time.

#### ***3.3 Manufacturing and Commercialisation Overview:***

We have a twin track strategy for the manufacturing and commercialisation of Reveal. Initially, the company will formulate Reveal Concentrate and sub-contract manufacture of our own brand of antibacterial and antimicrobial wipes for sale into healthcare and other high value professional cleaning applications. As well as demonstrating the commercial and clinical benefits of Reveal our in-house manufacturing will lead to the development of additional functionality, patentable IP and further manufacturing process trade secrets.



The second strategy focuses on existing manufacturers of antibacterial/antimicrobial products. Beckdales will sell Reveal OEM manufacturing licenses and Reveal Concentrate for formulation into existing products. Every significant licensee will also represent an exit opportunity. We believe this company can realistically be acquired via trade sale within 2-4 years of start of trading.





### 3.4 Competitive Position

Beckdales Reveal colour change technology is highly innovative and unique. Reveal is the only technology which can highlight both 'cleaning coverage' and 'time since application' to enable operators and users a clear indication of where a wipe has been applied and whether it has been used for the specified duration required for the antimicrobial to be completely effective.

Beckdales patented technology is the first effective solution to the problem of ineffective cleaning and inadequate hygiene. There are no direct competitors to Beckdales' technology; this product will create a completely new market segment in the industry and represents the first significant innovation since the introduction of Wet Wipes almost 30 years ago.

## 4. Marketing Strategy

Beckdales has a two-stage marketing strategy, which complements the requirements of the company's sales strategy. The company intends to implement a 9 month four-part marketing campaign to build awareness of (i) independent scientific validation and endorsement of Reveal colour change technology after which we will start to promote (ii) the company launch, (iii) the launch of our own-brand anti-microbial wipes, and then (iv) provide customer case studies citing the success and effectiveness of wipes using Reveal colour change technology.

Scientific validation will be used as collateral to recruit support and endorsement from organisations and campaigners such as The Infection Prevention Society, World Health Organization's Five Moments of Hand Hygiene and The Royal College of Nurses plus key opinion leaders such as National Centre for Infection Prevention and Management. We anticipate acquiring UK and European customer case studies and reference sites via this network of clinicians, administrators and academics. This validation phase leads into product launch centred on exhibiting at two key trade shows: Infection Prevention 2018 and Medica in Dusseldorf (Nov 2018).



*User Testing of Beckdales' Reveal: courtesy NHS Lothian 2017*

At the end of Year2 the company will conduct a strategy review to determine whether and how to enter the US market. Such a move would require a significant increase in working capital and would likely postpone a trade sale exit by 18-36 months. The company has tentative plans to attend the 2019 FAH Public Policy Conference and Business Exposition and the World of Wipes Expo in June 2019. The WOW Expo is the largest trade show in the world for Tier1 wipe OEMs.

## 5. Sales Strategy

The company strategy is to focus on the volume manufacture and sale of Beckdales Reveal concentrate to established manufacturers (OEMs) of antibacterial and antimicrobial wipes, sprays and gels. We will also develop and manufacture our own-brand products for direct sale to key accounts, building an income stream based on sales of our own-brand product where the minimum order quantity will be '# of pallets'.

We anticipate that our business will initially be 100% direct sales of Beckdales' own-brand products. By the end of Year1 we expect the mix to become 66% direct sales of Beckdales own-brand products plus 33% sales of concentrate to OEM manufacturing partners: by Year5 this will have become 33% of sales from Beckdales own-brand products and 67% sales of concentrate to OEM manufacturing partners.



Our first direct sales to 'key accounts', (eg: The Royal Infirmary Edinburgh, the Western General and the Southern General in Glasgow; Spire's Murrayfield and Shawfair hospitals, Slateford Dental Care and other DenPlan practices), will derive from the personal contacts we have built during product development and the incorporation of the business. These 'key accounts' are all ideal early adopter customers, each of them being part of a much larger organisation, eg: NHS, BUPA and DenPlan dental practices.

The key objective of our sales strategy is to generate >80% of the company's income from sales of Reveal concentrate to established manufacturers (OEMs) of anti-bacterial wipes, sprays and gels such as Shield Medicare, Robinson Healthcare, Schulke & Mayr, and Allied Hygiene. Each OEM manufacturing partner will pay an annual license fee and contract to purchase a minimum of 1000litres pa of Beckdales' Reveal concentrate. Product manufacture will be royalty free: our company is the exclusive supplier of Reveal concentrate. Any process IP or improved manufacturing techniques created by an OEM partner must be assigned back to Beckdales. Beckdales Reveal concentrate is priced at £100 per litre, with a minimum order quantity of 1000 litres pa; Beckdales will derive an income stream of not less than £135Kpa, [with 85-90% GM], from each OEM manufacturing partner and potentially £M+pa from a global brand partner.

Our Tier 1 global target accounts will include 3M, American Hygienics., Atlantic Mills, Berkshire Corp, Clorox Co, Covidien plc., Diamond Wipes, DuPont, Fibrematics Inc., Georgia-Pacific, Jacob Holm Industries, J&J, Kimberly-Clark Corp., Koch Industries Inc., Meridian Industries, National Towelette Co., Nehemiah Co., Nice-Pak Products Inc. Procter & Gamble, Reckitt Benckiser, Suominen, SvenskaCellulosa AB Tuffpak Industries and Unilever. Our European targets include Alliance Boots, Bambino Mio, Mamas & Papas, Nature Babycare, Naty AB, and Tesco Plc.. Each company is both a prospective OEM customer and also a potential exit via trade sale.

### 5.1 Initial Sales Processes

Initial entry into new direct-sales accounts is usually via the Infection Control Team or the Microbiologists, either or both of which must be converted into internal product champions.

Separately we have introduced Reveal to the exec. management teams at 4 UK cleaning product brand owners and manufacturers, all of whom are interested in becoming an OEM manufacturing partner, using Reveal concentrate as an additive to their cleaning products. To quote DuoTech, an approved supplier to the NHS; "On the wet wipes...it would go off the clock, that's my honest opinion, it would go off the bloody clock. Because the biggest users of wet wipes in the world is the NHS". "I've already spoke to somebody about it inside the NHS, at the highest level of their department, and he said if you can work that and get that right, you will take the NHS by storm" ... "I think you're on the verge of something really fantastic" (Brian Baker – CEO DuoTech).

### 5.2 Prospective First Key Accounts for Beckdales Own-Brand Wipes:

Contact Name / Role	Institution
<i>Alison McCallum – Director of Public Health and Health Policy</i> <i>Dennis Rowe – Head of Procurement</i> <i>Gillian Stevenson – Nurse Consultant (HAI) Care Commission</i> and 3 other operational staff	NHS Lothian / The Royal Infirmary Edinburgh
<i>Linda de Caestecker - Director of Public Health</i> <i>Gordon Beattie – Head of Procurement</i> <i>Cathy Cullen - Senior Purchasing Officer</i> <i>Laura Imrie - Lead Infection Control Nurse</i>	Western General & Southern General Greater Glasgow and Clyde Health Board
<i>Alison da Silva - Hospital Director</i> <i>Fergus Macpherson - Hospital Deputy Director</i> <i>Roma Holland - Head of Clinical Services</i> <i>Pat Barlow - Business Development Manager</i>	Spire Murrayfield
<i>Andrew Eadsforth - Hospital Director</i> <i>Miriam Watts - Head of Clinical Services</i>	Spire Shawfair Park Hospitals
<i>Roger Matthews - DenPlan's Chief Dental Officer</i>	DenPlan Dental Care

### 5.3 Prospective First OEM Manufacturing Partners:

Contact Name / Role	Company
Axel Degremont - Strategic Business Unit Manager Don Cunningham - Business Development Manager	Shield Medicare
Mark Richardson - Business Director Simon Langley - Sales Manager Robert Ibbotson - Marketing Manager	Robinson Healthcare
Ruth Nicholls - Key Account Manager Andrew Scott - International Sales and Marketing Director	Schulke & Mayr (UK)
John Prentice - Managing Director Kelvin Hefford - UK Sales Manager	Allied Hygiene / Allied Tissue (UK)
Brian Baker – Managing Director	DuoTech Ltd
AnandRangaswamy - Managing Director Glenn Millar – Operations Director	Keyline Brands Ltd
Andrew Staples – Managing Director	Staples Disposables

## 6. Competitors

In respect of the use of Reveal in wipes or other types of cleaning products, we have to date identified two comparable but we believe not competitive products available on the market.

### 6.1 Tropical Seas Inc: Itzazu:<sup>9</sup>

Itzazu is a range of children's hand soaps created by Florida based Tropical Seas Inc. They are used to help children visualise what has and has not been cleaned. Itzazu® color changing hand soap uses the 'fragile bead' principal to release different coloured indicators into the soap. The technology is unsuited for use in professional applications. There are no wipe products and there are no products qualified for use in healthcare markets. We conclude Itzazu is not a direct competitor.



### 6.2 SKC Full Disclosure Instant Wipes<sup>10</sup>

SKC Full Disclosure Instant Wipes identify the presence of lead on a surface or skin by a colour change in a cloth.

SKC Full Disclosure Kit consists of wipes and 2 solutions to trigger the colour change in the presence of lead.

SKC do not operate in the same market as Beckdales and their product has a fundamentally different purpose to ours; we conclude that they are not direct competitors.



## 7. Team

**Helen Fisher** (Managing Director) is the founder of Beckdales Ltd and the inventor of the Reveal technology. She is a recent graduate of University of Edinburgh and has been working to commercialise her IP, build her team and start this company for the past 15 months.

**Chris Perry** (Non-Executive Chairman): is a Bristol based serial entrepreneur in the paper and tissue industry. He was the founder and former CEO of Intertissue Ltd., a UK wipes manufacturer which he grew from 2003 to 2010 to become £102M t/o business, now part of the Sofidel Group. Previous to this he held Chief Executive and senior marketing and sales roles in the paper industry.

<sup>9</sup> <http://www.tropicalseas.com/collections/itzazu>

<sup>10</sup> <http://www.skinc.com/prod/550-001.asp> - Patent No US 6248593

**Gordon Smith** (part-time Finance Director) is a highly experienced Finance Director and General Manager. He is currently FD at Particle Flow Ltd., a Univ. of Edinburgh spinout. Before that was FD at Edinburgh Petroleum Services where he successfully negotiated an exit via trade sale to Weatherford in 2004. He is a previous Chairman of the Chartered Institute of Management Accountants.

The founders note that whilst there is (currently) no marketing or sales experience on our executive management team our Non-Exec Chairman and our prospective Non-Exec Director both have the experience we lack.

## 8. The Company

Beckdales (Scotland) Ltd. is a limited company, registered on 30<sup>th</sup> July 2018, in Scotland, company number SC455659. Beckdales Ltd. is a start-up company, founded to exploit intellectual property developed by the founder, Helen Fisher, during her undergraduate studies at the University of Edinburgh. University of Edinburgh have no claim to the IP and have acknowledged that the company is a start-up. Ms Fisher has assigned her IP to the company.



We will shortly move to a industrial unit outside Edinburgh where we would install a lease purchased 1,500litre small volume chemistry plant to manufacture Beckdales Reveal concentrate. The concentrate is manufactured using inherently safe chemistry with no requirement for hoods, exhausts or water treatment. The company purchases raw components from the UK division of a global supplier of chemistry. There are two 2<sup>nd</sup>-sources of the chemistry. The concentrate manufacturing process is a trade secret.

Our financial plan is based upon an initial seed round of £380K plus a £130K SMART Feasibility Study award. The company recognises that expansion into other markets (eg: USA) will require an estimated £1.25M A-round investment designed to permit the scale-up of marketing, sales and concentrate manufacturing.

## 9. Technology Roadmap

When originally conceived Beckdales Reveal technology was designed to exploit the eventual colour change from vivid blue to transparent, leaving no residue, as a means to indicate which areas and surfaces had been treated with antimicrobial cleaners. Feedback from our first customer trials suggested several new functions and potential applications for the technology. Of these we considered that the most important was the ability to control the persistence of the blue colouring, to ensure that cleaning was being conducted for sufficient time to ensure that the antimicrobials had time and opportunity to work as specified, after which Reveal had changed colour from blue to become transparent. This valuable new functionality is being developed now.

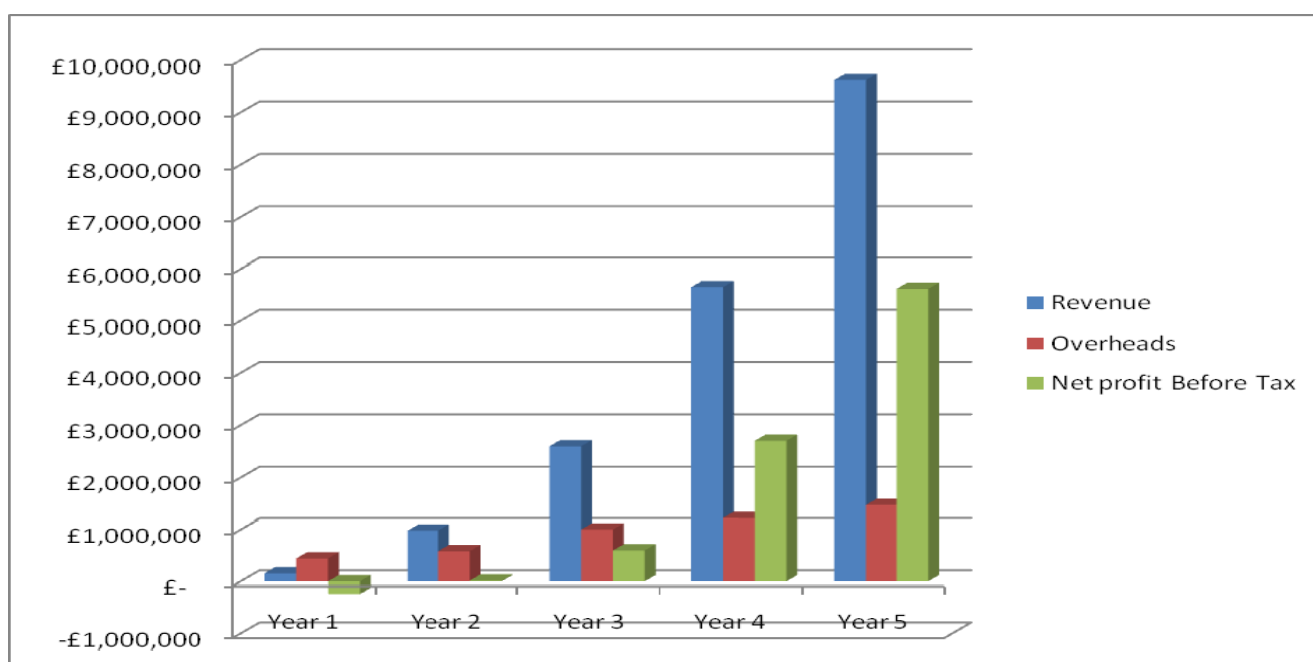
We have identified 4 new functions to implement using a further development of Reveal technology:

1. Development of a Reveal Colour Palette function: the current vivid blue technology is relevant for certain applications. For other applications further development of the technology will allow us to implement Reveal in multiple (single) different colours, persisting for a controlled period of time after which it will become transparent and disappear. This development will be patentable.
2. Development of a Bacteria Disclosure function: we believe we can develop a derivative of the current Reveal technology that can be used to visually detect harmful bacteria by a change in colour on the wipe.
3. Development of an edible variant of Reveal for use in toothpaste: using an edible version of Reveal we could programme a toothpaste to change colour dependent upon not just time but also the amount of brushing received by each tooth.
4. Development of a Reveal for use in suncreams: feedback from the Dept of Dermatological Sciences at the University of Manchester Medical School has suggested that a version of Reveal that could indicate where suncream had been applied.

## 10. Financials

The Beckdales Ltd. financials are built around a 5 year plan based on start of trading in February 2019 co-incident with closing seed funding of up to £380K and a £130K (gross) SMART Feasibility Award. This funding is sufficient to take the company to month to month breakeven in Year 1 and net profit in July 2020.

The company forecasts £153K revenue in Y1 from sales of Reveal wipes in sample volume to emerging key accounts and prospective distributor clients based on subcontract manufacture of wipes by a UK manufacturing partner, of which we have 4 identified to date. The business grows to revenue of £980K in Y2 based primarily on sales of own-brand wipes however by Y3 we forecast the first OEM manufacturing partners achieving significant volume sales which by Y4 account for almost 60% of £5.6M in revenue, growing to 65% of £7M revenue in Y5.



The business will make direct sales into UK and Northern Europe, however we can envisage two situations that would lead the company to seek additional investment:

1. An opportunity to manufacture wipes in-house, using capital raised to invest in plant to increase gross margins in the medium to longer term, OR
2. An opportunity to acquire a US domiciled formulator (which already sells chemistry to the anti-microbial and anti-bacterial wipes market) which we can use as a US based manufacturer of Beckdales' Reveal concentrate to address growing opportunities in the US market.

Either situation would be a critical inflexion point; our ideal strategy would lead to an exit prior to this raise.

The company anticipates that a £380K seed round, at an appropriate pre-money valuation, is achievable from either the Scottish and/or the Yorkshire angel investment communities. There is also the possibility of raising some or all of the seed round via industry investors, including potentially a Beckdales sub-contract manufacturing partner (ie: who manufactures our own-brand wipes).

The cashflow stress tests illustrate the strength of the Business Plan since in the worst case the company can survive an 8-12 month delay in sales coincident with a 20% increase in CoGs by restricting recruitment, delaying CapEx spend and applying for a second SMART Feasibility Study grant to provide adequate working capital into year 3 at which point the company can achieve month to month profitability.



## ANNEX B - Product Specification Sheet 1:

# BECKDALES LTD.

## REVEAL DISPOSABLE SURFACE WIPES

✓

Disposable Surface Wipes | Antibacterial and Antimicrobial | Blue to White | Tub | Packed in 150's

A disposable wet wipe impregnated with a blend of antibacterial and antimicrobial cleaning agents ensuring extra strength formulation to tackle most bacteria and also spores, fungi and viruses. Widely used in medical and food industries and is ideally suited in areas at risk from viral contamination. The Reveal formula, is impregnated into the nonwoven wipe to deliver the unique colour change properties of BECKDALES Reveal Disposable Surface Wipes. BECKDALES' Reveal pre-wetted format provides a cost effective and easy to use solution versus traditional bulk handling of solvents, maintenance of squirt bottles and inconsistent wetting and cleaning associated with wetting a dry wipe. The wipes are disposable to improve infection control and effective cleaning.

ATTRIBUTES

- Visual time indicator for advised length of use through Reveal colour change technology
- Visual coverage indicator to aid thorough cleaning, through transfer of colour to surface
- Complete disappearance of all colour elements after defined length of time
- Re-sealable solvent resistant packaging
- Soft but durable high quality polyviscose and nonwoven blend
- Antibacterial / antimicrobial sanitizing formulation, kills 99% of key bacteria, spores, fungus and viruses
- Soft non scratch base sheet smooth and gentle, caring for your surfaces
- Impregnated wipes same amount of solution on clean cloth every time
- Foil sealed tub ensuring freshness and longer shelf life
- Portable and re-sealable tub for practicality of use and long lasting freshness
- Serated lid aperture helping the dispensing of each wipe
- Wipe size: 20 x 23.5cm
- Wipe thickness: 28gsm

REGULATORY COMPLIANCE

- Manufactured in accordance with: Biocidal Directive 98/8/EEC
- Tested to: EN1276, EN1040, EN13727, EN1275, EN1650
- Shelf life: 12 months

SPECIAL REQUESTS

- Tub holder: for increased hygiene and practicality
- Refill pack: reduces waste

PERFORMANCE

Bactericidal, sporicidal, fungicidal and virucidal

- Individual efficiency:
- Aspergillus niger
- Listeria monocytogenes
- Candida albicans
- Methicillin resistant Staph. Aur
- Clostridium difficile
- Penicillium spp
- Escherichia coli
- Pseudomonas aeruginosa
- Influenza virus
- Salmonella Typhimurium
- Enterococcus hirae
- Staphylococcus aureus



**Packing**  
150 wipes per tub  
10 tubs per case  
48 cases per pallet

CE
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Increases cleaning efficiency

Increases cleaning protocol consistency

Increases correct usage of wipe

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## ANNEX C - Product Specification Sheet 2:

BECKDALES LTD.

## REVEAL CONCENTRATE



Concentrated Formula | For Use in Antibacterial and Antimicrobial Disposable Wipes | Blue to White

Beckdales Reveal concentrate is a unique formula created for use within Nonwoven Disposable Wipes. The idea and Reveal formula, protected by patent, is impregnated into the nonwoven wipe, with the customer's active cleaning agent, to deliver unique colour change properties. Reveal CONCENTRATE is compatible with most existing cleaners having no adverse effect on their cleaning capabilities. Reveal concentrate is specifically for disposable wipes – the best application to improve infection control and effective cleaning.

## ATTRIBUTES

Key attributes when used within customers wipe product:

- Visual time indicator for advised length of use through Reveal colour change technology
- Visual coverage indicator to aid thorough cleaning, through transfer of colour to surface
- Complete disappearance of all colour elements after defined length of time
- Suitable for a range of wipe sizes and thicknesses
- No adverse effect on the active cleaning capabilities
- USP for any brand using Reveal Concentrate

Key attributes of Reveal Concentrate:

- Only 4% concentrate needed in cleaner to get desired effect
- Re-sealable solvent resistant packaging
- Child resistant packaging
- Simple, cost effective additive to existing manufacture process (hopefully)

## SPECIAL REQUESTS

Beckdales Engineer/formulator available for customer assistance on use and manufacture integration. The percentage of Reveal Concentrate contained in each wipe can be varied according to customer requirements. A higher percentage will intensify the initial colour of the wipe prior to use. The time indicator can be engineered to last for the estimated time at which the wipe has expired; hence this can also be varied according to customer's requirements.

## REGULATORY COMPLIANCE

- Manufactured in accordance with:  
Biocidal Directive 98/8/EEC
- Tested to: EN1276, EN1040,  
EN13727, EN1275, EN1650
- Shelf life: 12 months

## APPLICATIONS

Medical  
Hospital  
Laboratory  
Veterinary  
Dental  
Food Industry  
Janitorial



Packing  
1 liter



Increases cleaning efficiency

Increases cleaning protocol consistency

Increases correct usage of wipe

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