



THE UNELKO CHALLENGE - COMPETITION

For over 40 years, Unelko Corporation, a manufacturer of water repellents, surface treatments and protective coatings, has pioneered the preservation and enhancement of glass, porcelain, ceramics and other hard surfaces against the ravages of water and everyday soil. Although its basic transparent polymer coating patents (U.S. 3,578,488 & 3,579,540, U.K. 1,344,661 and Japan 805,376 & 805,377) have expired, Unelko's ongoing research, development and field engineering have significantly increased its expertise and pre-eminence in surface care technology; culminating in newly patented (U.S. 6,432,181, U.S. 6,676,733, U.S. 6,994,890 and 7,704,313 and 7,754,004 (with numerous international counterpart patents) and several patent pending technologies that continue to set new standards for performance, durability and value.

These unique surface care technologies are marketed, worldwide, to the original equipment, commercial, industrial and consumer sectors under Unelko's registered trademarks TPC®, THE INVISIBLE SHIELD®, CLEAN-X®, CLEAN SHIELD®, CLEAN & SHIELD®, GLASS SCIENCE®, GLASS SCRUB®, LOTUS GLASS®, ULTRA GLASS® and REPEL™.

As with most successful innovations in a highly competitive marketplace, Unelko's patented transparent polymer coatings and dual-action surface care technologies have been both infringed and imitated - but never equaled - by products for which rather extraordinary, but unsubstantiated, application, durability and performance claims are made without specificity as to formulation, application standards or environmental impact. Some of these imitation products are even restricted to sale only through "licensees", "franchises" and/or "licensed applicators"; thus avoiding the full scrutiny of open competition, independent testing and applicable "right to know" regulations.

By contrast, Unelko's patents, product specifications, material safety data sheets and products continue to be a matter of public record. Unelko has nothing to hide and freely submits working samples for complete, independent side-by-side comparative "test and evaluation" by interested commercial entities. Moreover, Unelko's published literature and labels fully explain and describe the products (including limitations and precautions, as appropriate) that Unelko unconditionally warrants to perform as represented when applied as directed for the purposes and benefits intended.

Unelko Corporation stands firmly behind the efficacy, quality, performance and value of its surface care products. **Since "Seeing is Believing", Unelko challenges original equipment manufacturers, distributors and commercial applicators to compare the TPC®, INVISIBLE SHIELD®, CLEAN-X®, CLEAN SHIELD®, CLEAN & SHIELD®, GLASS SCIENCE®, GLASS SCRUB®, LOTUS GLASS®, ULTRA GLASS® and REPEL™ products with any other functional surface care products purporting to restrict the adhesion and buildup of waterborne mineral deposits, soap scum, spills, stains, rust and scale. Unelko encourages the testing and comparison of its products "side-by-side" with those of other manufacturers...and to do so in terms of the following essential parameters:**

1. **PRODUCT COMPOSITION/FORMULATION – SAFETY – SHELF LIFE**
2. **PRODUCT COVERAGE (per sq. meter) - APPLICATION EASE –EQUIPMENT REQUIREMENTS**
3. **PRODUCT PERFORMANCE – DURABILITY – RE-APPLICATION EASE**
4. **PRODUCT COST – VALUE – PRICE STABILITY**