

CleanCut Accessibility Products

The challenge to effectively age-in-place is often environmental issues within the home that make activities of daily living a challenge. Many individuals, particularly the elderly and those suffering from arthritis, debilitating injury, handicap, and/or general loss of mobility, may have trouble accessing the bathtub area due to the high step that is typically required to step into and out of the bathtub. For such persons, the sidewall of the bathtub may be an insurmountable hurdle. Even with the assistance of a caregiver, many individuals may not be capable of safely stepping over the sidewall of a bathtub to take a bath or shower.

CleanCut offers multiple products to provide easier bath accessibility installed for a fraction of the cost compared to tearing-out the existing bathtub.

Benefits of all CleanCut bathtub accessibility products include:

- Makes existing bathtub more accessible;
- Provides bathtub retrofit options to use as shower or continue as full bath;
- Installed in just two to three hours;
- Reduces the possibility of falls;
- Assists with rehabilitation and the ability to stay at home longer; and,
- Saves thousands compared to tearing out and removing the existing bathtub to install more costly renovation options, such as a walk-in shower or bath.

The Company manufactures three core products including the CleanCut Step® (“Step”), the CleanCut Ultra-Low® (“Ultra-Low”), and the CleanCut Convertible® (“Convertible”). CleanCut products are sold as a kit and include one of the three primary products noted above, one two-part support box structure, a template for cutting, two tubes of specialized adhesive to bond the product to the support structure and as a perimeter caulk, a special nozzle for the adhesive, and a material packet including instructions, care and use and warranty forms. The Convertible kit includes special waterproofing materials as well.

CleanCut Step - The Step retrofits the existing bathtub into a permanent walk-in shower and has been installed in tens of thousands of units. The product is available in white and beige and also in three sizes based on varying sidewall widths to accommodate a wide range of bathtub models and sizes.

CleanCut Ultra-Low - The Ultra-Low provides the same functionality and utility as the Step, but this product features a much deeper design suitable for higher profile bathtubs. The product is available in white and beige in one size.

CleanCut Convertible - The Convertible allows for easy step-in access as well, but also features a water-tight removable center plug that allows the user to convert between utilizing the tub as a shower or as a full bath. The Convertible is available in white and beige and in one size.

National Product Accolades

CleanCut's products have received national accolades including being named a "Top 10" product by the National Aging In Place Council and a "Top 5" remodeling recommendation by "OurParents.com", as well as the "Friendly Caregiver" award (equivalent to product of the year) by *Today's Caregiver Magazine*, the largest circulating caregiver magazine in the US.

Diverse & Growing Sales Channels

In terms of installation partners, CleanCut's products are installed by a diverse group ranging from small independent Aging In Place specialists, contractors, remodelers, and some of the largest home franchise systems in the US. CleanCut also has strong partnerships with major distributors including Home Depot, Lowe's, Menards, HD Supply, Imperial Bath (Canadian Distributor), Step In Baths (UK/European Distributor) and several other large distribution partners.

CleanCut has also developed strong relationships with top management and leadership at senior housing, public and rural housing and other commercial property groups throughout North America.

CleanCut products are also installed by public and private public works and charitable organizations including local Council on Aging affiliates, Habitat for Humanity, Rebuilding Together and others.

Overview of Patent Filings and Awards

CleanCut is an innovative company that protects its intellectual property with a holistic and comprehensive strategy involving patents, patent applications, trademarks, copyright, and trade secrets. CleanCut owns nine issued US patents, seven pending US patent applications, and corresponding foreign patent applications.

The Company has over 1,000 pages of patent application, with the most recent filing encompassing 60 pages.

CleanCut has built a strong brand that includes a number of common law and federally registered trademarks. In addition, the Company has developed a strong catalog of copyright protected material that includes videos, web-related materials, instruction manuals, packaging, labeling, assessment tools and product designs.

CleanCut has a policy of aggressively developing and protecting its intellectual property rights to maintain a competitive advantage.

Value Proposition of CleanCut Products

Historically, individuals that had a bathtub in place and were interested in easier bathtub accessibility were forced to engage in a major renovation project that began with the complete removal of the existing bathtub and then the addition of either a shower or walk-in bathtub.

Both of these two options require a significant time and financial investment. These alternate types of conversions typically will take several days to a week to complete and range in cost from \$5,000 to \$25,000+ (USD), depending on demolition required and labor and materials chosen for new replacement products. Often the cost for a walk-in tub unit is understated due to common ancillary expenses associated with walk-in tub installations such as the addition of floor-joist support, improvements or replacement of the water heater, complex adjustments to plumbing or electrical service or even the widening of doorways throughout the home to accommodate transportation of the product.

Conversely, CleanCut retrofit accessibility products can typically be installed for a small fraction of the cost (approximately \$1,000 (\$USD) +/- depending on CleanCut product installed) and time (installed in just 1.5 to 3 hours) compared to alternatives.

In addition, because the installation is easy to complete and can be performed quickly, Independent Installers utilize the product as a replacement to or alternative to the more extensive and expensive options. From a financial perspective, Independent Installers enjoy profitable margins given the short duration to complete the installation. It is a unique “win-win” for both the customer and installation professional.

Customer Feedback

CleanCut prides itself on providing high-quality products, excellent customer service and prompt order fulfillment. CleanCut products have great appeal to a variety of customer types for varying reasons noted below.

Residential Homeowners (end recipients of installed products)

Individuals and their caregivers appreciate that there are affordable options available to be quickly installed to retrofit bathtubs and provide easier accessibility. CleanCut includes warranty registration cards with each distributed kit which are provided to a homeowner by the local Independent Installer at the time of installation. Some recent comments received include:

- *“I am very pleased with the CleanCut Step. I no longer have to climb into my tub. At the age of 74 and two hip surgeries, this is a blessing!”*
- *“It really works for my wife who had a new knee and couldn’t get her leg over the tub. No more problem! Thank you!”*

- *“We were looking to spend over \$8,000 (USD) to prepare our bathroom for my elderly father. For under \$1,000 (USD), we were able to provide a safe bathroom environment.”*
- *“Department of Aging recommended the Company and install.”*
- *“I love this product. It has really given me back my bathing freedom.”*

Senior & Public Housing

Owners and managers of senior housing, public housing and other commercial segments utilize CleanCut retrofit products to provide easier accessibility for their residents. In many cases, senior housing providers will modify a prospective resident’s room in order to secure a new tenant and improve occupancy, or even market in the community as a feature or benefit of the unit.

Whether the senior community or organization purchases installation kits directly and installs themselves or contracts the work to be completed by one of CleanCut’s Independent Installers, the ease of installation and affordability compared to other renovation methods is considerable. In many instances, a senior community is able to complete up to 10 - 20 times the number of units being modified utilizing our products compared to other alternatives. CleanCut recently completed a satisfaction survey of our senior housing customers and some of the responses and comments are noted below:

- CleanCut rated “Above Average” to “Well Above Average” in every metric rated including customer service, quality of products, understanding customer needs, sales staff, price and product installation training.
- 98% of respondents indicated they were likely to recommend the CleanCut line of bath accessibility products to another facility.

Sample of comments received include:

- *“We are a small Housing Authority and have to cover all aspects of property administration and maintenance, so it is great to find a company that has a wonderful product and a no hassle way of doing business.”*
- *“I am just glad that I was able to meet your representative and be able to offer a reasonable accommodation to my senior resident without having to spend thousands of dollars.”*
- *“Wonderful product – I have installed many of them and people are always impressed.”*
- *“Any dealing I have had with your employees and company have been excellent. Your products are great and we continue to use you in the future and will recommend you to anyone that is looking for your products.”*
- *“The product has really allowed more independence for our senior residents.”*