



The Name

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- Nu (new)
- + primavera (Spanish for spring)
- Newness, freshness

Aire-Master has leveraged its field experience, product expertise, and manufacturing excellence to create a new brand — Nuvera.



Brand Essence

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- Specific solution for each job
- Product quality
- Cost savings

Nuvera creates value two ways:

1. By using design to instill consumer confidence in the products' quality;
2. By offering a lower cost than the leading brand.



Target Market

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- Home users that want to buy with confidence
- Consumers that want to get their money's worth

Nuvera products are created for home users that primarily want products that work well, and that they can buy with confidence. These consumers are secondarily cost-conscious. They want something better than the generic brand, but they don't want to feel like they're paying for pretty packaging. Nuvera customers will want to save money by always getting their money's worth. Nuvera fits this market by combining elegant label design with traditional bottles, for an attractive, but no-nonsense, look and feel.



Brand Growth

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- Adapt to market conditions
- Expand production capacity quickly
- Develop new SKUs rapidly

The Nuvera brand is positioned for growth. We are able to continually add to the product line as we adapt to changing market conditions. The Aire-Master manufacturing plant has enough square footage to expand production capacity quickly if needed. We also have the people and other resources in place to develop new SKUs rapidly.





Benefits for End User

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- Particle release formulas
- Product quality
- Value
- New, fresh look



Particle Release Formula

A soiled surface has particles of dirt, grease, or other material clinging to it. In order to clean that surface, a product must cause those particles to release their grip. Each type of particle requires a different ingredient, combination of ingredients, or concentration of ingredients to achieve the release.

Each Nuvera product is formulated for a specific cleaning job. This is a more efficient approach than the single multipurpose cleaner. The task at hand will require less product and less time if the product is ideally suited for the job.

Product Quality

Aire-Master has been not only manufacturing, but also using cleaning and deodorizing products in the field for over fifty years. We have cleaned everything — at the commercial / industrial level. Aire-Master has learned what works and how to fine-tune product formulas for every application. We don't just test in the laboratory — we go into the field and use the products in our service.

Value

Product quality is only half of the equation. The other half is price. Nuvera creates value by combining quality with a competitive price. Nuvera products look as good on the shelf as the leading brands (thus inspiring confidence in the quality), while offering savings to the consumer.

New, Fresh Look

The Nuvera look is modern without being overly trendy. This is not a copycat of any other brand or design fad. Nuvera looks confident and established, but not dated. The label designs have an elegant boutique look, with a simple uncluttered message. A user would not feel compelled to hide a Nuvera product under the sink; the product will look good displayed on the counter.