

Battle card

Urinal packs

with IPEE Mini

Value proposition

 **Good for the planet**
Reduced water usage

 **Good for the budget**
ROI

 **Good for the user**
Experience & hygiene

Customer Painpoints

Water waste & Cost False flush elimination and auto flush volume selection result in water savings up to 50%

Maintenance & Operation

- Easy to install
- Overflow prevention eliminate costly cleaning
- Vandal proof

Comfort & Hygiene

- Autoflush guarantees that urinals are always flushed
- Minimal, hygienic design

Benefits & Features

ROI Pay back in under 2 years

Sustainability Save over 50% of water

Operational Excellence Automatic flush

Clog detection & Overflow prevention

Vandal proof

Ice Breakers

71% of Earth's surface is covered in water

<1% of Earth's reserve is available for consumption

+50% of water in infrared flush urinals is wasted

Competitor Benchmark

	Manual button	Infrared	IPEE Mini
Touchless operation	-	✓	✓
Automatic flushing	-	✓	✓
Stadium mode	-	(✓)	✓
No false flushes	(✓)	-	✓
Overflow prevention	-	-	✓
Minimal design	-	-	✓
Vandal proof	-	-	✓

Objection Handling

No need for automatic Autoflush has proven benefits, but it isn't smart - IPEE Mini is world-leading smart sanitaryware

Infrared is good enough It isn't. Although infrared has become the industry standard, the solution is essentially flawed.

- Huge water waste due to false flushes
- Cumbersome, time-consuming installation
- Extensive cleaning and maintenance needs
- Prone to vandalism

Technophobia Proven reliable technology in major installations globally

Water is cheap Water prices are going up and will continue to do so and water saving regulations are growing

Business case

1.6y average ROI

50% average water savings