



**EcoSMART**  
Technologies, Inc.

*Integrated Pest Management Symposium*  
*April 5, 2006*  
*St. Louis, MO*

# EcoSMART Markets

## Retail



## Agriculture

## Institutional & Industrial



# Complete Product Offering



- Insecticides / Miticides
- Herbicides
- Fungicides
- Insect Repellents

# EcoSMART's Economic Drivers

- Equal or Better Performance
- Lower Total Delivered Costs
- Regulatory Advantage
- Unprecedented MARGIN of SAFETY



# EcoSMART Case Study



- **500 Acre Field Trial**
- **Fruit Trees in CA**
- **Customer: Wilbur-Ellis**
- **Equal Performance**
- **Lower Cost Per Acre**
- **EPA Exempt**
- **100% Customer Satisfaction**



# EcoSMART's Strategic Plan

- EcoSMART Branded Products
  - Sensitive Markets
  - Competitive Advantage
  - Regulatory Preference
- Strategic Partners
  - Expensive Markets
  - Inaccessible Markets
  - International Markets





# Specialty Markets

- **FQPA Concerns**
- **Retail**
  - S.C. Johnson Raid Earth Options
  - Sergeant's Pet Care
  - Green Light Company
- **Commercial**
  - Terminix Pest Control
  - Orkin Pest Control
  - Clark Pest Control
  - Western Exterminating

# Raid Earth Options

- **S.C. Johnson –**
  - A Family Company
- **Botanical Message**
- **National Launch – 2005**
- **Television and Ad Support**
- **Sustainable Business**





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# Sergeant's Pet Care



**SIMPLIFY HER LIFE**  
*Peace of mind and natural solutions.*



## SERGEANT'S FAMILY OF NATURE'S GUARDIAN™ PRODUCTS:

- Sergeant's Nature's Guardian Cat Squeeze-On
- Sergeant's Nature's Guardian Dog Squeeze-On, < 15 lbs
- Sergeant's Nature's Guardian Dog Squeeze-On, > 15 lbs
- Sergeant's Nature's Guardian Cat Spray, 8 fl oz
- Sergeant's Nature's Guardian Cat Powder

# Other Partners

