



## **CORPORATE OVERVIEW**

Amcor, a leading global developer and innovator of portable air treatment systems for the residential market, is changing air treatment and purification with the introduction of the next generation of portable air conditioners and air purification systems. With over 70 years experience developing innovative air quality control products, Amcor has established a long, consistent track record and built a solid foundation and reputation for revolutionizing the way these systems are manufactured and sold.

Amcor is one of the industry's most comprehensive and established providers of air treatment and air purification products and systems for the residential market. Part of AMPA, a \$250 million holding company, Amcor was founded in 1932 in Israel and today consists of two major divisions: Air Treatment and Shower Products, with combined revenues of \$80 million.

Headquartered in Carlstadt, New Jersey, Amcor also has offices located throughout the world in the Netherlands, the UK, Hong Kong, Singapore and China, where its manufacturing facilities are located. In addition, Amcor has an advanced and progressive in-house R&D and engineering team located in Israel where it has developed numerous patented innovations in design and engineering.

Amcor's strategy and focus was initially on the European market with a concentration in the portable air conditioner area where Amcor today still enjoys a 25%-30% market share. This is due, in no small part, to the fact that Amcor has established significant synergistic partnerships with key air conditioner manufacturers including Carrier and Honeywell as well as with some of Europe's leading retailers.

Today, although still renowned as a global provider, Amcor is firmly entrenched in the US market. Its US operations consist of sales, sales support, customer service and logistics. In addition, Amcor has greatly increased its capacity in the e-business/online space and is currently featured on almost 50 partner sites.

Amcor continues to build momentum with a broad base of customers. As a result of its good name and reputation for developing the highest quality air treatment products on the market, Amcor has consistently built solid partnerships with many well known US retailers including The Home Depot, Circuit City, Target, QVC and also works with numerous other partners as an OEM provider.

### The Air Treatment Landscape

Based on its rich history and heritage in the field, Amcor has an intimate understanding and deep knowledge of air treatment in terms of issues, the latest technologies as well as consumer demands, attitudes and perceptions as they relate to cleaner air.

Consumers today are increasingly working toward achieving a healthier lifestyle through fitness, diet and exercise. Recently however, the topic of cleaner indoor air treatment is also beginning to garner an increased visibility and importance among consumers.

Today, more and more people are aware of the dangers of air pollution, the benefits of controlling the indoor climate for comfortable and relaxed living and the importance of cleaned, purified air for a safe and healthy lifestyle. Amcor cares too and is responding to the desires and aspirations of its global customers by providing an on-going stream of unique, innovative and practical product solutions to help consumers achieve their goal of a healthier living environment.

### Amcor Portable Air Conditioners

When it comes to air conditioners, consumers today not only care about power and performance but also demand advanced design, versatility, cost efficiency and convenience. Based on its industry experience and comprehensive feedback from its retail and end user customers and partners, Amcor's line of portable air conditioners incorporates all of these components and features.

As a result of these dynamic features, Amcor portable air conditioners reflect a new, significant and innovative trend in portable air treatment systems available to consumers today. This is not only evident with regard to competitive portable air conditioning products, but also when compared to the more traditional in-window air conditioners, which can be cumbersome, and full central air conditioning systems, which can be costly.

In addition, Amcor is committed to educating consumers about the portable air conditioner market: what consumers should look for in a portable air conditioner, price points and suggestions to complement existing air treatment systems such as operating a portable air conditioner in a single bedroom at night to save on electricity costs vs. keeping a full central air conditioning system running throughout the house.

In addition, Amcor is expanding the awareness of applications for portable air conditioners which, as a result of improved quality and performance, go well beyond the single room to encompass offices, garages, basements and any other areas.

### Amcor Air Purifiers

Although they have existed for some time, the need for air purifiers and air purification systems is growing as a result of increased consumer awareness. This is largely a result of the elevation of water filtration systems to a more prominent, mainstream presence in the consumer arena.

Amcor is considered to be among the pioneers in the development of air purifiers, creating numerous revolutionary innovations along the way. As a result of its vast, in-market experience, Amcor recognizes that it is important to consistently incorporate the latest, most advanced technologies into air purifiers including HEPA filters, Ionizers and Photo-Catalytic Oxidizers (PCO) all of which Amcor uses to build its line of innovative air purification systems designed to generate the highest level of performance.

In addition to performance and effectiveness, the Amcor Air Purification System also offer consumers additional benefits including design, operational simplicity, overall cost efficiency and trouble free cleaning.

In summary, Amcor is at the forefront of the air purification revolution. They will continue to serve as the vanguard and bring new technology and product advances to market, maintaining the momentum and innovation the industry has come to expect from Amcor.

**About Amcor**

For over 50 years, Amcor has specialized in complete indoor, environmental control. Through its manufacturing and marketing of a world- class range of innovative products, which are naturally sought by a new more demanding consumer. Whether for home or at work, Amcor has the best solutions for your living environment. Through listening to the desires and aspirations of its global customers, Amcor provides an on-going stream of unique, innovative and practical product solutions.

###