

redstone USA, LLC

**Identifying the market,
opening up and occupying permanently!**



**perfectly functioning solutions for
Mold Remediation, Thermal Insulation and Reconstruction after Water
Damage**

Overview

- redstone USA, LLC – company profile
- Facts about problems with mold- and waterdamage
- Facts about Thermal Insulation
- redstone educational offerings
- redstone products
- redstone Marketing- and Sales support for Distributing and Trades
- Common Objectives

redstone - Company Profile

redstone...

- ...is an innovative Manufacturer, professional Distributor and reliable Partner in the building industry
- ...offers a wide range of system solutions in the field of „capillary active building products“ for mold remediation, water damage and insulation problems
- ...has knowledge about product training and sales expertise when it comes to preventing mold growth and reconstructing structures after water damage and mold infestation as well as interior insulation and remodeling of interior spaces
- ...sells exclusively through Distributors
- ...supports the Distributor in sales strategies and active distribution network development
- ...educates and instructs contractors, builders, architects and engineers and supports territorial sales

redstone Overall Concept

Our philosophy:

- Lasting solutions for *healthy and comfortable* living conditions
- *Highly efficient* systems & products
- *Natural environmental-friendly* products, easy handling
- *Accountability* for our representatives, contractors and customers
- Security through *long-term experience* (well-engineered, fault-tolerant systems)
- Comprehensive *consultations, information, clarification* (technical support, seminars, documentations...)

Innovative - Versatile - Responsible

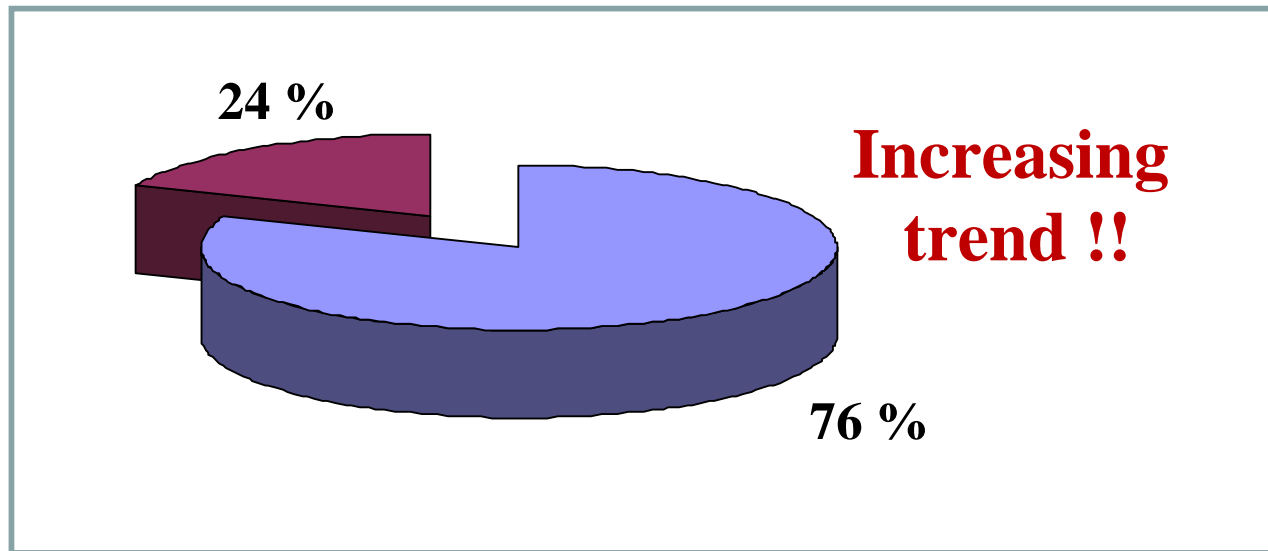
Facts about Mold- and Waterdamage

- one of three living spaces has mold problems
- major issue of dispute between tenant and landlord
- MOLD #1 allergy source
- increasing number of air-tight buildings and homes
- increasing heating and cooling costs lead to Mold infestation
- water damage through hurricanes/ tornados

The Problem

How common is mold in residential buildings?

According to a study, approx. 24% of all households have a massive mold problem in living areas.



How dangerous is mold to humans?

According to the WHO, mold is hazardous to health and can cause intense allergies and illnesses.

What is *Mold* ?

- a **microorganism** of daily life
- spores are **everywhere** in the air ($10^3/\text{yd}^3$, size $\geq 3/1000$ mm)
- 250.000 species (~ 200 in buildings, 5 with **high risk potential!**)



Aspergillus versicolor (400x)



- organic materials are breeding ground (nutrients: wallpapers, gypsum, food)
- can release toxic substances (Mycotoxins)
- can cause allergic reactions, organ damages, cancer (e.g. *Asp.versicolor*)

Facts about Thermal Insulation

- Severe restrictions on CO₂-Reduction
- Increasing Heating/ Cooling costs put pressure on home owners to save energy
- Increasing use of „capillary active building products“
- Consciousness of the „building envelope“ and the „sick building syndrome“
- Tendency: Interior Thermal Insulation

Facts about mold remediation and problems after water damage (...relatively little competition)

Natural Mold Remediation and Interior Thermal Insulation

Healthy reconstruction after water damage

great opportunity

- just a few specialized companies with sophisticated solutions
- little competition
- only a few efficient and well-coordinated products
- just a view companies which solve the problem in its entirety

This results as an opportunity for the trade and craft:

- **Opening of new market potentials**
- **Realization of higher profits**
- **Publicity in a growing market**
- **Distinct differentiation from the competition**



redstone SOLUTIONS

Mold disinfection
+ air sterilization
redstone™ SUS
redstone™ ASN



Reduction of indoor
air humidity
redstone™ WOS



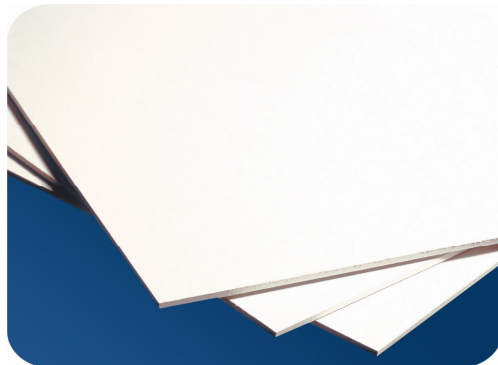
Regulation of indoor
air quality, moisture
reduction, prevention
of mold
redstone MOMA™



Thermal Insulation,
prevention of mold
redstone PURA™



Dry construction/
Renovation board/
reduction of air
humidity
redstone™ MEGA



Improving indoor air
quality, neutralization
of hazardous
pollutants
redstone LUNO™





The Solution

Mold Desinfection:

redstone **SUS & ASN**

(Anti-Mold Spray & Aerosol)



Product available in the U.S. soon - EPA approval in progress.

Features:

- Consists of active oxygen & fruit acids (natural)
(without chlorine, ammonium, alcohol, aldehydes)
- Destroys mold and spores
(deactivates mycotoxins, allergens)
- Skin / health friendly, preserving
(no subsequent venting required)

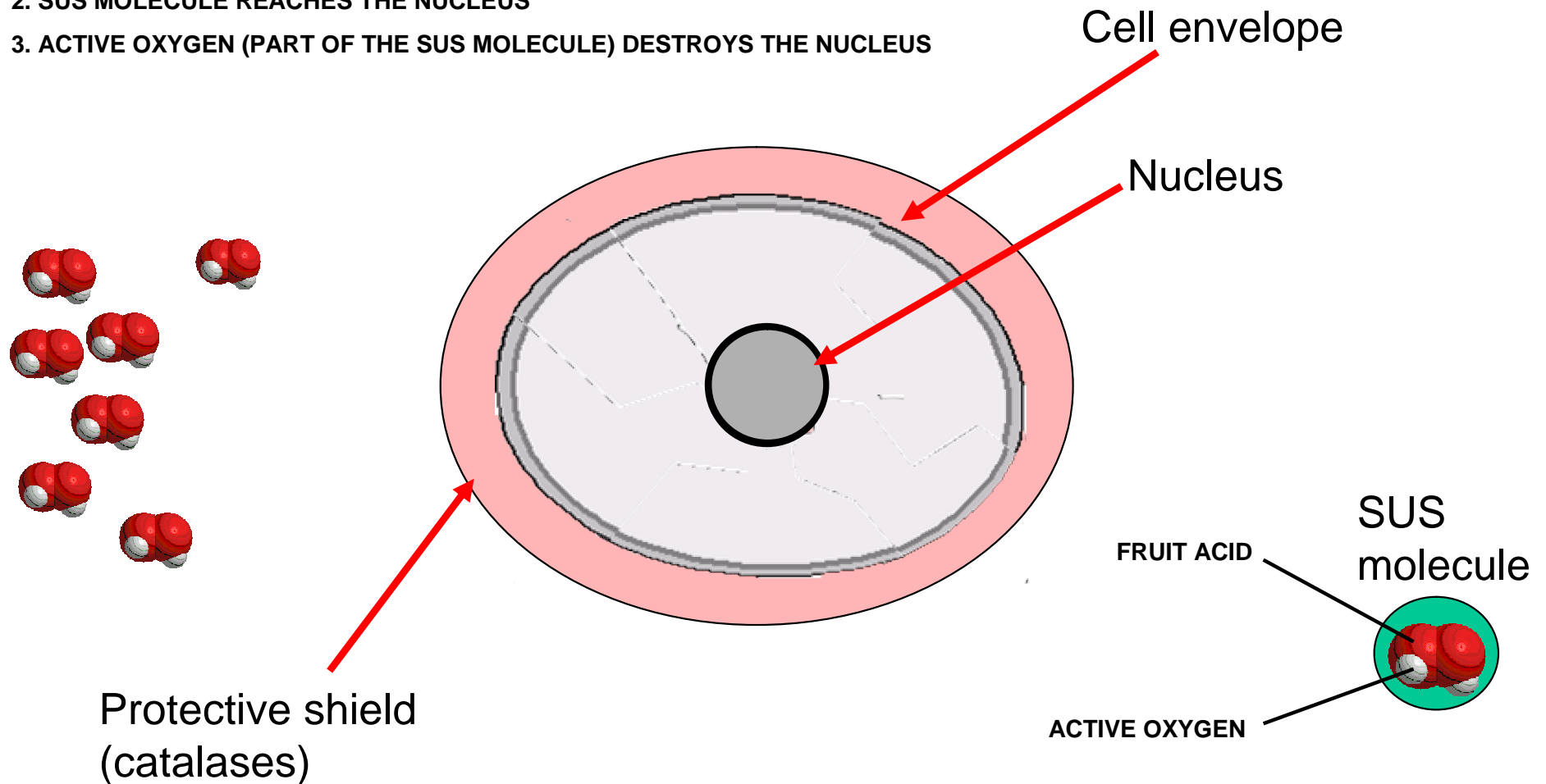
Applications:

- Living rooms, kitchens, bathrooms, basements, attics
- Offices, hotels, restaurants
- Food establishments (for example bakeries)
- Large remediation (for example after water damage)

How does SUS & ASN operate?

Get familiar with the mold cell!

1. FRUIT ACID OPENS THE CELL ENVELOPE FOR THE SUS MOLECULE
2. SUS MOLECULE REACHES THE NUCLEUS
3. ACTIVE OXYGEN (PART OF THE SUS MOLECULE) DESTROYS THE NUCLEUS





The advantage of **redstone™SUS** and **redstone™ASN** in comparison to products based on ammonium compounds, alcohol, chlorine and hydrogen peroxide

Alcohol-based products	Chlorine-based products	Products based on hydrogen peroxide	Products based on hydrogen peroxide with silver ions	Products based on ammonium compounds	<u>redstone™SUS</u> <u>redstone™ ASN</u> Peroxycarbon compounds
<ul style="list-style-type: none"> • destroys mold 	<ul style="list-style-type: none"> • destroys mold 	<ul style="list-style-type: none"> • destroys mold 	<ul style="list-style-type: none"> • destroys mold 	<ul style="list-style-type: none"> • destroys mold 	<ul style="list-style-type: none"> • destroys mold • destroys spores • destroys mycotoxins • destroys allergens
-	-	-	-	-	
-	-	-	-	-	
-	-	-	-	-	
<ul style="list-style-type: none"> • Well-flammable, Air / alcohol mixtures are high-explosive • Alcohol degrades the skin and leads to skin irritations • Alcohol fumes can lead to respiratory irritations and dizziness. 	<ul style="list-style-type: none"> • React with organic material to chloramines and other halogenated hydrocarbons • Releases toxic chlorine gas in contact with acids • Strongly alkaline, can lead to corrosion 	<ul style="list-style-type: none"> • Catalase shell of fungi and bacteria disables large quantities of hydrogen peroxide before entering the cell. <p>Therefore, a very large concentration of hydrogen peroxide must be applied. This makes these products very corrosive.</p>	<ul style="list-style-type: none"> • See hydrogen peroxide. <p>Additionally to hydrogen peroxide silver ions affect some enzymes in mold. Since silver ions being heavy metals are not considered to be biodegradable, they offer a low conservation protection.</p>	<ul style="list-style-type: none"> • Quaternary ammonium compounds degrease the skin and can lead to skin irritation. 	<p>redstone SUS/ASN Peroxycarbon compounds are not being deactivated by catalases. That is why redstone SUS/ASN needs a very low concentration of active substances. The integrated fruit acids act also preservative, and thereby prevents new growth of mold.</p>
!	!	!	!	!	
Easily flammable	Oxidizing Corrosive Toxic	Oxidizing Corrosive	Oxidizing Corrosive	Irritant, hazardous	<ul style="list-style-type: none"> • User-friendly • Non-hazardous • Skin tolerant • Respiratory tolerant • Non-toxic



redstone™ SUS



before



after



redstone™ ASN





redstone™ ASN

before



after



clearly visible !!!



The solution

For high indoor air humidity

redstone™ WOS-System

(Anti Condensation Coating)



How does redstone™ WOS work?

**Physical principle:
Surface expansion & microporous system**

**1 yd² of 1/16" thickness has an
active surface of
12,000 yd²**

HOW ???

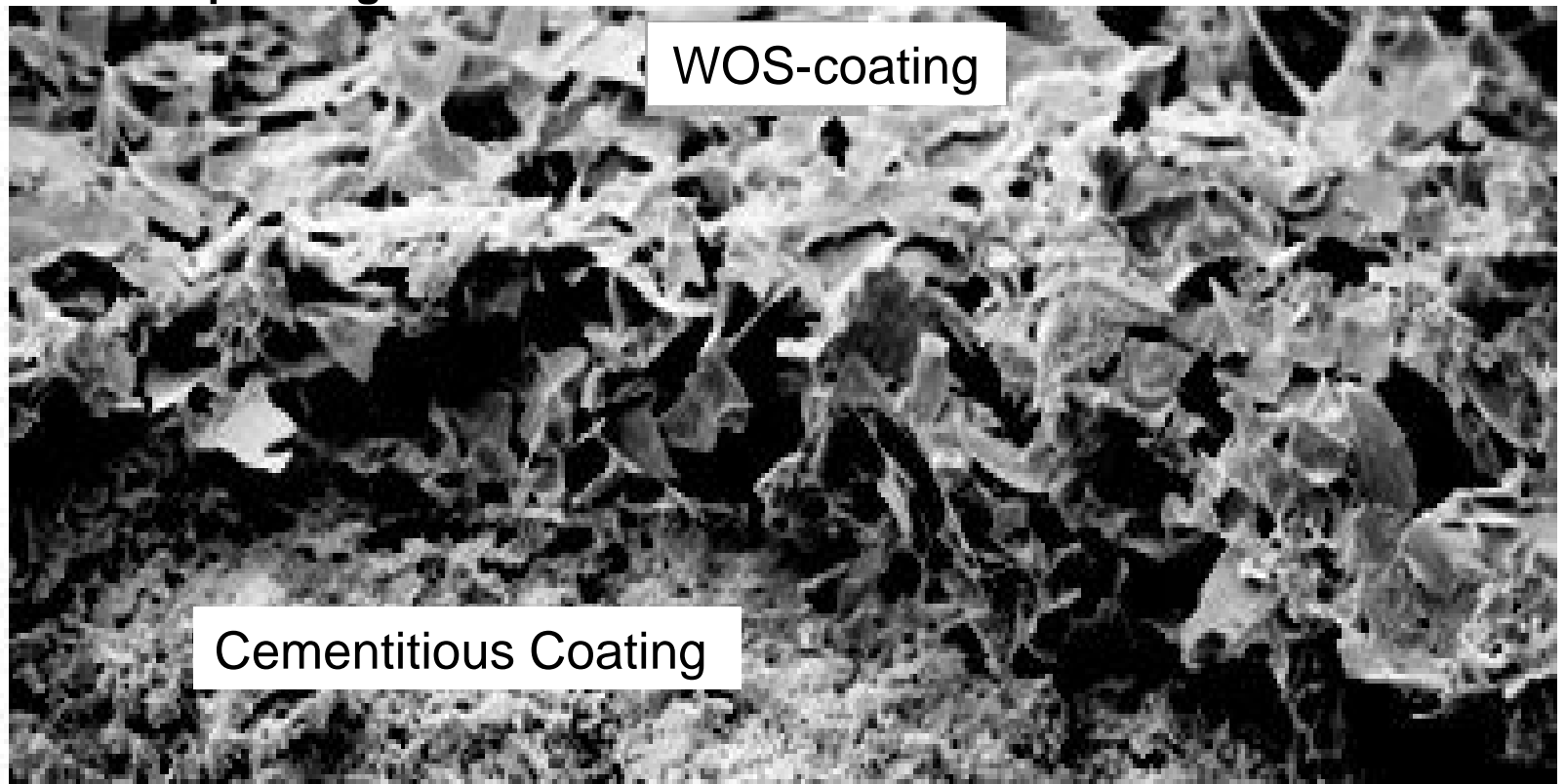


redstone™ WOS

Due to its capillary **microporous structure** **redstone™ WOS** quickly absorbs large amounts of moisture.

Moisture is **embedded in micropores** and quickly evaporates during **ventilation !**

Microscopic image



Further advantages of the redstone™ WOS mold protection-systems:



- used in the food industry
- environmentally friendly, contains no CFC's
- healthy, comfortable room climate



redstone™ products



Capillary Active means: handling unpreventable indoor air humidity – not only vaporized but also in a liquid state **double security** →

redstone™ products (characteristics 1)

- **All redstone™ Insulation and Building products are open to diffusion and capillary active**
- **The redstone™ accessories are capillary active, too!**
 - redstone™ Special Adhesive S, redstone™ Primer, redstone™ Filler
 - redstone™ WOS Anti-Condensation-Coating
 - redstone™ Clay Plaster Finish

Some details:

- no primer necessary on board surface before application of adhesive
- no problems with application on surfaces containing gypsum

- **All-in-one Solutions**

seminars/ presentations, on-site consultation, calculations/ simulations, consultation during construction, training sessions for interns, etc.

redstone™ products (characteristics 2)

- Reliable and physically correct solutions for every problem
(in the redstone™ subject area)
- Possible: mineral-insulated surfaces with highly mechanical stability
- No negative impact of load handling, if necessary
(shelves, cabinets etc.)
- Patented Systems
- combined application of various redstone™ systems possible
(PURA, MEGA, MOMA, etc.)



The Solution

Where other materials fail

Mold Prevention:

redstone MOMA™

(Calcium Silicate Insulation Boards)



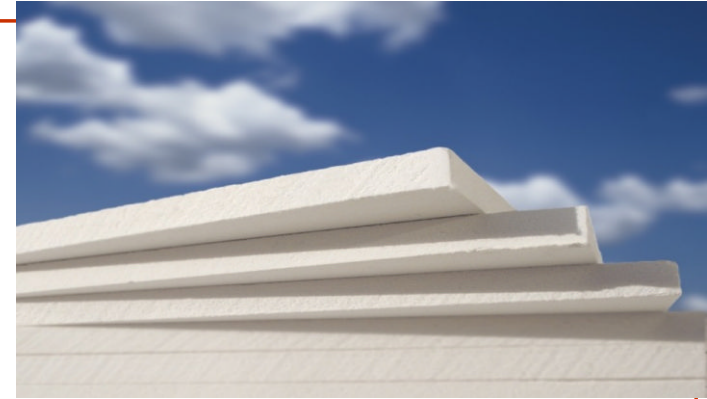
Mold prevention through capillary active interior insulation



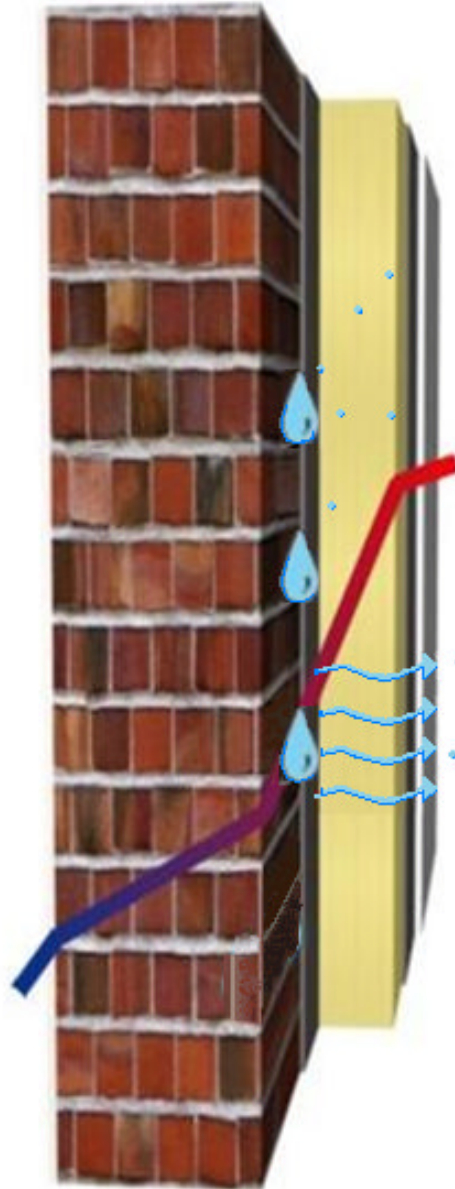
- thermal insulation (r-value = 2.33)
- capillary active, condensation buffer
- climate / moisture regulating
- moisture / mold resistant
- highly alkaline ph = 10.5
- easy processing
- biologically recommended
- non combustible

System components:

- redstone MOMA™ (CaSi-boards)
- MOMA wedges
- MOMA Reveal boards
- redstone™ Special Adhesive S
- redstone™ Filler
- redstone™ Primer



Mold prevention through capillary activity:

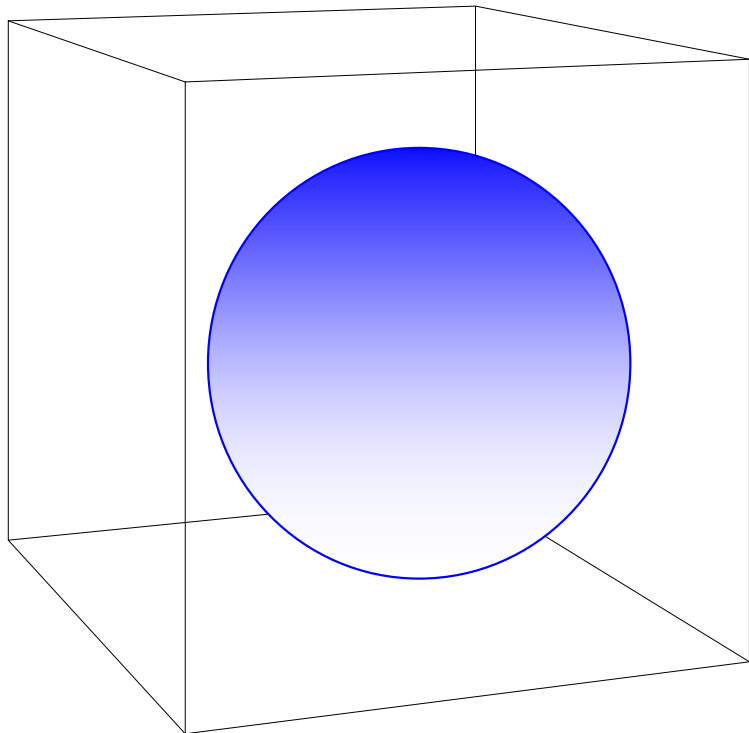


- 1. Vapor diffusion**
(penetrating humidity)
- 2. Condensation**
(passing below dew point)
- 3. Capillary water transport**
(to surfaces, evaporation)

redstone

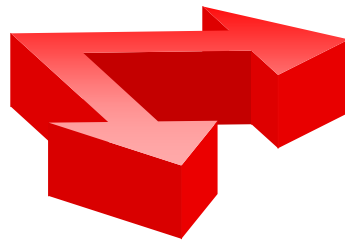
Condensation due to air cooling (1 yd³)

68°F



0.61 oz

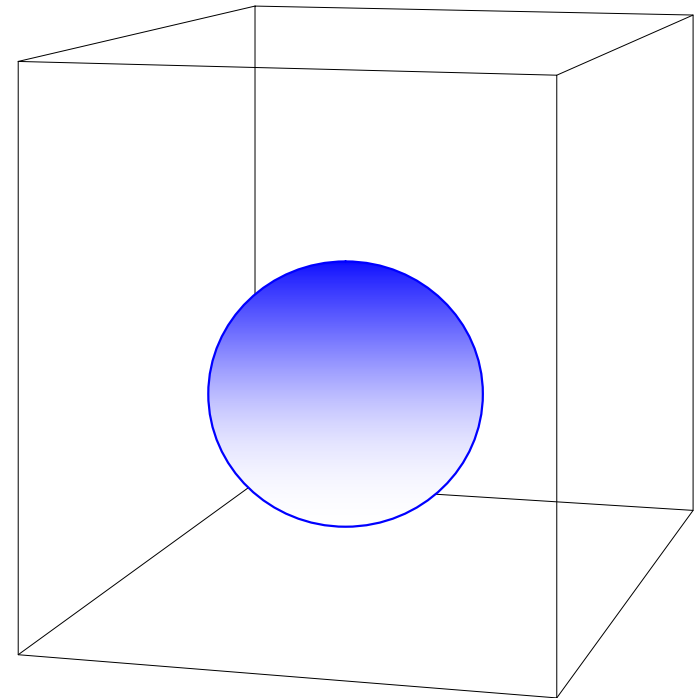
COOLING



0.44 oz

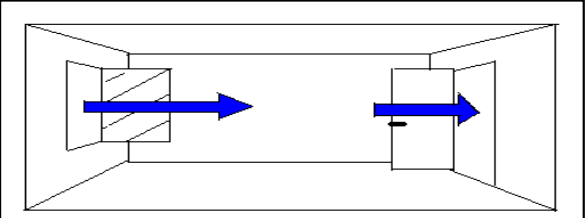
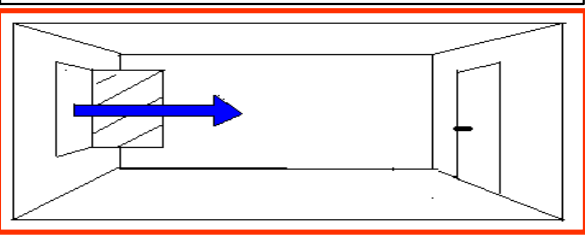
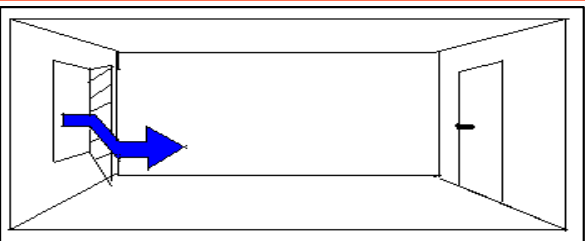
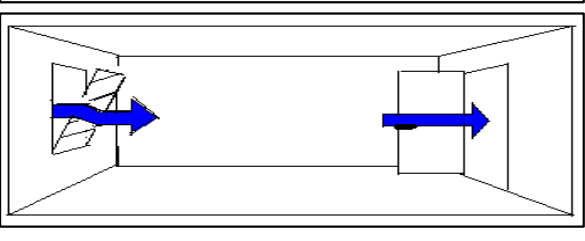
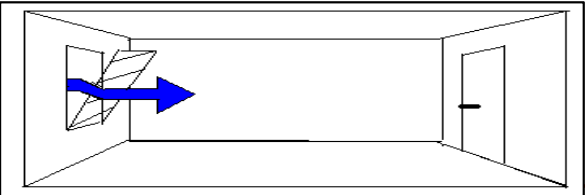
CONDENSATE

32°F



0.17 oz

Types of natural ventilation

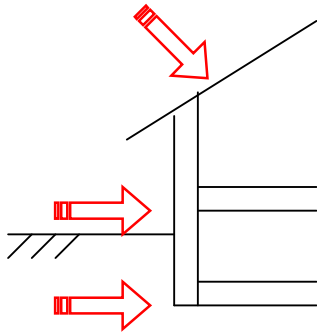
Effect of natural ventilation	Type of ventilation Window placement	Approx. duration of ventilation in order to achieve an air change
	<p>Window completely open Door across open Cross-ventilation</p>	<p>1 to 5 minutes</p>
	<p>Window completely open Door closed</p>	<p>5 to 10 minutes</p>
	<p>Window partially open Door closed</p>	<p>10 to 15 minutes</p>
	<p>Tilt Window Door across open Cross-ventilation</p>	<p>15 to 30 minutes</p>
	<p>Tilt Window Door closed</p>	<p>30 to 60 minutes</p>

LIVING without MOLD

Causes for moisture within a building

1. Moisture penetrating from the outside

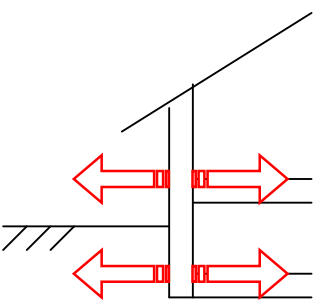
- Rain, snow, ice
- Driving rain
- Splashing water
- Surface water
- Facades- /Roof defects
- Soil moisture
- Dammed up leakage water
- Standing leakage water
- Pressuring water
- Damaged / missing insulation



The diagram shows a cross-section of a building's exterior wall and roof. A red arrow points down from the roof, indicating rain or snow. Two other red arrows point horizontally from the left towards the wall, representing driving rain or surface water. The wall is shown with multiple layers, and the ground level is indicated by a hatched line at the bottom.

2. Moisture within structures

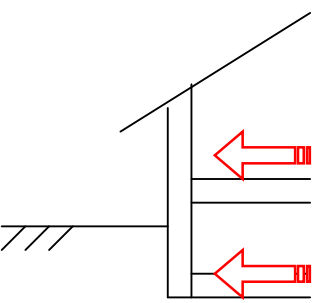
- Damage / water damage
- Leakage in pipes
- Humidity in new constructions
- Installation humidity
- Residual moisture in structures



The diagram shows a cross-section of a building's exterior wall and roof. Two red arrows point horizontally from the left towards the wall, representing driving rain or surface water. Two other red arrows point horizontally from the right towards the wall, representing moisture within the structure or leakage from the interior. The wall is shown with multiple layers, and the ground level is indicated by a hatched line at the bottom.

3. Interior moisture

- Hygroscopic moisture
- Vapor diffusion
- Condensation
- Capillary condensation



The diagram shows a cross-section of a building's exterior wall and roof. Two red arrows point horizontally from the right towards the wall, representing moisture within the structure or leakage from the interior. The wall is shown with multiple layers, and the ground level is indicated by a hatched line at the bottom.

LIVING without MOLD

Flaws in Building Physics

THERMAL BRIDGES

humidity related
Thermal Bridges

convective
Thermal Bridges

Thermal Bridges
air mass flow related

Thermal Bridges
material related

geometrical
Thermal Bridges

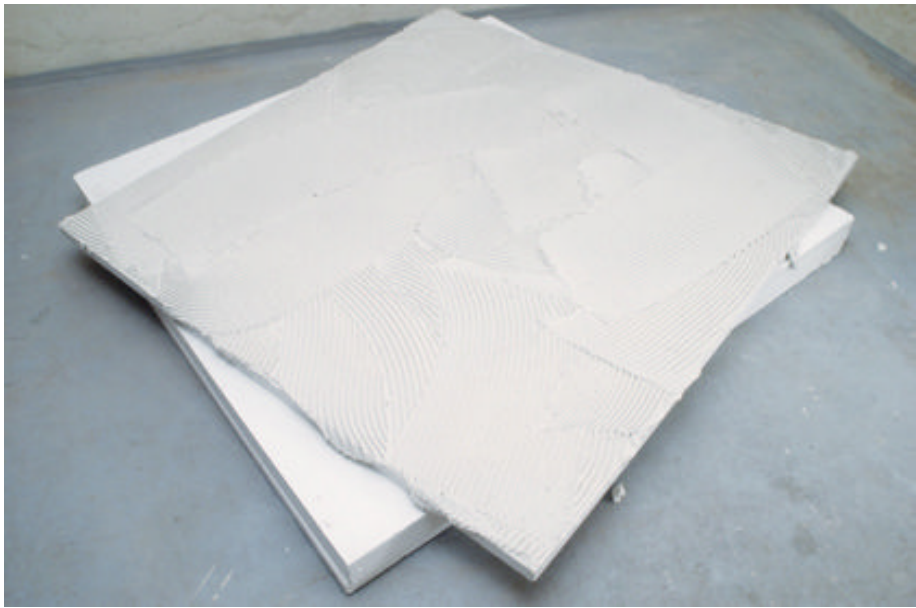
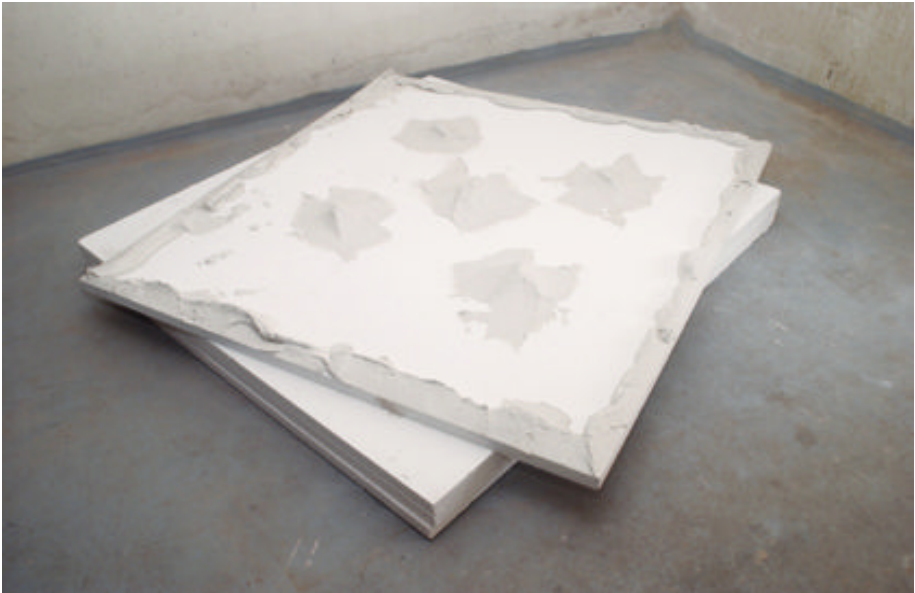
redstone

redstone MOMA™



redstone

redstone MOMA™



redstone

redstone MOMA™



System compatible finishes:

Basic principle: Permeable / Alkaline

- Fabric covering
- *redstone™ WOS* Anti Condensation Coating
- Paint (silicate, calcium carbonate, clay,...)
- Plaster (silicate, calcium carbonate, clay,...)
- *redstone LUNO™* (catalytic interior plaster)
- Paper / textured wallpapers
- Ceramic tiles



The Solution

Thermal protection via interior insulation

Capillary Active Insulation

redstone PURA™

(thermal insulation of walls & ceilings)



- **Standard interior insulation**
- **Hydrophilic mineral insulation board**
calcium carbonate (lime) and sand
(capillary active, climate regulating, non-flammable,
moisture-/ mold resistant, highly alkaline ph=9.5)
- **Homogeneous structure, easy processing** (no
framing or furring necessary, vapor retarder)
- **R-value=6.11/ 2"** (Heat conductivity = 0.042 W/mK)
- **Size: 1'-11" x 1'-3" Thickness: 2", 3-1/8"**
- **Application areas: walls & ceilings**
- **Elaborate system accessories / documentation**
(Manuals, Processing instructions, ...)
- **Non combustible**

Areas of application:

- **Masonry / concrete / ICF / brick walls**
(Exterior walls/ Interior walls adjoining unconditioned rooms)
- **Concrete ceilings and roofs** (Flat roofs, ceilings adjoining unconditioned rooms)
- **Connection areas and thermal bridges** (Window / door reveals, niches, connection areas...)

Processing - redstone PURA™



unwrap boards



**cut into size via
panel saw (for ex.)**



apply adhesive



**apply with
notched trowel
(entire surface)**

redstone PURA™

Processing - redstone PURA™



Pura board with adhesive.....



**to be set to wall
and.....**



**adjusted.....
(horizontal)**



redstone PURA™

Processing - redstone PURA™



Receptacles /Pipes/ Conduits



redstone PURA™

Processing - redstone PURA™+ redstone™ MEGA



cut.....



.....apply.....



adjust !



vertically !!!



The solution

Moldfree dry-construction / Interior finishing

Mold Resistant dry-construction and lining:

redstoneTM MEGA

(high density calcium silicate board)

High density, moisture resistant calcium silicate board

Areas of application:

- dry-construction and remodeling from basements to attics
- metal / wood studs
- walls, roof, suspended ceilings...
- remediation board system in case of moisture / salt problems
- in combination with
 - redstone THIN™
 - redstone PURA™

Features:

- natural mineral, ecological
- mold resistant, ph = 10.5
- suitable for moist rooms
- capillary active, climate regulating
- non-flammable
- very sturdy and resilient
- easy handling



redstone™ MEGA

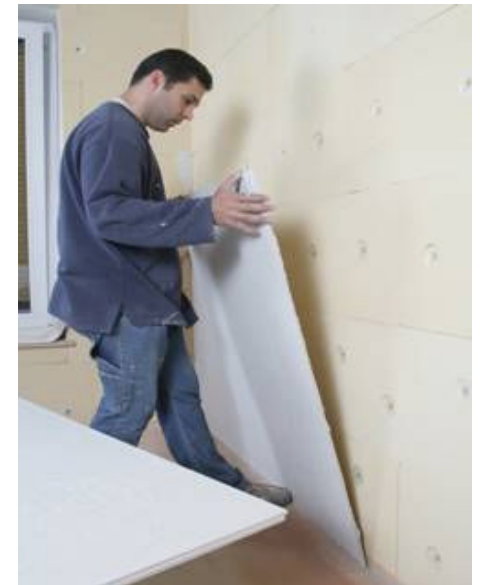
1.) Application on redstone™ PURA (see pictures):

- Prime redstone PURA™ board
- Adhere redstone™ MEGA board onto redstone PURA™

2.) Dry construction / interior application:

- On wood or metal studs
- Screwing, stapling or nailing

For technical details see: www.redstone-usa.com



The Solution

Active air purification by:

redstone LUNO™

(catalytic plaster to improve
indoor air quality)

Healthy indoor climate

Influencing variables for a comfortable indoor climate:

- 1.) Air temperature: 68 – 75 °F
- 2.) Humidity: 45 - 55 % rel. humidity
- 3.) Air movement: ≤ 8 inches / sec
- 4.) Air purity: Free of mold, VOC's, nicotine, formaldehyde and other harmful substances
- 5.) Indoor surfaces: 61 – 68 °F

Building materials: natural, free of pollutants, climate regulating, moisture and mold resistant

The Problem

- People, building materials and furnishings constantly release odors and pollutants into the air
- Allergies are the no.1 endemic disease („Sick-Building-Syndrome“)
- Prevention is only conditional

VOC	Origin	Effects
Formaldehyde	carpets, textiles, chipboards, cigarettes, adhesives, colors	carcinogenic, allergy causing, irritates eyes, skin, respiratory tract
Cyclohexane	wallpaper, flooring, colors, insulation materials, sealers	irritates eyes, skin, respiratory tract, causes headaches, nausea, dizziness
Propanol, Butanol	colors, varnishes, cleaning- and disinfecting-products, mildew	irritates eyes, skin, respiratory tract, causes headaches, nausea, dizziness
Terpene	wood products, bio-paints, adhesives, cleaning products, polishes	allergy causing, irritates eyes, skin, respiratory tract
Benzol, Toluol	cigarette smoke, adhesives, varnishes, solvents, exhaust fumes	toxic, irritating, carcinogenic, mutagenic
Carbo- / Nitrogenoxide	exhaust fumes, industrial fumes	causes headaches, nausea, dizziness

What is redstone LUNO™ ?

- **self-cleaning plaster** for interior use
- improves indoor air quality by **catalytic air purification** (degradation of pollutants, mold and respirable dust, neutralization of odors)
- no decrease in **long-term catalytic performance**
- **green product** (ecofriendly, non-toxic composition)
- **easy handling**

Technical Data:

- Color: White
- Grain size: ≤ 0.1 inch
- Non-combustible
- Basic material: Perlite (volcanic mineral)
- Active agent: Titanium Oxide (TiO_2)

System Components: redstone LUNO, redstone Primer



redstone LUNO™

application field of Titanium Oxide

Today:

- food, toothpaste, cosmetics, textiles
- UV blocker in sunscreen
- drugs (brightener in pills)
- catalysts, flue gas filter (industry)

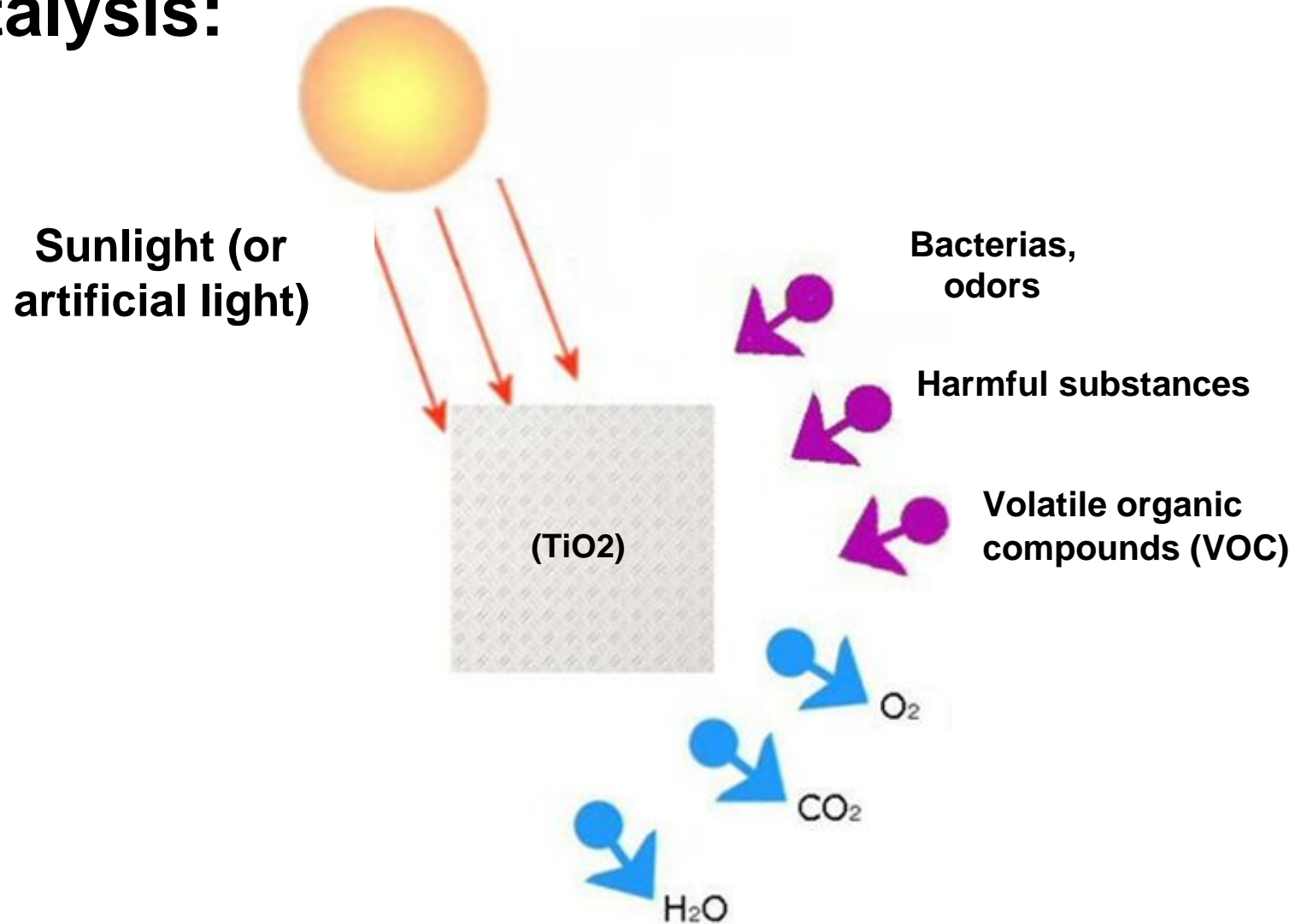
Tomorrow:

- exterior/interior paint
- street and pavement surfaces (cobblestones)
- interior- and exterior plaster, roofing

... for indoor and outdoor air purification!!!!

How does LUNO work?

Photocatalysis:



How to apply LUNO?

Fields of application:

- for depollution, air purification, odor neutralization in all areas of residential, commercial and industrial premises
- application on all mineral surfaces (walls, ceilings, plasters, calcium silicate, concrete, lime, cement, gypsum...)

Easy to handle:

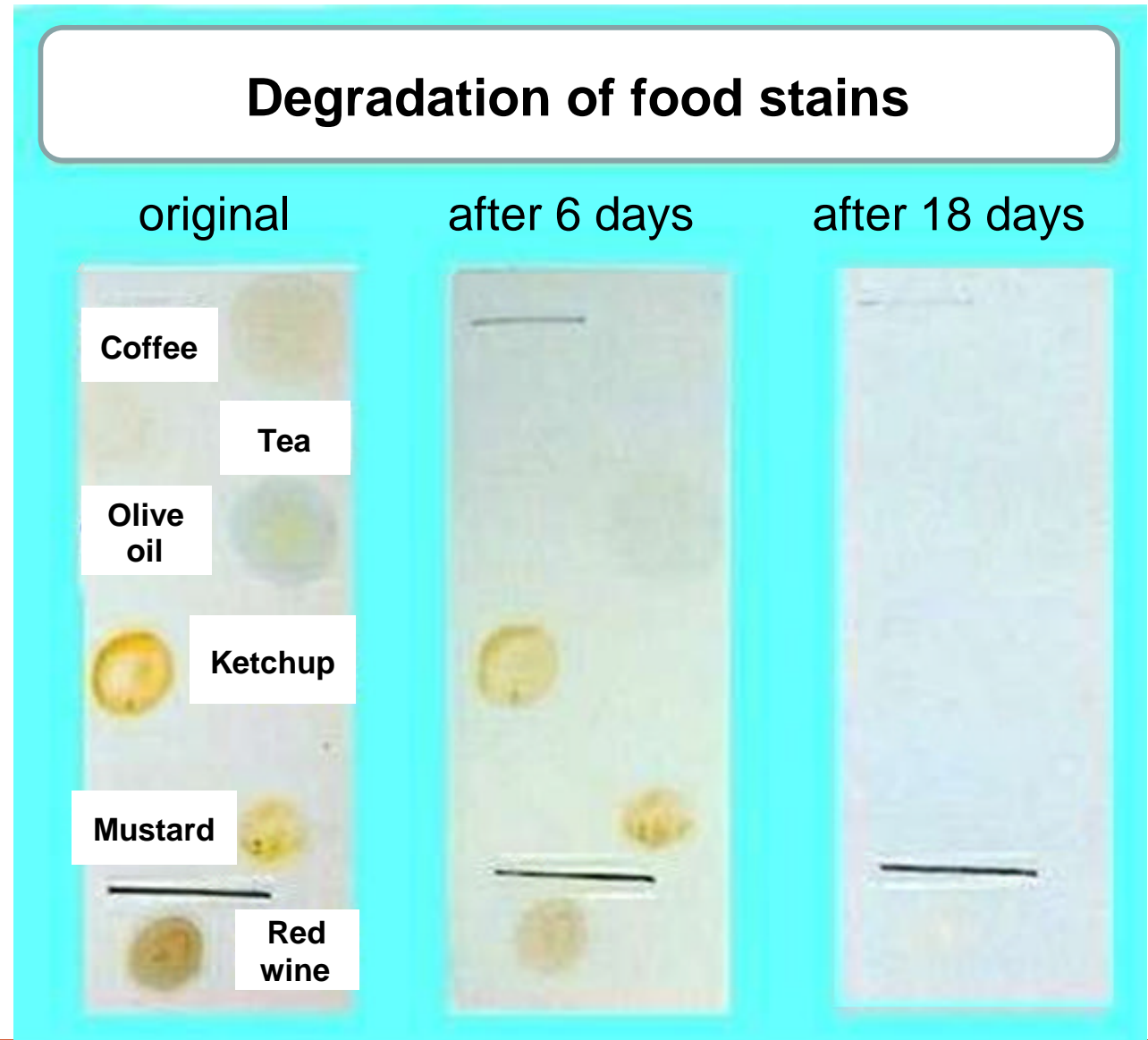
- on solid, dry, stable, clean mineral surfaces (remove wallpapers / coatings), prime chalking and absorbing surfaces with **redstone Primer**
- mix with water
- apply **LUNO** (3/32" thick = grain size)
- level and texture the fresh surface

Do not apply additional coatings (paint, plaster etc.) to allow for unlimited catalytic process!

Healthy Air – Fresh Look – LUNO

Effectiveness of LUNO

Example
Self-cleaning:



LUNO - SCIENTIFIC TESTS

FRAUNHOFER INSTITUTE FOR BUILDING PHYSICS, GERMANY

TESTED FOR DECOMPOSITION OF:

- TOBACCO/ NICOTINE
- VOC's
- FORMALDEHYDE
- AROMATIC COMPOUNDS

INSTITUTE CEMENTA RESEARCH, SWEDEN

TESTED FOR DECOMPOSITION OF:

- NICOTINE
- BUTANOL
- AMMONIA

UNIVERSITY OF HANNOVER – INSTITUTE FOR NANOTECHNOLOGY

TESTED FOR DECOMPOSITION OF:

NITROGEN OXIDE (NO_x)

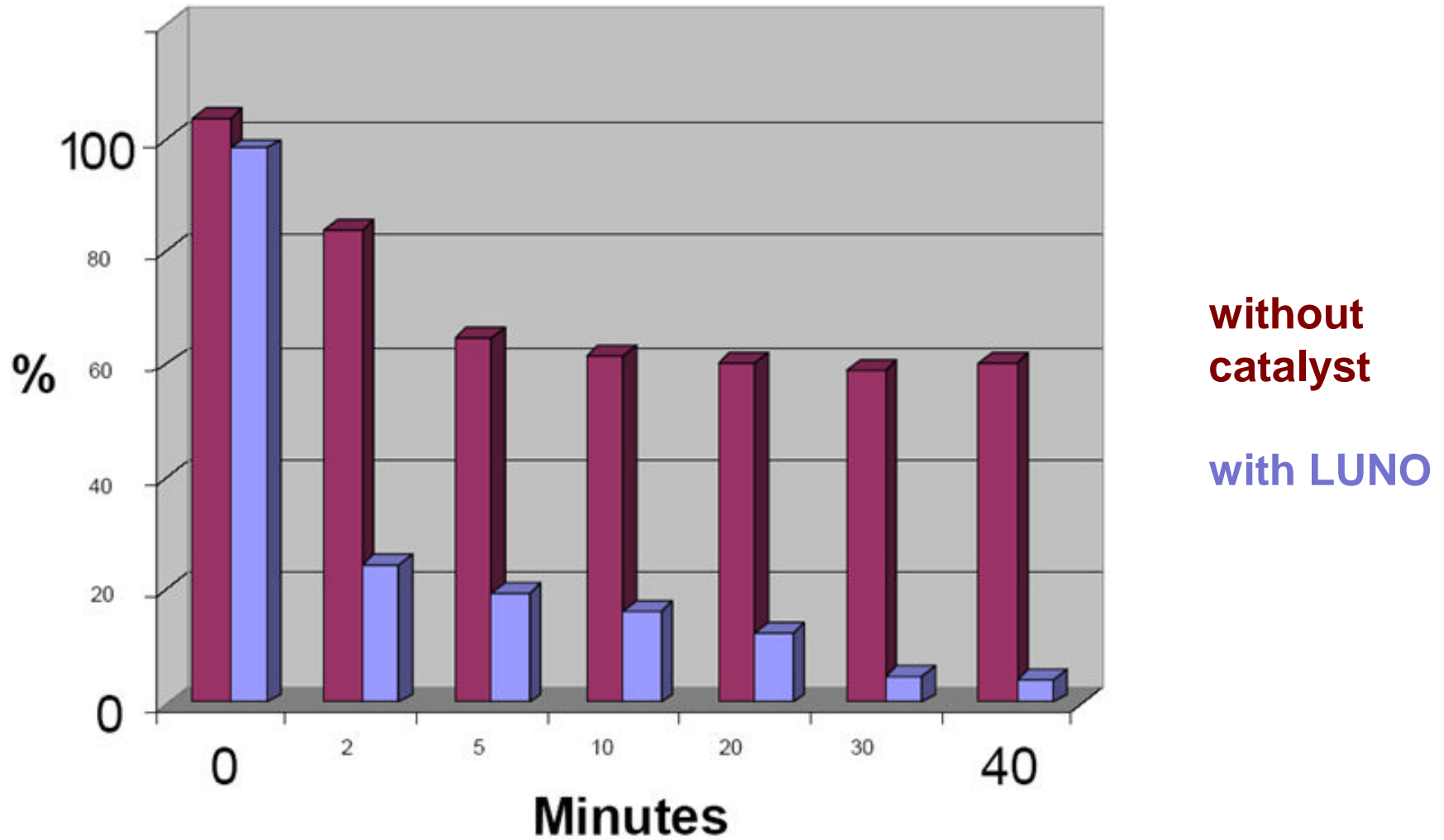
UNIVERSITY OF STUTTGART – SCIENTIFIC INSTITUTE FOR PIGMENTS AND COATINGS

TESTED FOR DECOMPOSITION OF:

- ISOPROPANOL
- ACETONE

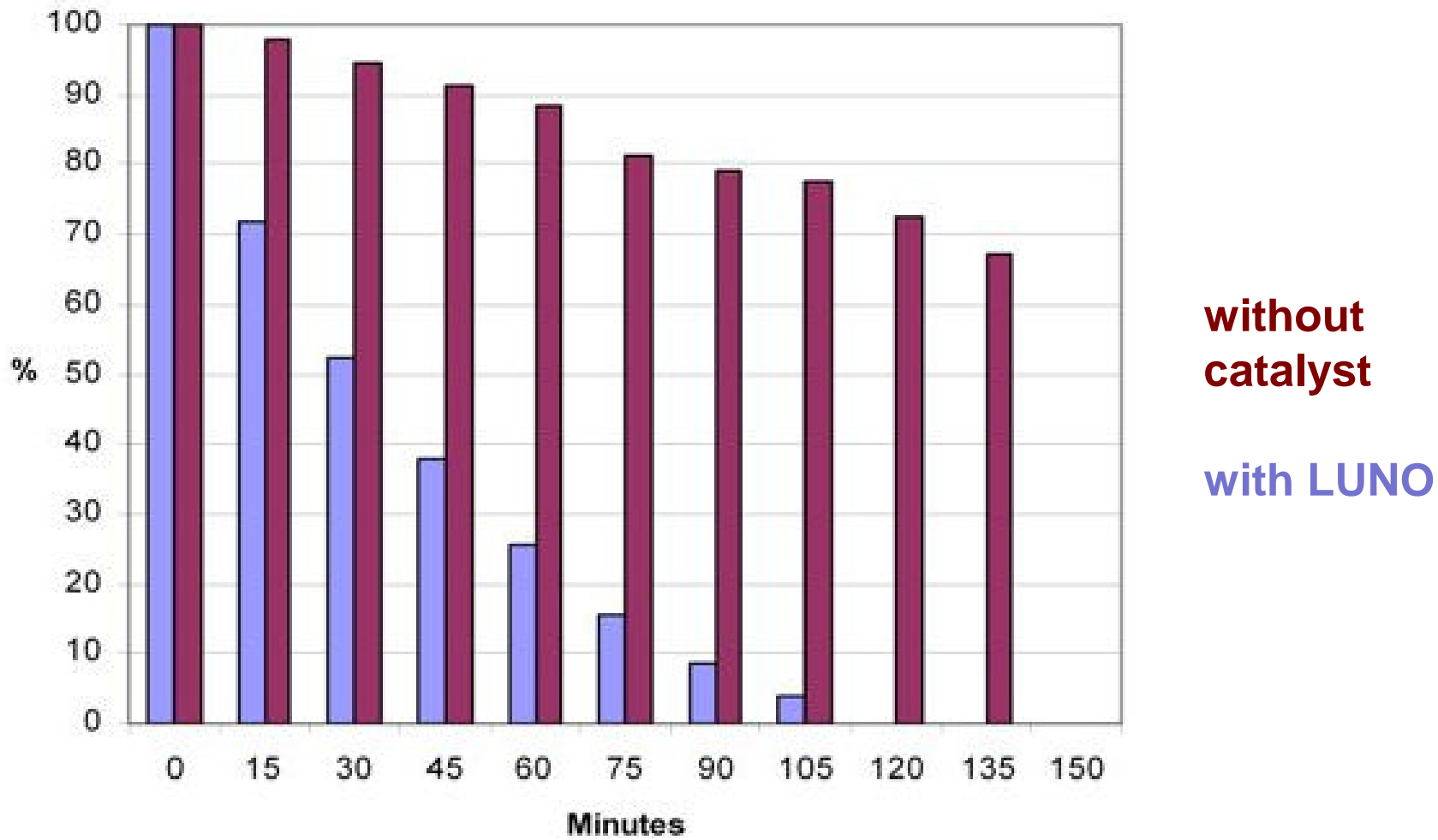
Effectiveness of LUNO

Example: degradation of formaldehyde



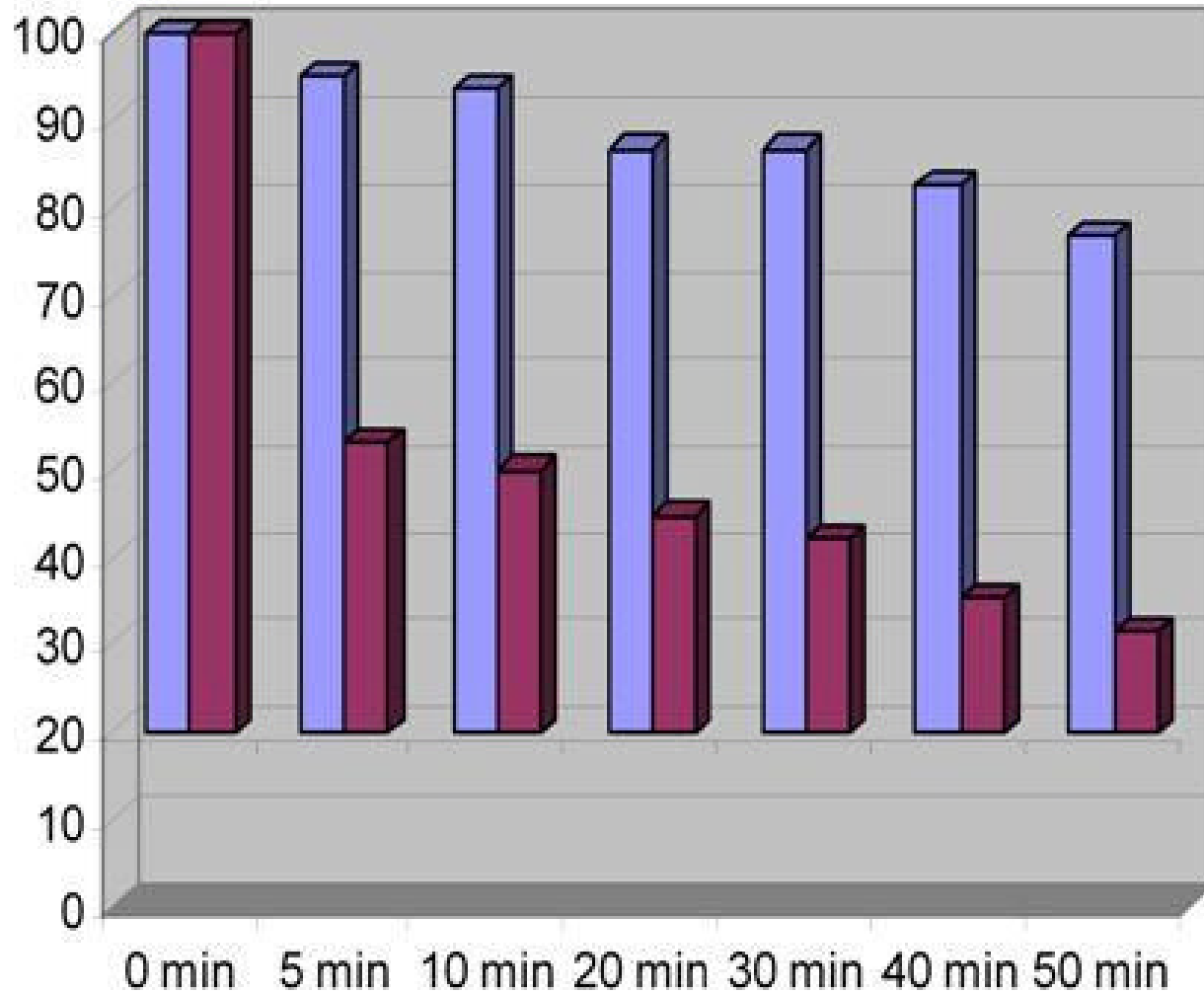
Effectiveness of LUNO

Example: degradation of nicotine



Effectiveness of LUNO

Example: degradation of ammonia



without catalyst

with LUNO

Effectiveness of LUNO

Reduction of VOC's – added substances

VOC mixture by Molhave + Formaldehyde

Isopropanol

1-Butanol

Formaldehyd

Pentanal

Hexanal

2-Butanon

3-Methyl-2-butanon

3-Methyl-2-pentanon

n-Butylacetat

Ethoxyethylacetat

n-Hexan

n-Nonan

n-Decan

n-Undecan

Cyclohexan

1-Octen

1-Decen

alpha-Pinen

m-Xylol

Ethylbenzol

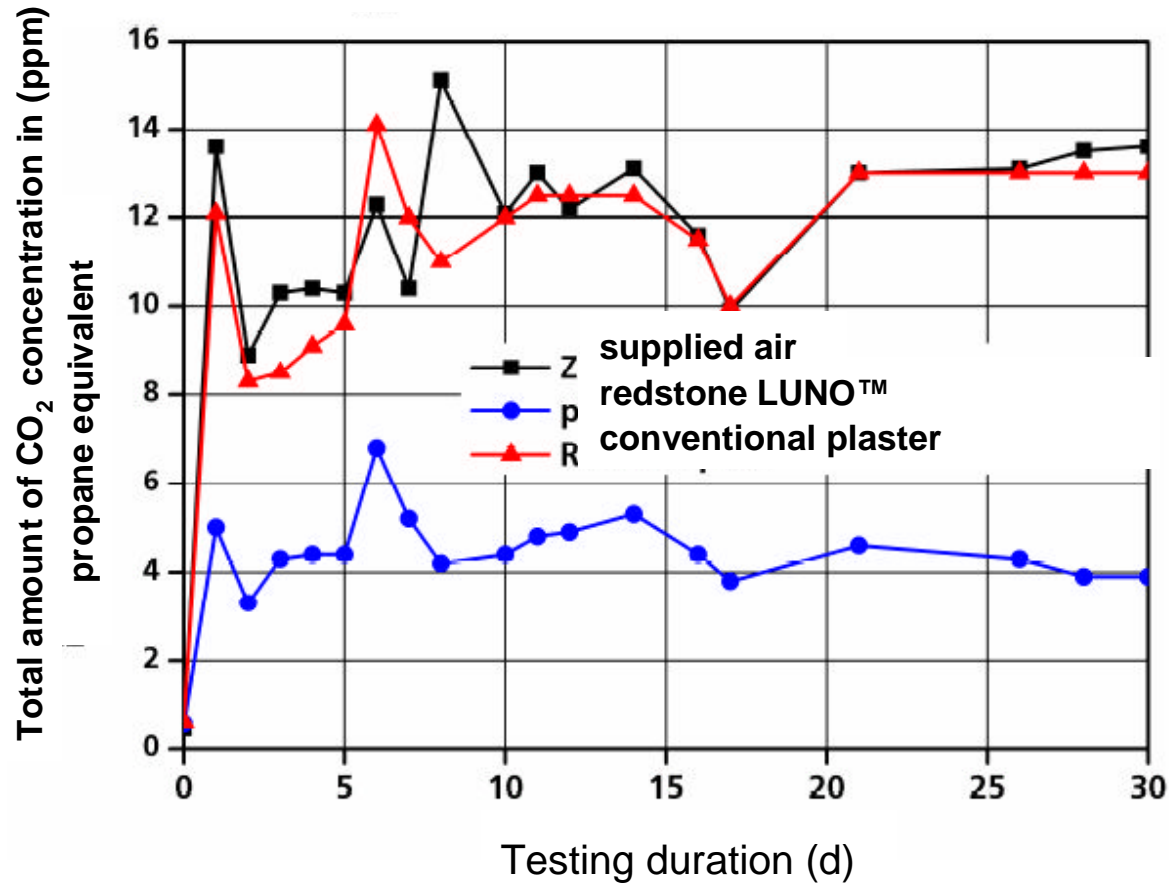
1,3,5-Trimethylbenzol

n-Propylbenzol

1,2-Dichlorethan

Effectiveness of LUNO

Reduction of the VOC level



Archivierungsaugstein



LUNO Documentation

ANALYSIS OF THE DECOMPOSITION OF POLLUTANTS (MVOC - MOLD)

Chem. Substance	Duration	1 d	2 d	3 d	16 d	30 d
		Substance concentration supplied air / Test chamber exhaust air (ug/m3)				
1-Octen	supplied air	172.7	6.4	6.7	6.3	10.2
	conventional plaster	127.2	5.9	4.9	7.4	9.5
	redstone LUNO™	9.6	2.5	3.5	4.4	4.2
Butylacetat	supplied air	2323.6	585.4	580.6	512.4	922.3
	conventional plaster	6724.4	364.7	279.7	697.1	832.5
	redstone LUNO™	80.1	4.1	6.7	12.2	12.3
Pentanal	supplied air	140.4	6.9	4.5	4.8	10.6
	conventional plaster	55.9	6	0.6	7.1	10.5
	redstone LUNO™	1	0.2	0.3	0.3	0.3
4-Methyl 2-Pentanon	supplied air	179.1	6.4	6.6	6.5	11
	conventional plaster	54.2	4.6	1.4	8.6	9.5
	redstone LUNO™	0.9	0.4	0.4	0.4	0.4
3-Methyl 2-Butanon	supplied air	35.2	3.8	3.7	1.9	4.8
	conventional plaster	24.4	3.4	0.3	3.3	4.5
	redstone LUNO™	0.5	0.2	0.2	0.2	0
Butanol	supplied air	1636.2	73.8	77.4	62.5	105
	conventional plaster	271.4	59.1	39.3	87.1	99.9
	redstone LUNO™	29.1	8.3	9.7	11.1	9.1

Conventional Plaster

1/8 inch

redstone luno - photocatalytic Plaster

1/8 inch



LUNO Documentation

ANALYSIS OF THE DECOMPOSITION OF POLLUTANTS (NICOTIN)

Chem. Substances	Duration	1 d	2 d	3 d	16 d	30 d
	Total CO2 Concentration Propane equivalent					(ppm)
supplied air		13.6	8.9	10.3	11.6	13.6
conventional plaster		12.1	8.3	8.5	11.5	13
redstone™ LUNO		5	3.3	4.3	4.4	3.9

Chem. Substances	duration/ min	5	10	20	30	40
Ammonia						
	ug/absolute					
	conventional plaster	645	636	588	588	561
	redstone™ LUNO	324	314	299	240	209
	mg/m3					
	conventional plaster	496.2	489.2	452.3	452.3	431.5
	redstone™ LUNO	249.2	241.5	230	184.6	160.8
	%					
	conventional plaster	95.1	93.8	86.7	86.7	82.7
	redstone™ LUNO	47.8	46.3	44.1	35.4	30.8
Formaldehyde						
	ug/absolut					
	conventional plaster	12.21	11.67	11.39	11.15	11.39
	redstone™ LUNO	2.82	2.79	2.69	1.85	1.93
	mg/m3					
	conventional plaster	9.39	8.98	8.76	8.58	8.76
	redstone™ LUNO	2.17	2.15	2.07	1.42	1.48
	%					
	conventional plaster	64.6	61.7	60.3	59	60.3
	redstone™ LUNO	14.9	14.8	14.2	9.8	10.2

conventional plaster	1/8 inch
redstone™ LUNO - photocatalytic plaster	1/8 inch

redstone

The Solution

Space saving interior insulation

redstone THIN™

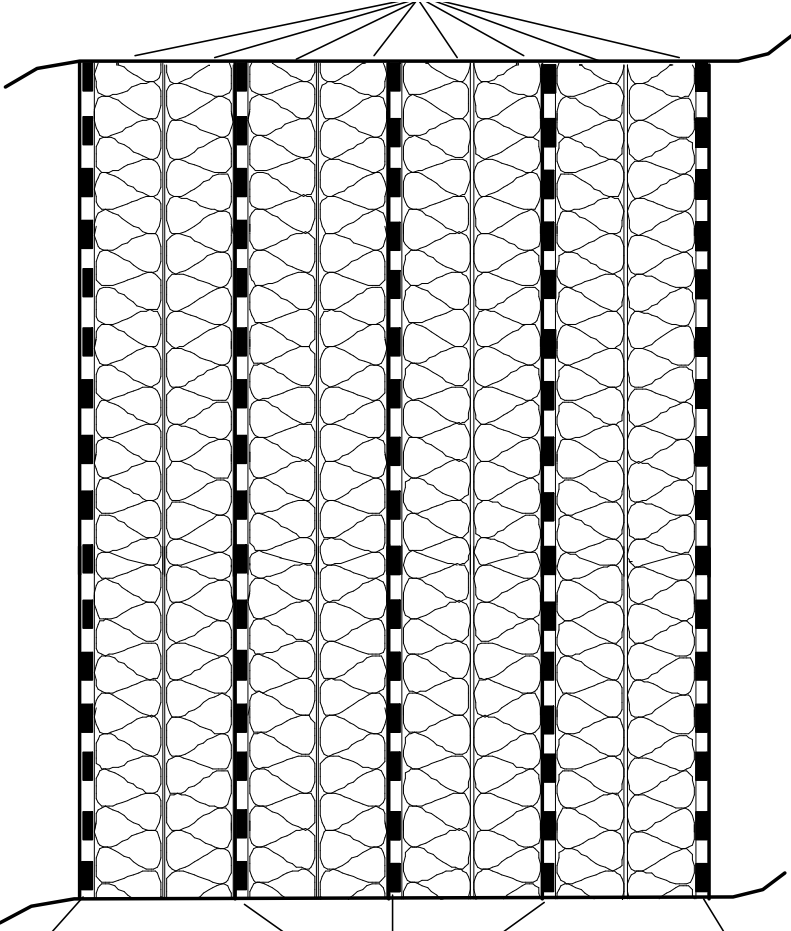
Highly effective thermal insulation
for dry construction / interior remodeling





redstone THIN™

inside 8 HDPE air bubble
 films (permeable) outside



Aluminum laminated HDPE film
Fiber mesh reinforced

3 x Aluminum foil
(permeable)

Aluminum laminated HDPE film
Fiber mesh reinforced,
(non-permeable)

Intelligent insulation - redstone THIN™:

- **Heat transfer (Transmission)**
8 highly insulating HD-PE-air-pocket film prevents transmission-heatloss.
($\lambda = 0.022 \text{ W/mK} \rightarrow r\text{-value} = 16.51$)
- **Heat radiation (Radiation)**
5 high density metallized films reflecting 95 % of heat radiation and shield against rays, waves and fields.
($\lambda = 0.012 \text{ W/mK} \rightarrow r\text{-value} = ???$)
- **Wind- and vapor-tight (Vapor barrier)**
The room sided film is wind / vapor-tight, water condensation and convection are reliably prevented this way.

The intelligent space-saving wonder for dry construction / interior remodeling

extremely high insulation ($\lambda = 0.012 \text{ W/mK}$) - R-value: 16.2

- very thin (1"), very light (0.1 lb per ft²)
- one product for insulation and vapor barrier

easy to process (easy cut to size, fiber / dust free)

- very flexible (capable of adjusting to any structure)
- skin / health friendly, food safe (HD-Polyethylene)

Shielding against "Electric-Smog"

- free of toxic materials (CFC's)
- no moisture absorption, vapor-tight

Ideal for:

- Stud walls, suspended ceilings
- Wood rafters and joists
- Concrete walls and ceilings...



redstone™ Marketing- and Sales support for Trade and Craft

- Seminars / Presentation/ Staff-education
- Marketing-Tool for Trades
- In-House (Distributor) Trade Shows for customers
- Roll-Up's / Displays / Exhibits / Brochures / Samples/ Construction Signs etc.
- joint visit of regional Trade Shows
- Internet/ Webpage
- Public Relation (PR)
- Participation in marketing campaigns
 - Advertizing
 - PR-Advertizing
 - Newspapers/ Magazines
 - Mailings
- Support through redstone™ sales force / technical department



redstone™ Marketing

(examples)

Brochures for
„Mold Remediation“-„Thermal Insulation“-„Active Plaster“



redstone

redstone™ Marketing

(examples)

Advertizing in Newspapers and Magazines

Da blüht Ihnen was...
Bei Schimmelpilz im Haus: Muff,
Flecken, weniger Wohnwert,
mehr Erkrankungen. Gesunde
Lösungen bringen Maler Müller
GmbH und die innovativen
Baustoffe von redstone: gekonnt,
gesund und günstig.
Tel.: 01234 - 12345



**Herzlich Willkommen zum Infotag
bei Mustermann Baustoffe**

Schimmelpilz in Haus oder Wohnung?!
Er ist Allergieauslöser Nr.1 und schwächt auf Dauer Ihr Immunsystem
und die Bausubstanz. Der Schimmel muss raus!
Im Rahmen des verkaufsoffenen Sonntags am 20. August 2009 von
13:00 - 18:00 Uhr bei Mustermann Baustoffe erhalten Sie durch die
Firma redstone Expertenrat zu den Themen Schimmelpilzsanierung,
Innenkondensation, Innendämmung uvm.

Mustermann
Baustoffe GmbH & Co. KG
Musterstraße 1 12345 Musterstadt
info@mustermann.de

Tel.: 0123 / 456789
www.mustermann.de

Brennende Augen, laufende Nase - Schimmelpilzallergie ?

Die redstone Produktpalette schafft dauerhaft Abhilfe.
Nähere Informationen erhalten Sie im Rahmen der Schim-
melpilzbekämpfungs-Informationstage am 24.7.05 und am
27.7.05 in unserem Hause.

Händler
Logo

Baustoffhändler Müller
Ecke Sögestr./Am Wall
12345 Musterstadt
Fon: 0421/22 31 49 - 0

redstone



redstone™ Marketing

(examples)





redstone™ Marketing

(examples)

Construction Signs





qualified redstone™ applicator

Certificate for qualification

CERTIFICATE

The company
JOE MILLER, Inc.
 is recognized as a

QUALIFIED APPLICATOR

for redstone™ products in the United States of America.



Sam _____
 Redstone



Page 1, 2010

labeling (truck, car etc.)

qualified applicator
 for
 redstone™ products



REDSTONE USA, LLC

environmental friendly
 mold remediation
 thermal insulation
 active plaster

www.redstone-usa.com



redstone™ Marketing

Services in cooperation with distributors and suppliers active in sales and marketing

Joint Market Cultivation:

- Customer acquisition, consultation, sales, support
- Claim-management
- Search and training of professional trades
- Accompanying customer visits
 - Architects, Engineers, Experts etc.
 - Developers
 - General contractors
 - etc.
- Joint visits with professional trades

redstone™ Marketing

Services in cooperation with distributors and suppliers active in sales and marketing

Transparent distributor-friendly business policy

- redstone™ is selling their products exclusively through distributors
- redstone™ does not sell to G.C.'s, Trades and Developers
- redstone™ does not sell their products online
- redstone™ price rebates to distributors are solely designed for trade margin
- special conditions for special projects possible
- redstone™ will release a uniform list price to trades, planers und end-customers

suggested stock provision

- Mold disinfection and air sterilization
 - redstone™ASN – Anti-Spore Fog
 - redstone™SUS – Mold- and Sporicide Spray

- Systems / products to reduce air humidity
 - redstone™WOS – Primer
 - redstone™WOS – Anti Condensation Coating
 - redstone™MOMA – Mold remediation and renovation board

- Solutions for Mold Remediation and Renovation
 - redstone™MOMA – Mold remediation and renovation board
 - redstone™MOMA – Reveal Board
 - redstone™MOMA – Wedge
 - redstone™Special Adhesive S
 - redstone™Primer
 - redstone™Filler
 - redstone™Clay Plaster Finish



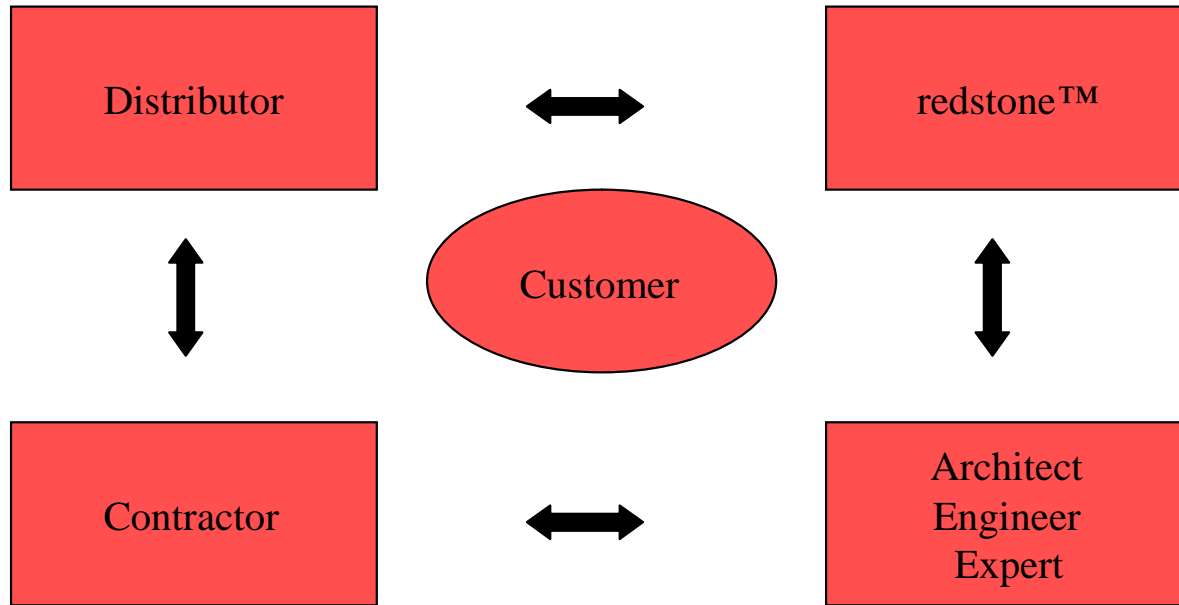
redstone™.

suggested stock provision

- Thermal Insulation
 - redstone™PURA – Mineral Insulation Board
 - redstone™MEGA – High-density Calcium Silicate renovation board
- Active Plaster
 - redstone™LUNO – White, self-cleaning plaster for air purification

Common Objectives

Development of a valueable network consisting of:



- to increase sales and profit
- to protect business connections
- to enhance competence of Trades/ Distributors >>>> Multiplier
- etc. etc.....