

The *ENVIRO FOOD* Project



Innovative – Leading - Sustainable

Document 1 : Summarised Version

More than just clean technology...

clean solutions for the producer, the processor and the retailer.



Mission



“Be worried. Be very worried. Climate change isn’t some vague future problem - it’s already damaging the planet at an alarming pace. By any measure, Earth is at the Tipping Point”

Cover Story
Time Magazine

- Exceeds providing only clean technology – but an entire solution.
- Provide a compelling mix between new proven technology, world-class research and astute understanding of Southern African economies.
- Unique service driven, ground-breaking offering.





Current Market Expectation



“Change has a considerable psychological impact on the human mind. To the fearful it is threatening because it means that things may get worse. To the hopeful it is encouraging because things may get better. To the confident it is inspiring because the challenge exists to make things better.” –King Whitney Jr

- Sudden general market response and expectation a surprise – became a critical factor within retail and processing.
- Hostility against industrial technology development called “Techno-Economic Establishment”
- Calling for technical alternatives in development, direction and application.
- Change been seen as enormous problem or threat – if used correctly, excellent opportunity :
 - Captured, specific market attention
 - Increased brand value
 - Market differentiation
 - Unique offering
 - First-to-market





Technology Description



*Whenever you do a
thing, act as if all
the world were
watching.*

Thomas Jefferson

- Clean technology – a diverse range of products and technologies addressing environmental impacts of production and processing.
- Reduce the use of natural resources.
- Cut or eliminate threatening emissions or wastes
- Proven technology, low maintenance, high efficiency.
- Low power consumption.





Strategy



Some of the main environmental challenges in South Africa include air pollution, climate change, biodiversity loss, land degradation, water scarcity and pollution and excessive waste generation and disposal.

- Provide superior performance, at viable, justifiable costs, while reduce environmental impact.
- Each project evaluated, designed and implemented based on own facts, merits, capacities and capabilities.
- Enables the supply of more than just industrial technology, but complete business solution.
- Compliance to national and international standards and regulations without sacrificing on production or quality.

SOUTH AFRICAN
NATIONAL TREASURY





Targeted Business Sectors - Agricultural



“The great successful men of the world have used their imagination...they think ahead and create their mental picture in all its detail, filling in here, adding a little there, but steadily building.”

Robert Collier

- Reduce the chemical application on the produce – don't sacrifice on quality.
- Operating cost remains viable and justifiable.
- Reduce exposure, and remove pests, viruses, bacteria, fungi, mildew etc. continuously.
- More oxygen released in water and soil. Higher quality water and soil = Higher Result.
- International academic studies prove impact and effect.





Targeted Business Sectors - Food Processing



“You can't build a reputation on what you are going to do.”

Henry Ford

- No drastic changes or production upholds to implement clean technology.
- Definite cost-savings on chemical applications, waste control and management, and water usage. Low power consumption.
- Offered as complete solution and not just technology.
- All technology applied well tested and used worldwide.
- General quality improvement.





Targeted Business Sectors

- Food Retailing



“The world has the habit of making room for the man whose actions show that he knows where he is going.”

Napolean Hill

- Address market changing criteria and expectation.
 - Media mediums emphasize importance of clean processes for health and environmental purposes.
- The client demand has changed, to survive, the retailer, processor and producer must adapt.





Value Proposition



“Turbulence is life force. It is opportunity. Let's love turbulence and use it for change.”

Ramsay Clark

- Compliance to relevant standards and regulations.
- Justify new technology cost from environmental penalties paid.
- Ensures high-level viability, financially and operational.
 - Extends shelf life
 - Safe to apply
 - Fresher, cleaner products throughout the logistical and retailing process.





Value Proposition



“Change is the constant, the signal for rebirth, the egg of the phoenix.”

Christina Baldwin

- No flavour mixing, strongest medium of sterilisation for foods and equipment.
- Increase food’s cellular vitality while energising cells due to high concentration oxygen released.
- Effective sterilisation avoids cross-contamination and spoilage.
- Reduction in resource consumption while treating soil and environment exposed.





Value Proposition



“Every day you may make progress. Every step may be fruitful. Yet there will stretch out before you an ever-lengthening, ever-ascending, ever-improving path. You know you will never get to the end of the journey. But this, so far from discouraging, only adds to the joy and glory of the climb.”

Sir Winston Churchill

- Increase brand, market and product differentiation.
- Higher brand and customer value resulting in growing market value and market share.
- Companies already applying this strategy:
 - Toyota
 - BP (British Petroleum)
 - GE (General Electric)
 - Swiss RE





Offered



"In one hand is a dream, and in the other an obstacle. Which one grabs your attention ?

Henry Parks

- Final stages of structuring process providing the producer, processor or retailer with minimum capital exposure or risk through technology rental program.
 - Supported by pertinent service and maintenance team.
 - Mobile back-up systems available if not installed.
 - Minimum to no interference in production processes and output.
 - Ensures a winning solution to food retailer, processor and producer with uniquely designed and develop offering.





Offered



*“Whenever I hear,
“It can’t be done,”
I know I am
close to success”*

Michael Flatley

- Applying our eco-business solution provide exposure to internationally experienced corporations.
- Includes a Swiss engineering and technical support system.
- Local technicians trained in Switzerland
- Highly skilled, motivated and project driven teams.
- Local academic advisory support.
- High levels of experience, knowledge, skills and expertise becomes part of your project.





ENVIRO FOOD Project Your Missing Solution

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