

Vijay Mehan

Innovative Arc Tubes Corporation is pleased to introduce our *new* line of germicidal UV lamps and sleeves for your applications. We offer you a very broad selection of sizes in both standard and high output versions as noted in the attached presentation.

By way of introduction, please let me explain our background, capabilities and qualifications to be your partner in germicidal UV lamp applications.

Proven Management with Experience and Results. Our founder and CEO is Mr. Vijay Mehan who previously led the technological, engineering and manufacturing efforts at Voltarc. He has particularly strong technical knowledge not only of how to make lamps, but how they are used and has worked with clients like you in solving numerous applications problems, in addition to designing thousands of lamps over his career. You will benefit from the *new ideas and technical innovations* he has incorporated into our brand new, customized manufacturing process, which will produce *very high quality lamps*. Financial Stability. You will be comfortable doing business with us and should be pleased to learn of our solid financial structure. We are majority owned by Innovative Technologies Corporation, a prime engineering contractor to the US Air Force for over 15 years. ITC has funded our pre-operational development effort and acquisition of our building and all production and laboratory equipment; consequently we embark as a company *free of onerous bank debt*. We have made this significant, upfront investment due to our confidence and strong belief that progressive customers, *like you*, will quickly recognize and accept our products.

This background should give you confidence that ITC is the *type of company you want as a business partner: experienced, financially secure, making high quality products and committed to customer satisfaction.*

Our products can offer you the following specific benefits: Better Quality Products. As a new company, we have the decided advantage of designing a process and customizing equipment to take advantage of our new and better ideas. A “clean sheet of paper” if you will. Our business goal is to make *better* quality products, not just “me too”. We have not economized or taken risky shortcuts just to get started. To be honest, our capacity might be less than some other suppliers. We have, however, introduced major technological advances to our manufacturing process. All equipment is installed, tested, retested and ready for “go”. *Initial production is under test and interim results show significantly improved results vs. competition.* Ongoing Technical Support. We have on our staff more professional engineers than the competition. This commitment is not merely in hiring and investing in good people, but using these skills and experience to help you, our customer, solve design or application problems or otherwise support you to increase your business as well. You will benefit from the *100+ years experience* our staff has in producing and marketing UV lamps: all you have to do is ask. Customer Focus. The most important consideration we have is to meet your total expectations of a supplier. Frankly, our goal is to exceed your expectations (see Value Statement in the attached Capabilities Brochure). We are proposing a business partnership that will be beneficial to us both, and one in which ‘customer service’ is a critical element. What this means is you should be satisfied with all aspects of our relationship, taken as a whole. You should also be confident that we know, and act, as if *you are very important to us*, because you are.