

INTRODUCING

ARMOR-DURA™
FLEXIBLE PROTECTIVE FINISH

Stop Animal Damage Almost Anywhere
(Home, Office, Warehouse, Barn, Etc.)



Awards

2014 National Hardware Show



LAWN, GARDEN & OUTDOOR LIVING INNOVATION AWARDS

Company: Viachem LLC
Booth # LG60
Product: Armor-Dura Protective Finish
Suggested MSRP: \$29.95 /8oz



STOP
GNAWING PESTS, PETS,
AND OTHER DESTRUCTIVE ANIMALS WITH
ARMOR-DURA
FLEXIBLE PROTECTIVE FINISH



ARMOR-DURA's flexible protective finish was designed to prevent nicks, rabbies, holes, rips and more from damage caused by animals chewing, gnawing, biting or scratching the surface.

When properly applied, ARMOR-DURA's flexible protective finish creates a light-weight, non-conductive, flexible, super hard film or barrier that stops animals from eating through or penetrating the surface, without injury to the animals.

ARMOR-DURA is versatile:

- For indoor and outdoor use
- Long-lasting
- Environmentally friendly active ingredients
- Non-conductive, non-toxic, UV and oxidation resistant
- Absolutely harmless to animals

VIACHEM LLC • 2740 S. Lindbergh, WI 0101 • Tel: 401-754-8702 • Fax: 401-752-8111 • www.viachem.com • info@viachem.com

A unique indoor/outdoor protective paint that protects against gnawing damage from pests, pets and other destructive animals. It contains some of the world's hardest known substances coupled with vile/pungent tasting aversives.

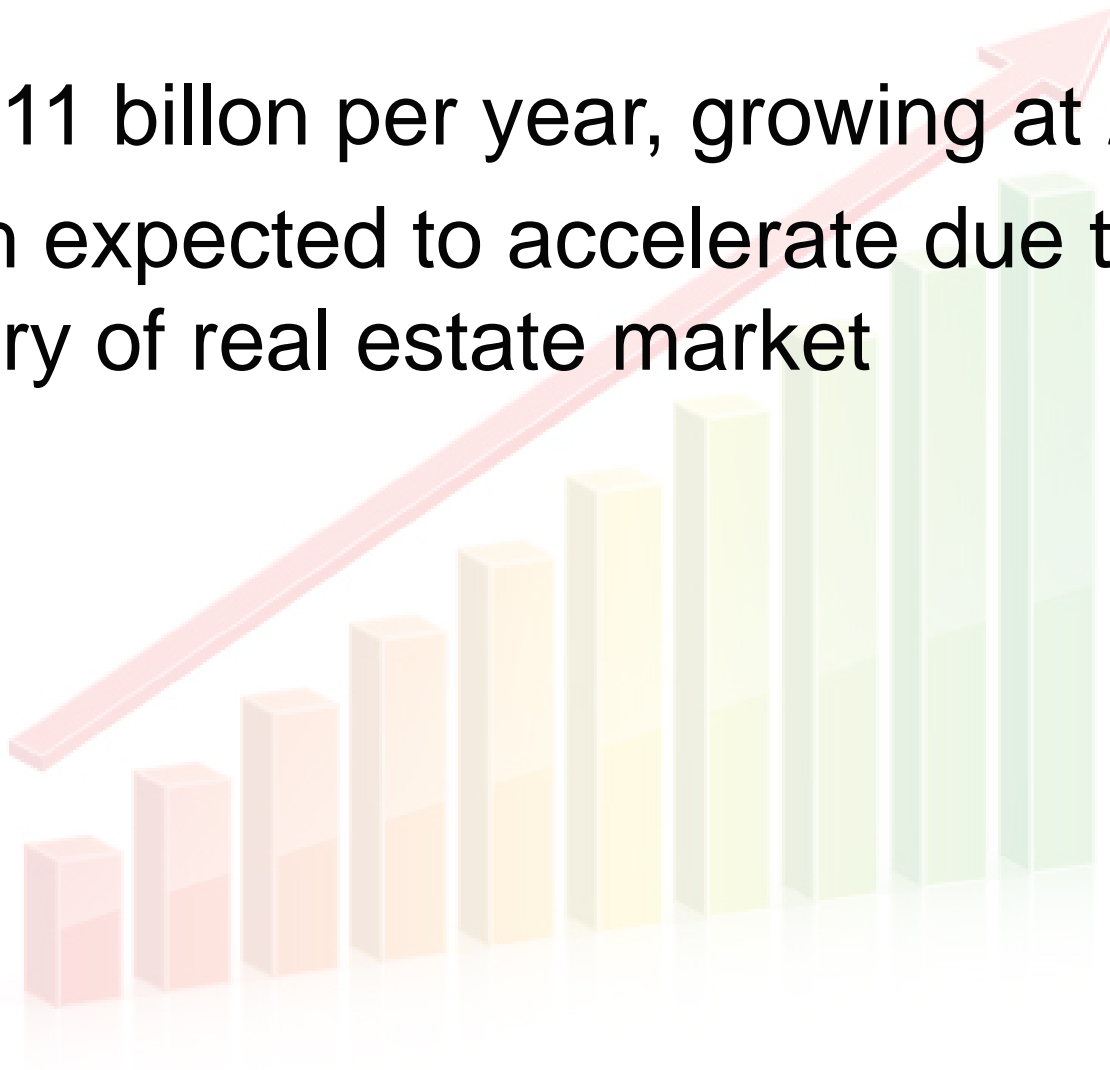
Presented by:



CASUAL
LIVING

The Pest Control Market

- Over \$11 billion per year, growing at 2%
- Growth expected to accelerate due to recovery of real estate market



Animal Damage



Animals, both domestic and wild, cause substantial damage to private and public property, day in and day out, year in and year out.



Armor-Dura

How it Works

- Creates an armor-like film especially designed to protect wires, cables, hoses, pipes, wood, sheetrock, paneling, etc., from damage caused by gnawing of all kinds of animal pests, pets and livestock.

Advantages of Using Armor-Dura

- Can be used on all indoor and outdoor surfaces
- Environmentally friendly ingredients
- Absolutely harmless to animals
- Long-lasting
- Non-conductive, corrosion and oxidation resistant
- Not affected by sunlight, rain, wind, ice, or snow

Proven

- Armor-Dura was tested at the Department of Entomology of Purdue University and was shown to be 100% effective at preventing gnawing by rats (the most destructive of all rodents). Following are some images from that test.

Purdue Test

A laboratory evaluation of Armor-Dura was done by *The Center for Urban and Industrial Pest Management* of the Department of Entomology of Purdue University, to determine its effectiveness against damage done by the Norway Rat, *Rattus Norvegicus*.

Experimental (painted) and control (unpainted) materials used in the test



Results of Purdue Test

Unpainted (top) and painted (bottom) wooden dowels after
7 day exposure to Norway rats {replicate 1}
Areas within red circles indicate chewing damage



Merchandising

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Prevents Animal Damage
by Creating an **ARMOR-LIKE FILM**
of Superior Durability
For Indoor or Outdoor Use

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a light-weight, non-conductive, flexible, super hard barrier that stops and prevents animals from eating through or penetrating surfaces without injury to the animal.

RETAIL PRICE

Size	Price
8 oz	29.95
32 oz	95.00

Certain minimum orders will qualify for dealer or distributor discounts.

Packaging: 24 X 8 oz cartons
6 X 32 oz cartons

Additional discounts are available for cooperative advertising, private labeling, or stocking jobbers,

