



NOVEMBER 2022

WELCOME TO BILBAO !

Multi-Product Selling

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Piedmont



DISTRIBUTOR SUMMIT
NOVEMBER 13-17, 2022

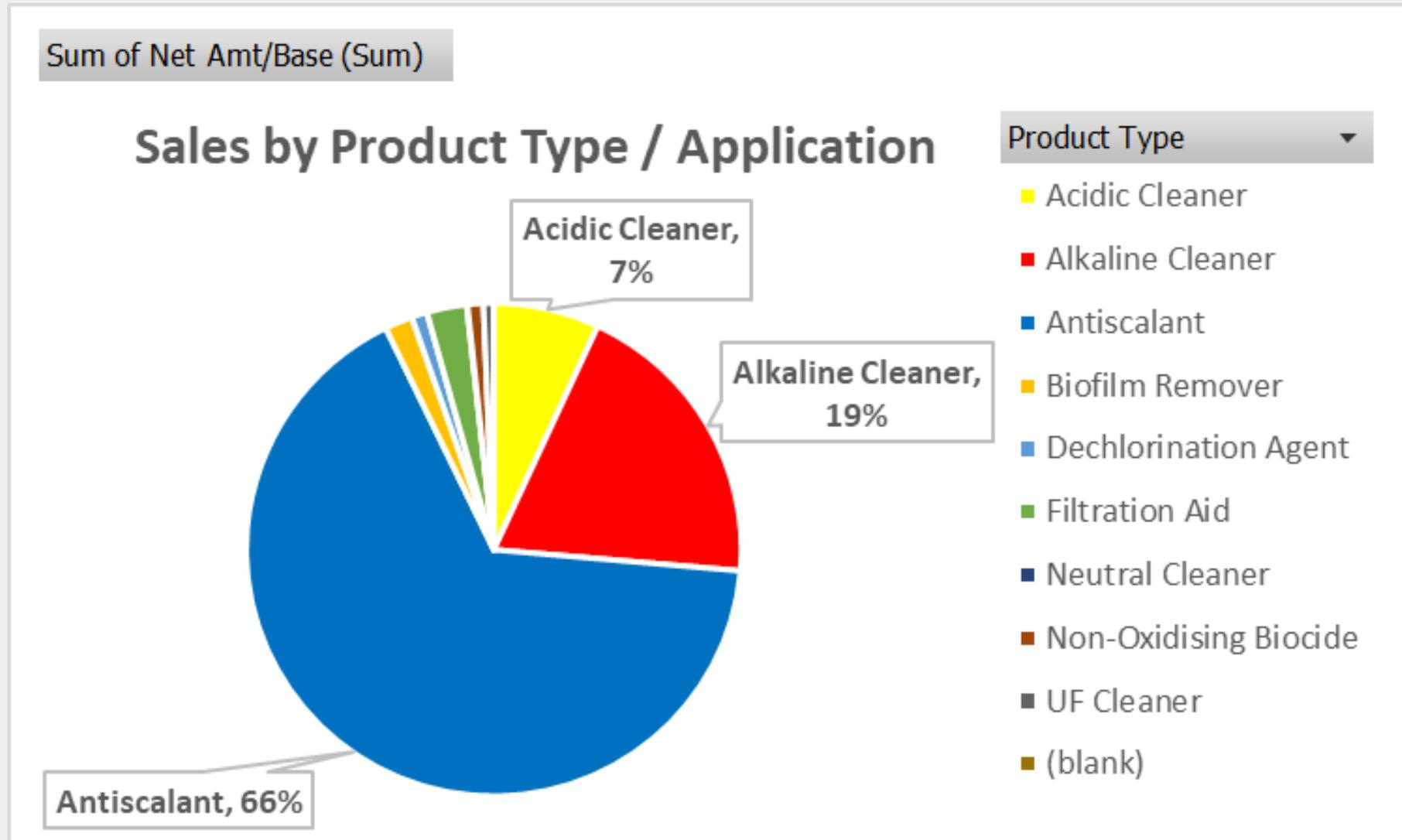
QUESTION

How many product types / applications can you sell from your specialty **Genesys-PWT** range ?

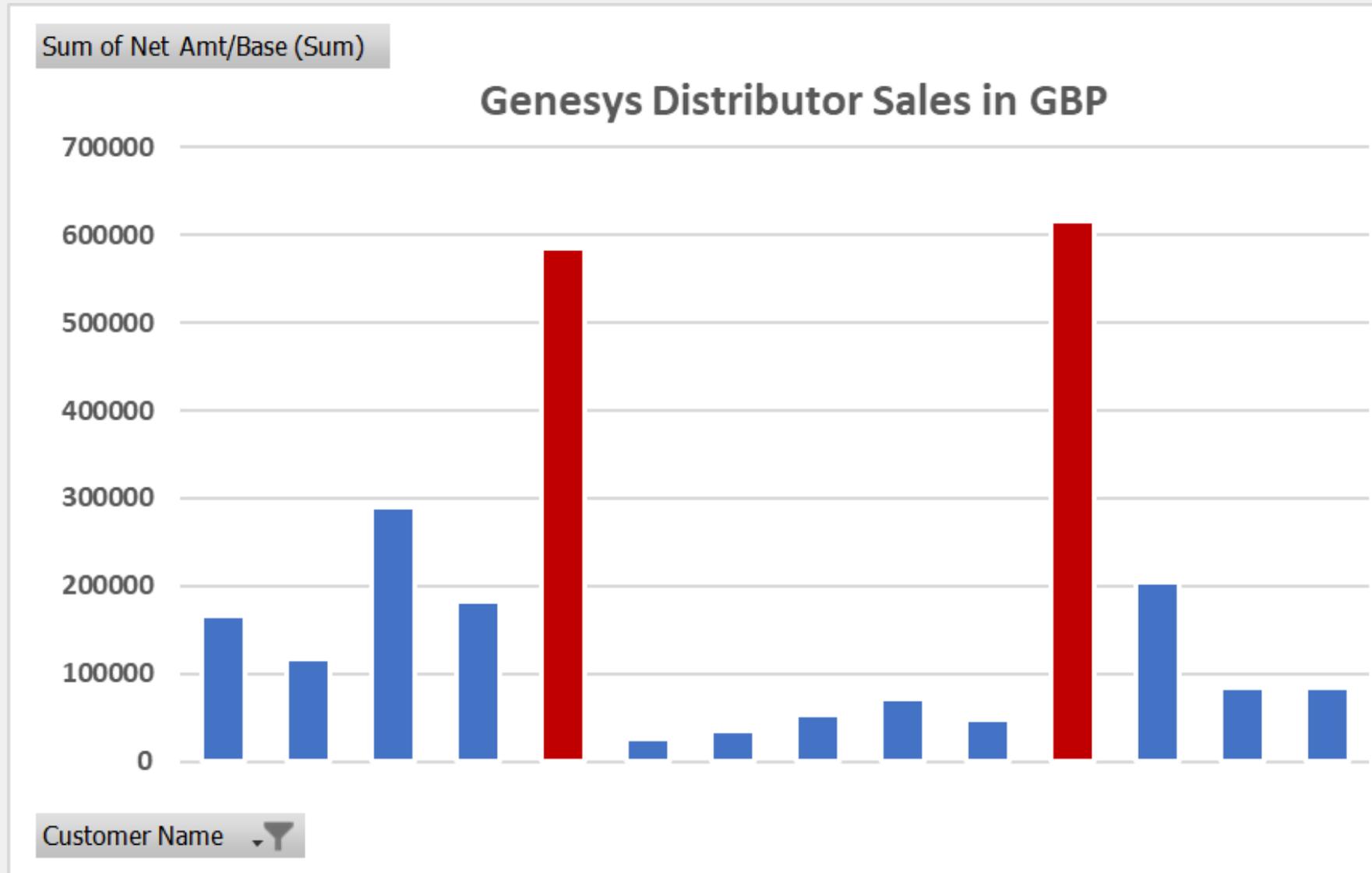
1. Antiscalant
2. Alkaline Cleaner
3. Acidic Cleaner
4. Non-oxidising Biocide
5. Filtration Aid
6. Dechlorination Agent (SBS)
7. Biofilm Remover
8. Neutral Cleaner !
9. UF Cleaners !
10. Any Others ?



92% Genesys sales are split into only 3 Product Types !



Top Selling Genesys DISTRs of 5 or more Product Types



These accounted for **36%** of Genesys sales in FY22



Benefits of expanding your Product Bandwidth

- Demonstrates our consultative will to support many treatment applications (Pretreatment and RO Plant) in a holistic manner
- Increases customer engagement
- Lengthens the overall sales process
- Blocks out competition for longer
- Provides opportunities for extracting valuable operational data to evaluate savings and prove performance improvements
- Plants become more conducive to trials
- Generates quicker additional business £ \$

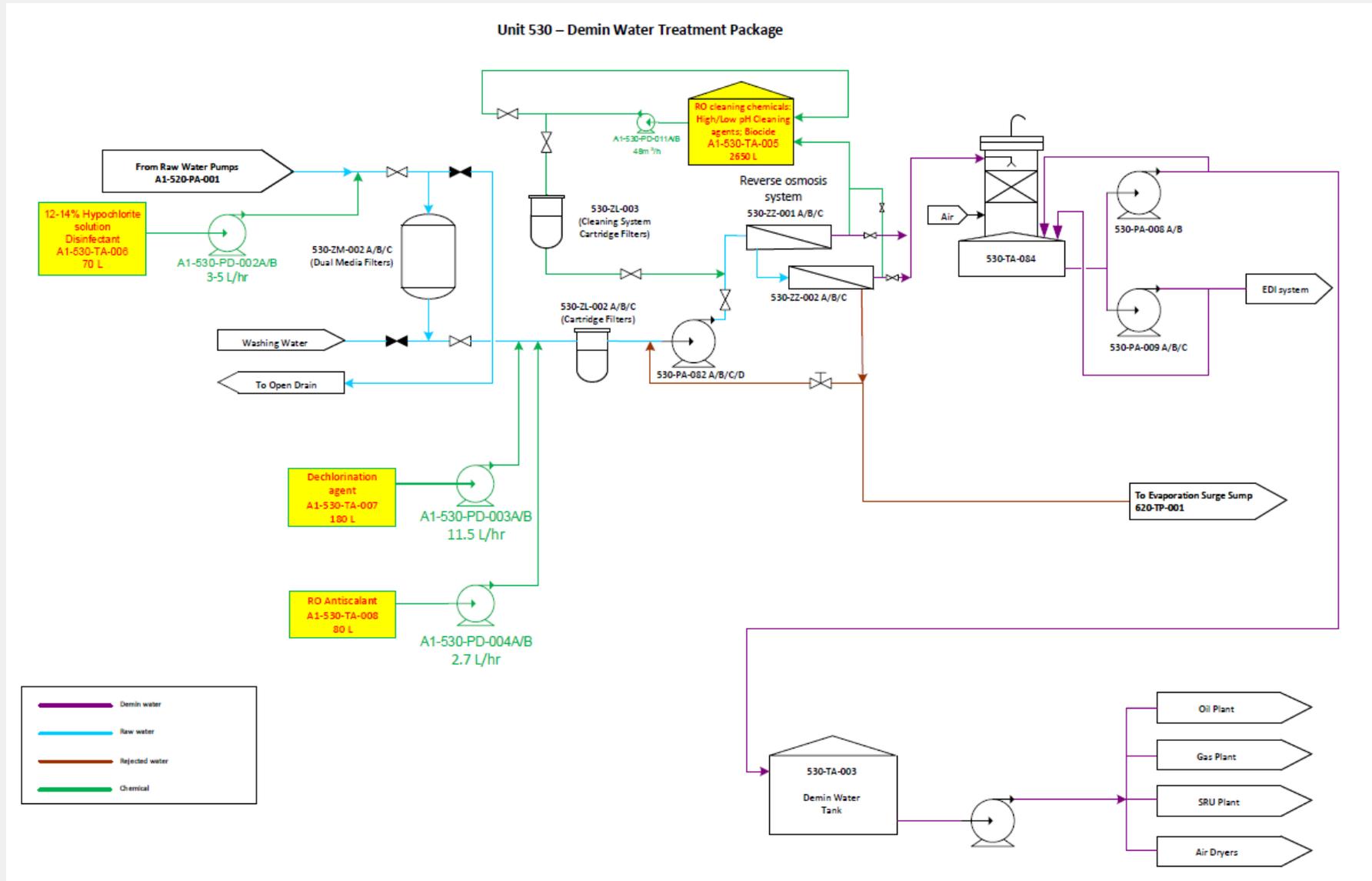


Key Account Case Study: **NCOC** via **ARDA Group**

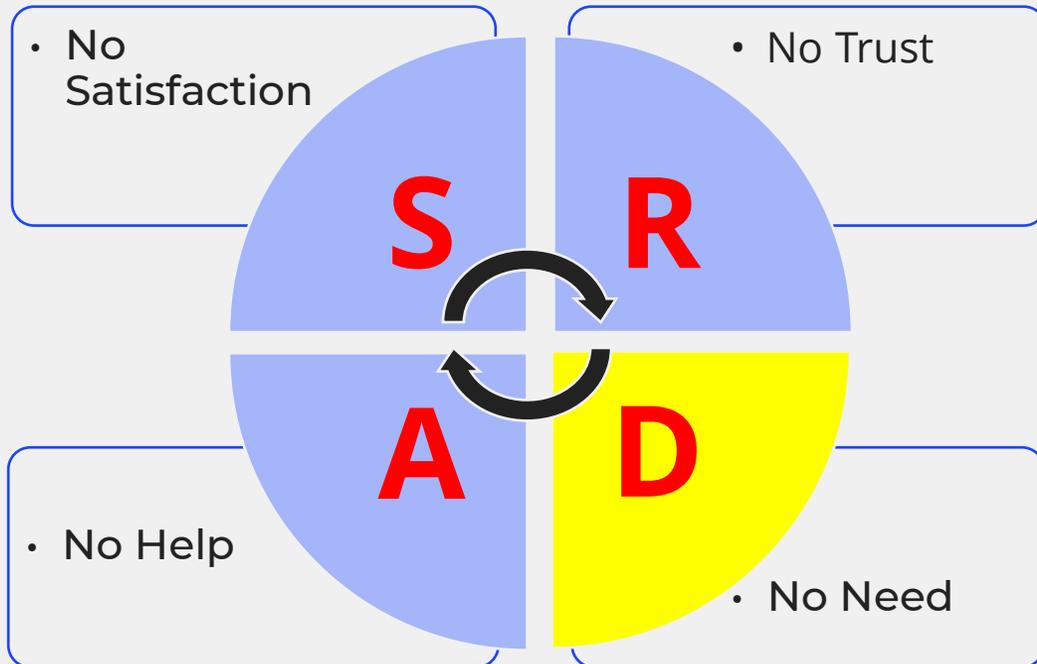
- Operating company for the North Caspian Sea Production Sharing Agreement
- Based in Atyrau, Kazakhstan
- The North Caspian Project - first major offshore oil and gas development in Kazakhstan. It covers three fields: Kashagan, Kairan and Aktoty.



Unit 530 – Onshore Demin Water Treatment Package



DISCOVERY Sales Step CRITICAL for Key Accounts



RELATING

DISCOVERING

ADVOCATING

SUPPORTING

Discovering

Supporting No Satisfaction

Relating No Trust

Advocating No Help

Discovering No Need

Problem Solving Attitude

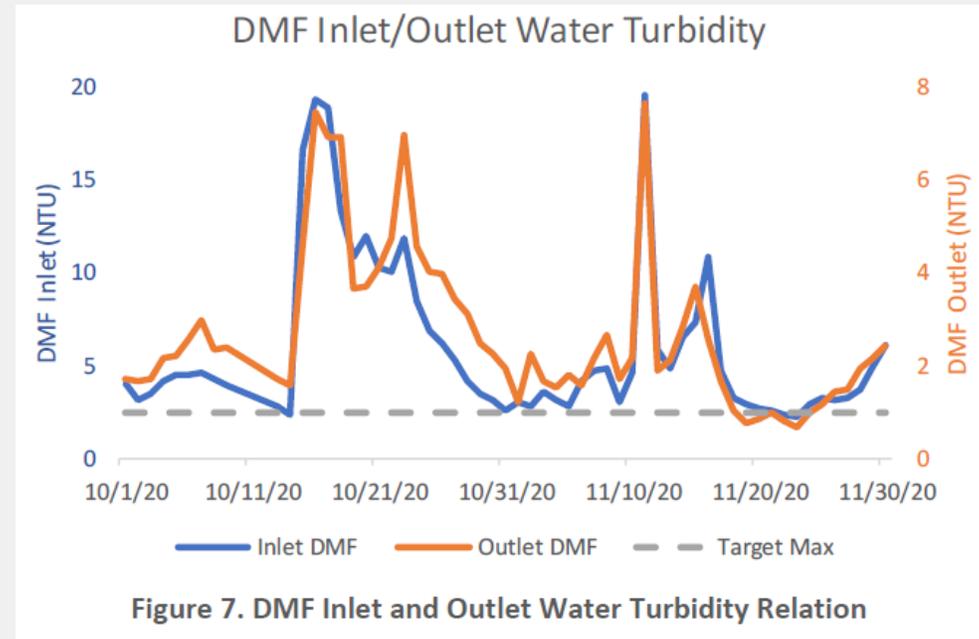
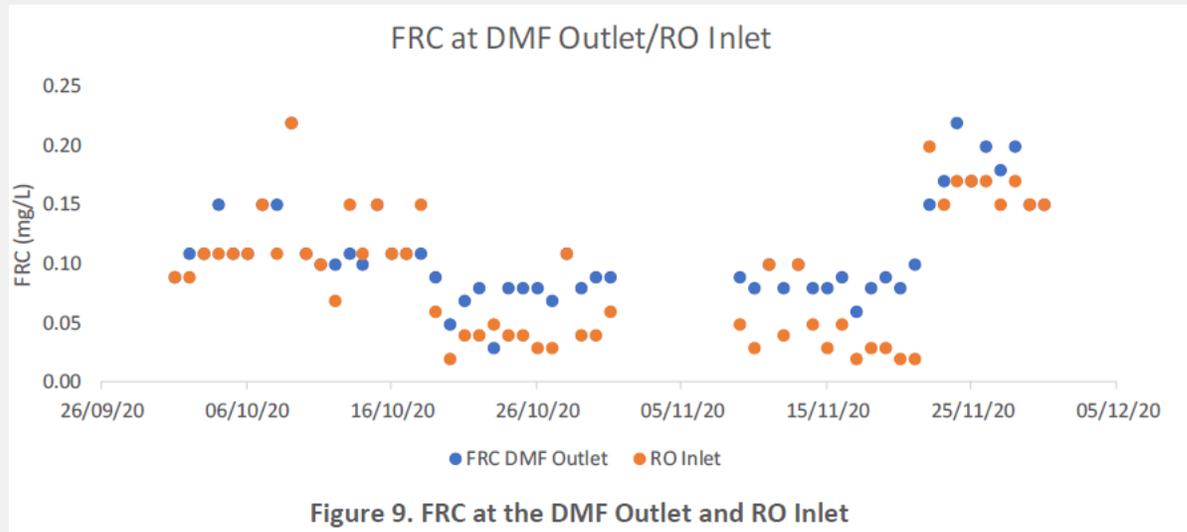
Discovering skills help you guide the buyer through the barrier of No Need.

- Questioning skills will uncover the difference between what the buyer has and what the buyer wants.
- A Discovery Agreement confirms that you understand the buyer's problem.



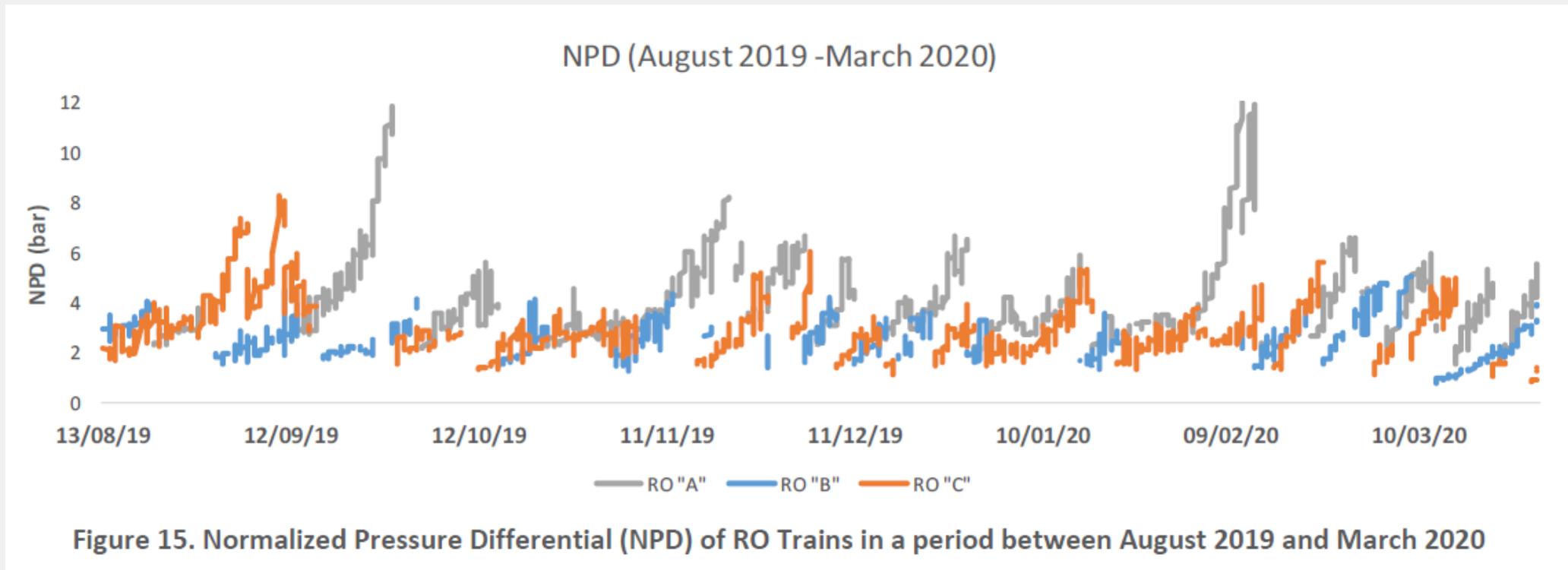
Background Info on Pretreatment and RO Issues

- Feedwater sometimes contains TGTU water containing ammonia having a high demand for Hypo resulting in low FRC downstream
- High Turbidity of DMF Outlet - above 2 NTU, sometimes reaching 8 NTU
- SDI results are almost always above 5 reaching up to 6.7



Background Info on Pretreatment and RO Issues

- Frequent membrane fouling due to poor pretreatment, roughly 3.5 cleanings per month or 1 cleaning per Train !



Autopsies of Feed and Tail end membranes



PHOTOGRAPH 15. DETAIL OF GA200715-First MEMBRANE ON REJECTION END



PHOTOGRAPH 21.- DETAIL OF GA200716-LAST MEMBRANE ON REJECTION END.



PHOTOGRAPH 17.- DETAIL OF DEPOSIT GA200715-First MEMBRANE



PHOTOGRAPH 23.- DETAIL OF DEPOSIT ON GA200716-LAST MEMBRANE

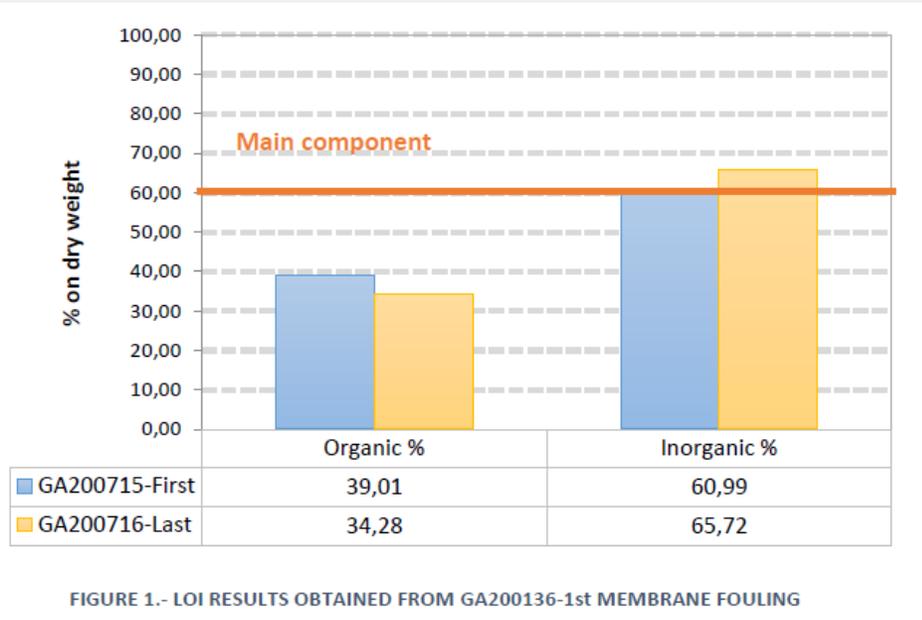


FIGURE 1.- LOI RESULTS OBTAINED FROM GA200136-1st MEMBRANE FOULING



Pretreatment Filtration Study

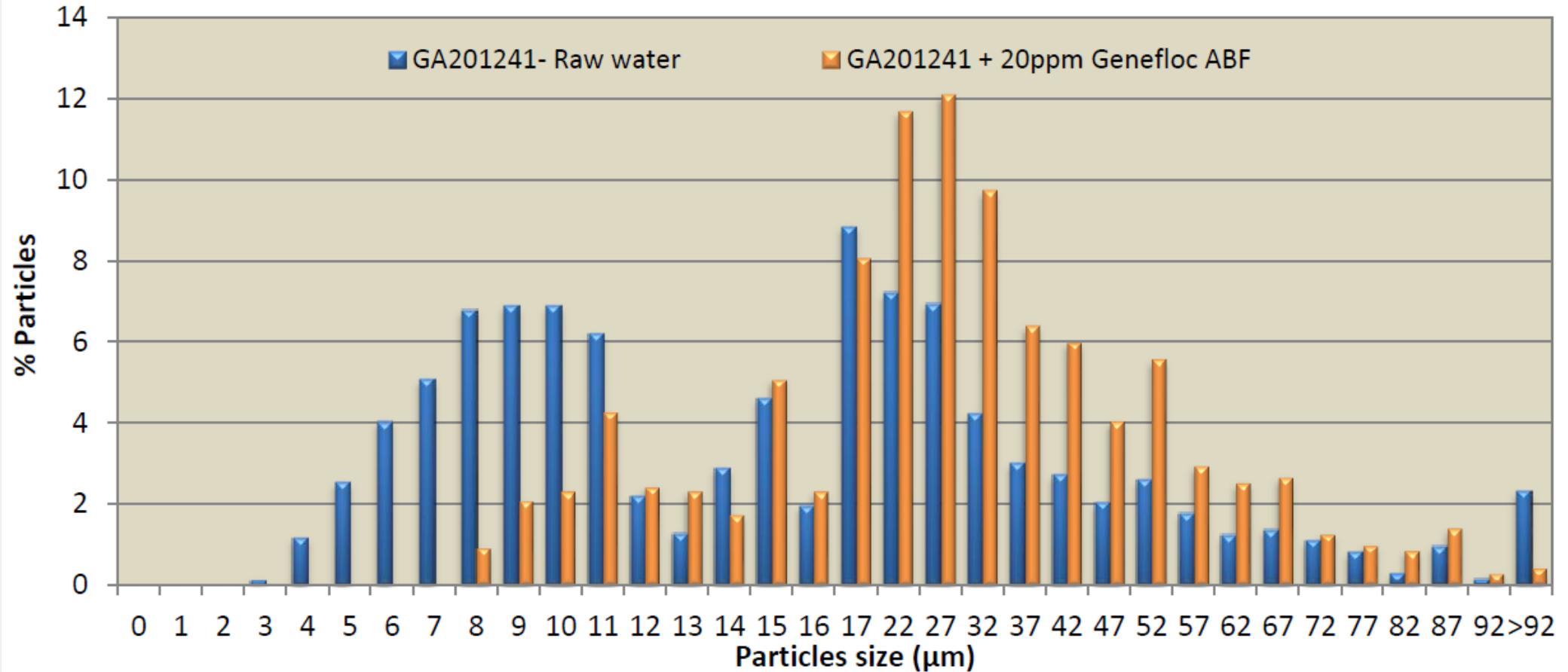


Figure 5.- Particles size distribution of sample GA201241 before (blue bars) and after dosing of Genefloc ABF (orange bars)



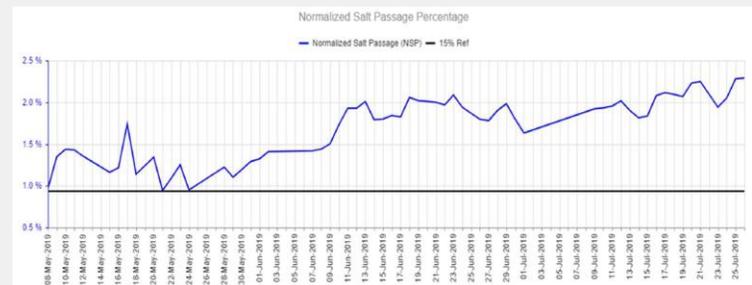
Regular Follow Up and Meetings

Head Office Visit

- Sept 2019 – Presented to Key Decision Makers

Operational Data

- Genalytics Performance Reporting confirms performance issues and incorrect cleaning frequency



Membrane Autopsy and Prefiltration Study

- Identified Inorganic and biofouling with Pretreatment concerns

Cleaning Trial

- Nov 2020 - Significant Success with Genairclean program

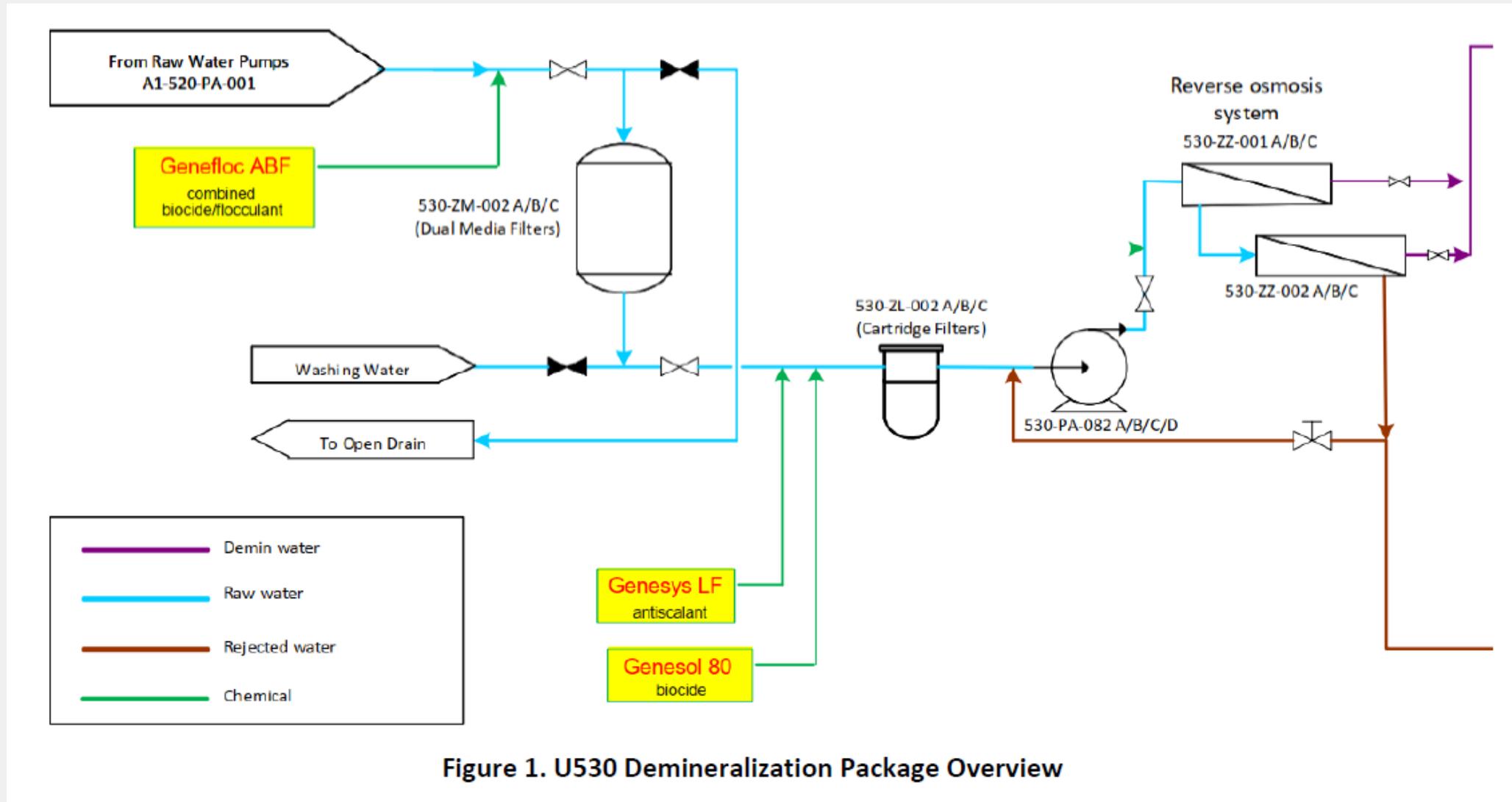


Antiscalant Trial

Flocculant and Biofilm Remover Trials



Further trials with Genefloc ABF and Genesol 80



5 product Key Account delivering customer value

Genesol 704, Genesol 38, Genesys LF, Genefloc ABF and Genesol 80

Customer Feedback so far;

- ✓ Improvements in terms of cleaning time extension have been noted (approximately 1.5x time reduction)
- ✓ Following use of Genesys LF, mass balance analysis of RO permeate/reject/feed showed 75% recovery rate (4x concentration in reject compared to feedwater) which aligns with our system (75% water recovery)
- ✓ Reduction in RO membrane cleanings have been noted (37 vs 23 comparing 9 months periods; Sep 21-May 22 vs Sep 20-May 21)
- ✓ Simulation in lab of DMF (making plastic container with media like in DMF), showed that Genefloc ABF could reduce SDI <5 at 10, 20, 30 ppm tested range, with 30 ppm being the best
- ✓ Some reduction of bacteria count at RO reject was noted



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OF THE YEAR 2020

