



Dr Elio Keller + Ceracoat

"If you can dream it, you can do it"



Creation of the ceramic engine coating with Frans Harmsen + Nanotechnology



Studies at the university of St. Gall (Economy + Law)



Worked for companies like Coca Cola, Bahlsen, Villiger, Buhler



Creation of the Autolinea brand + car wash centres together with Shell



Passion for cars and racing

DDr Elio Keller



NANOTECHNOLOGY

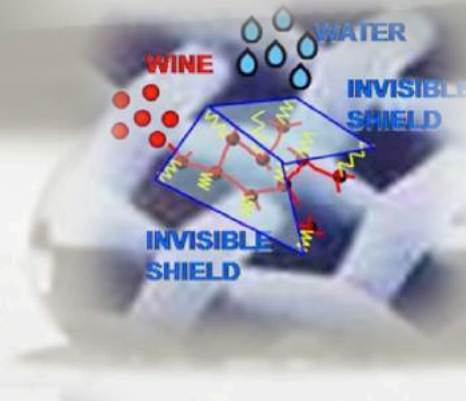
Protection for all surfaces
against liquids + dirt



2 APPLICATIONS

- ❖ Spray
- ❖ Spray + Polish

ABSORBING SURFACES



NON ABSORBING SURFACES



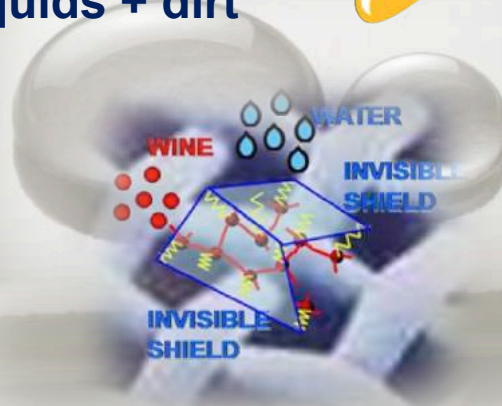
PRODUCTS

Protection for all surfaces
against liquids + dirt



VEHICLES

Engine /
Car body / Windshield /
Wheels / Car Interior



NON ABSORBING SURFACES



ABSORBING SURFACES



CERACOAT™ IS UNIQUE



Economy of Time + Money
ECOLOGICAL
1 Product for everyone

Very EASY to use
Very ECONOMIC

No need for cleaners anymore
Less cleaning

Economy of Time + Money
Same price as in the shops
1 product for everyone
NEW Products
Ceracoat™ passion



MLM DISTRIBUTION



The most Direct way between
the product (manufacturer)
and the consumer

You and your clients
save time and
earn money

Demonstration,
Explanation and
Product delivery
at home

Instead of investing in the
profit of the shops and advertising
those amounts are distributed
to our COLLABORATORS




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CERACOAT'S MLM



Ceracoat's MLM distribution is UNIQUE because of its expertise and because of the CERACOAT™ Products



- 
1. Often entry fee is demanded
 2. Often need to buy stock
 3. Often the prices are higher than in the shops
 4. Often the products are limited to a few consumers
 5. Often training fees are demanded
 6. Redistribution of small part of turnover

1. No entry fee
2. No stock to buy
3. Unique products at same price as in the shops
4. NO LIMITS...
A product for everyone
5. No fee for training
6. Up to 49% of the turnover is redistributed



HISTORY



Few Ceracoat™ Clients

halfords

Praktiker

FORSTINGER
Jetzt NOCH Forstinger!



FIAT

maxi
markt

HANSA/FLEX
Metallschläuche GmbH

mannesmann



Tetrosyl
International

MIGROL



bp

Carrefour

JUMBO

cora



BOSCH
QVC



SHOP

Kaufland



HSE24
Der Shoppingsender

BERNER

Castrol

FeuVert

WALMART
Westfalia

OBI

Norauto

ESA+
TECAR

SWISS
HUTLESS

Derendinger

MIGROS

TESCO



The Future at Present



DIRECT Ltd



Welcome in the -10^9 m World





100 NANOMETER



What is Nanotechnology?

1 Nanometre (nm) = 1 Billionth of a Metre (m) - $1 \text{ nm} = 1 \times 10^{-9} \text{ m} = 0,000000001 \text{ m}$.
1 metre \approx 39.37 inches

Nanotechnology, shortened to "nanotech", is the study of the control of matter on an atomic and molecular scale. Generally nanotechnology deals with structures of the size 100 nanometers or smaller, and involves developing materials or devices within that size. Nanotechnology is very diverse, ranging from extensions of conventional device physics, to completely new approaches based upon molecular self-assembly, to developing new materials with dimensions on the nanoscale.





Nanotechnology is based largely on supra molecular chemistry, which is concerned with the synthesis and molecular handling of complex, highly molecular aggregates. Profitable applications are expected from nanotechnology, including those in robotics, sensors, processing technology, biotechnology, chemistry and medicine. Nanotechnology systems are intended to demonstrate characteristics typical for biological systems, i.e. self-organization, self-reproduction, adaptability and continuity.

The mode of action of nano products in surface coatings is extremely easy. The capillary and pore system of porous systems can be penetrated by water, dirt and fats. Thus, fungi, mould, bacteria, algae, mites and moss find the ideal breeding-ground for reproduction. The surface reprogrammed with nano products will prevent the penetration of water, fat and other dirt particles into surfaces. At the same time, the positive characteristics of the natural surface, such as its breathing activity, are retained completely.

Thus, nano products are already proving to be particularly valuable today in the area of the sealing of surfaces. The starting point of the Ceracoat™ Group (founded in 1988) is also defined here. Ceracoat™ produces and markets (in a partnership with the INM, the institute of new materials) products in the nano-technology field that make the laborious cleaning of wheels, windshields, car-bodies, textiles, household devices, shower cabinets, bathroom ceramics, mirrors, carpets, furniture, cloths, glass, stone floors, kitchens, terracotta, facades, stone-, ceramic-, plastic- or wooden objects etc. significantly simpler and easier, but also for the cleaning and protection of engines (car, bus, truck, boat, bike, kart, etc.) and gears by ceramic particles.





**An Innovative & Unique
Direct Selling « MLM »
Opportunity**





What is Direct Selling?

« MLM - Multi Level Marketing »



..... History

Direct selling can be considered as the oldest distribution channel in history. It is part of the man's basic need to exchange goods and to communicate. In the Middle Age, direct sellers were called "peddlers" who contributed to the development of trade by bringing novelties from large cities to little villages. Rural areas and small towns were supplied with basic goods only through the travelling salesmen. In the first part of the 20th century, innovative products such as vacuum cleaners or washing machines were first marketed through direct selling because these revolutionary products required a demonstration that only a direct seller could offer.

Today at the beginning of the 21st century, direct selling is a dynamic, vibrant and growing sector of activity providing earning opportunities to millions of salespeople all over the world.

..... What is MLM - Multi Level Marketing?

Multi level marketing is a growing form of direct selling. Whilst this type of business can support various methods of selling the product, the term "multi level marketing" describes the method of remuneration to direct sellers as they market and distribute products and services to the consumer. These direct sellers may receive remuneration based on their own sales of goods and services to consumers, and from the sales to consumers generated by their network of other independent direct sellers who have been recruited and trained in the business.

Direct selling should not be confused with other terms such as "direct marketing" or "distance selling" which may be described as an interactive system of marketing that uses one or more advertising media to effect a measurable response and/or transaction at any location with the activity stored on a database. Although some direct selling companies may use some of these tactics occasionally, the primary difference in direct selling is the face- to-face presentation/demonstration that is always the main aspect of the direct selling relationship.



..... **Benefits for the consumer**

« Direct selling: a way of distribution that reflects well upon the consumers »

- Opportunity to try and test the products
- Tailored made demonstration and consultation in a friendly environment
- Personalized delivery at home
- Right to withdraw the purchase within a given period
- Direct contact with the seller
- Guarantee and after sales service
- Flexible buying hours

..... **Benefits for the Direct Sellers**

« Direct selling supports entrepreneurship across the WORLD and is the largest provider of independent business opportunities »

- Convenient flexible earning opportunities
- Flexibility to choose working hours
- Possibility to establish and to run own business at minimum cost/low risk
- Adjustable opportunities ranging from part-time to full-time activity
- No formal qualifications required
- No age or gender discrimination
- Adequate training and support provided by companies
- Large range of products available
- Social contact and personal recognition



..... Important Links



WFDSA

FEDSA and most of its member associations are member of the *World Federation of Direct Selling Associations* located in Washington DC, USA WFDSA 1667 K Street NW Suite 1100 Washington, DC 20006-9010

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Fax : +1 202 452 9010

E-mail: info@wfdsa.org

Web: www.wfdsa.org



EuroCommerce

FEDSA is an Associates member of EuroCommerce, the *European wholesale, retail and trade association* located in Brussels, Avenue des Nerviens 9-31 - B-1040 Bruxelles

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Web: www.eurocommerce.be



International Chamber of Commerce (ICC)

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F-75008 Paris

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web: www.iccwbo.org





**An Innovative & Unique
Business Plan**





Up to 49% of the
Turnover Redistributed



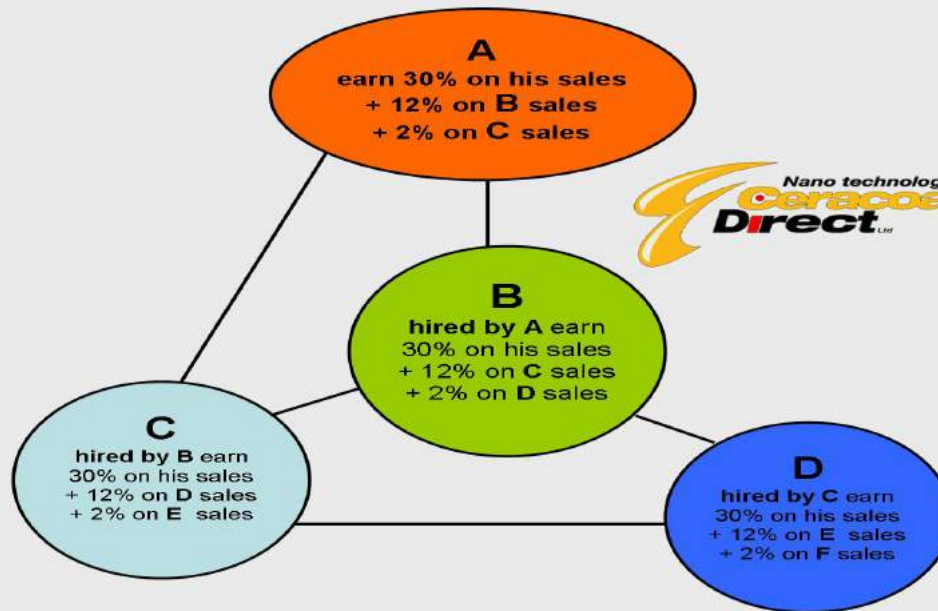
..... Earning distribution

1. A Direct Seller receives 30% on the sales he performs
2. A Direct Seller receives 12% on the sales performed by the B's he sponsored
3. A Direct Seller receives 2% on the sales performed by the Cs subordinated to the B's he sponsored

** When a Direct Seller has sponsored 10 B's he will become **Gold-Group Manager** and increase his % from 12% to 14% on the sales of the Groups he created*

** When a Gold-Group Manager has sponsored 5 groups of 10 B's he will become **Platinum-Network Manager** and increase his % from 14% to 17% on the sales of his Networks*





A bring B and B bring C and C bring D ...

All are in fact A's

GOLD - Group Manager + 2% Bonus on his Groups

A GROUP is when A brought in his plan ten (10) B's

PLATINUM - Network Manager +3% Bonus on his Network

A NETWORK is when A created five (5) Groups of ten (10) B's

PLATINUM - Network Manager

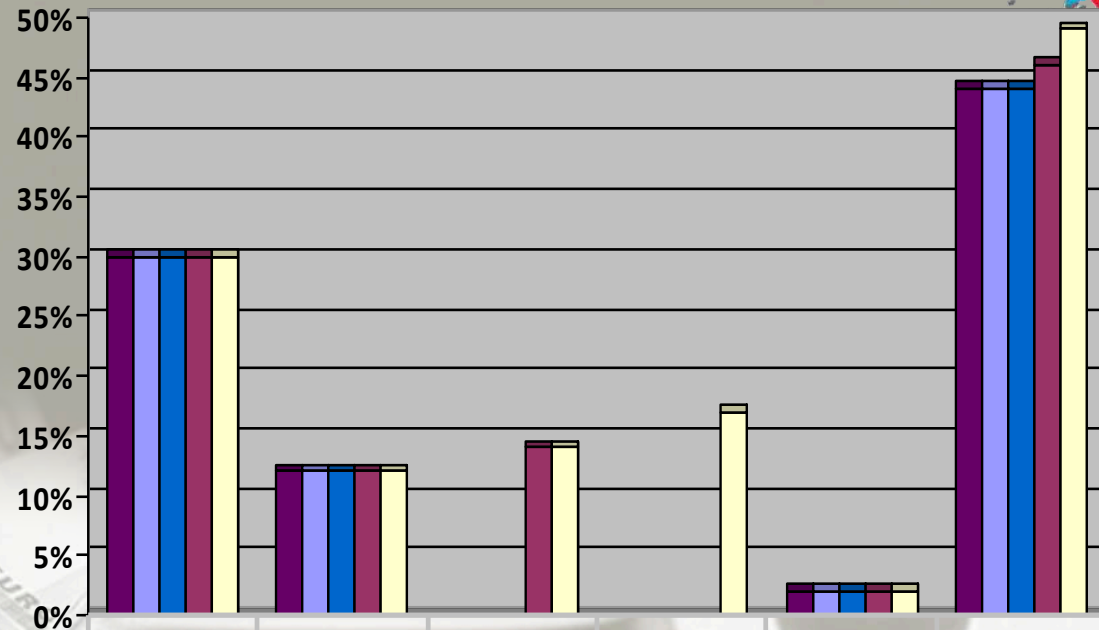
No limits in the number of Networks

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- A
- Sponsored B
- Sponsored C
- Group Manager (10 B's)
- Network Manager (5 Groups)



	Direct Sales	Sponsored B Sales	Group B Sales (1; 2; 3; 4)	Network B Sales	Sponsored C Sales	Maximum Total
■ A	30%	12%			2%	44%
■ Sponsored B	30%	12%			2%	44%
■ Sponsored C	30%	12%			2%	44%
■ Group Manager (10 B's)	30%	12%	14%		2%	46%
■ Network Manager (5 Groups)	30%	12%	14%	17%	2%	49%

* When a Direct Seller has sponsored 10 B's he will become **Gold-Group Manager** and increase his % from 12% to 14% on the sales of the Groups he created.

* When a Gold-Group Manager has sponsored 5 groups of 10 B's he will become **Platinum-Network Manager** and increase his % from 14% to 17% on the sales of his Networks.





**An Innovative & Unique
Product Line**





Coats all Absorbent Surfaces

Ceracoat™ saves you time and money!

APPLICATION: Clothes must be clean and dry

Start by testing them:

Put a drop of water on the surface. The drop has to be absorbed by the clothes to be treated with Ceracoat™. If the water drop is not absorbed this means that the clothes are already treated and do not need to be treated with Ceracoat™.

Otherwise, just spray Ceracoat™ Clothes Care on. These drying methods will guarantee a better long-lasting impregnation and protection.

CLEANING AFTER CERACOAT™
Wash normally. Dust, dirt and liquids will be shaken away. Creamy and sticky substances as ketchup and honey can be rinsed away using only water. **DO NOT RUB**

Irritating to eyes

Vapours may cause drowsiness + dizziness



Sample



MARKETING & DISTRIBUTION



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www.ceracoatdirect.com

MANUFACTURED BY

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info@ceracoat-ceramic.com
www.ceracoat-ceramic.com



200ml



Replaces Cleaning

SAVES YOU TIME & MONEY

swiss quality





Coats all Non Absorbent Surfaces

After treatment with Ceracoat™ you no longer need traditional cleaners.

Ceracoat™ saves you time and money!

APPLICATION: Surface must be clean and dry

After cleaning with an alcoholic cleaner, rinse with water. After just spray Ceracoat™ Bathroom Care on the surface (quantity is sufficient) and polish it to dry with a clean towel. Wait about 1h before contact with water. This will give you the best performance for a very long time.

* Protection of the surface.
If you see that the Ceracoat™ bathroom Tile Care on the joints the spray on the joints and just let it absorb and coat. **NEED TO POLISH.** They will then remain as new!

CLEANING AFTER TREATMENT WITH CERACOAT™
Dust, liquids and / or dirt are very easily removed using only water. **DO NOT RUB.**



MARKETING & DISTRIBUTION

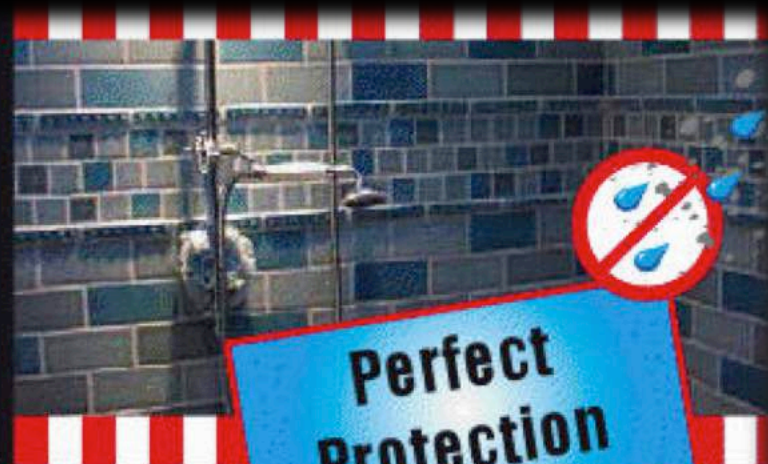


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200ml



Perfect Protection



Replaces Cleaning

SAVES YOU TIME & MONEY

swiss quality





Coats all Vehicules - Engines & Mechanicals



**Perfect
Protection**

SAVES YOU TIME & MONEY



The Ceracoat™ Ceramic Engine Care also protects your engine during cold start and lubrication fails.

Ceracoat™ saves you time and money!

APPLICATION: (4-stroke-engines, 2-stroke-engines, fuel and gasoline, turbo, race engines)

No oil or filter change is necessary prior to application

Ceracoat™ Ceramic Engine Care is simply to be added to the WARM engine. Then drive the vehicle for 10-15 minutes.

Ceracoat™ will not block the filter.

1 dose per period of 12 month or after 40-50'000 km

1 dose for up to 6 liters of oil (or less)

MARKETING & DISTRIBUTION



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Logistics Partners







Creator & Principal





"If you can dream it, you can do it"

***The Creator of the Ceramic Engine Coating & Ceracoat brand
General Ceracoat™ Nanotechnology R&D Manager
Product Line Conceptor & Manager***

Dr Elio Keller

UN Diplomat

Fonder & CEO of Ceracoat™ & Autolinea Groups

President of Ceracoat™ International SA

Chairman & Co-Fonder of Ceracoat™ Direct Ltd

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Your Present & Your Future

