



High Value Attributes – Great Customer Benefits

The Equestrian market is very large. There are 9.1 million horses in the USA alone and most are now used for pleasure. Many in this broad market have excellent or better financial resources. This broad market is made up of about a half dozen submarkets depending on riding discipline. All within this market share one thing in common, the need for good consistent footing without the health hazard of dust.

ArenaKleen is a non hazardous, non-toxic product that has properties that make it the ideal dust control solution. It has no negative impacts on all of the various footing materials now becoming popular. It is very long lasting, it is not corrosive, it is not acidic or alkaline, contains no chlorides, it is odorless, and colorless. ArenaKleen does not make the soil slippery or sticky. It will not produce mud or soft spots. ArenaKleen maintains consistent texture and "feel" in the footing long-term. ArenaKleen eliminates the serious health hazard of dust.

ArenaKleen is easy to apply. ArenaKleen is actually good for the footing; it improves the footing long term and extends the life of the footing material. Because of the way ArenaKleen functions in the soil/footing material it also enhances the horse's performance by allowing as much of the effort that the horse put forth to go into propulsion (forward motion). It does this by allowing the individual soil particles to remain in contact with each other thus maintaining maximum coefficient of friction between particles. This friction makes it harder for the particles to move or slide past each other so the footing material maintains denseness; it is not loose or slippery. The footing feels and rides as if dry but functions as if moist.

ArenaKleen is a high value product for the customer because of all of the above attributes.