



**FIFTY REASONS<sup>®</sup>**  
AIR CONDITIONING CLEANER CONCEPT

Business sector

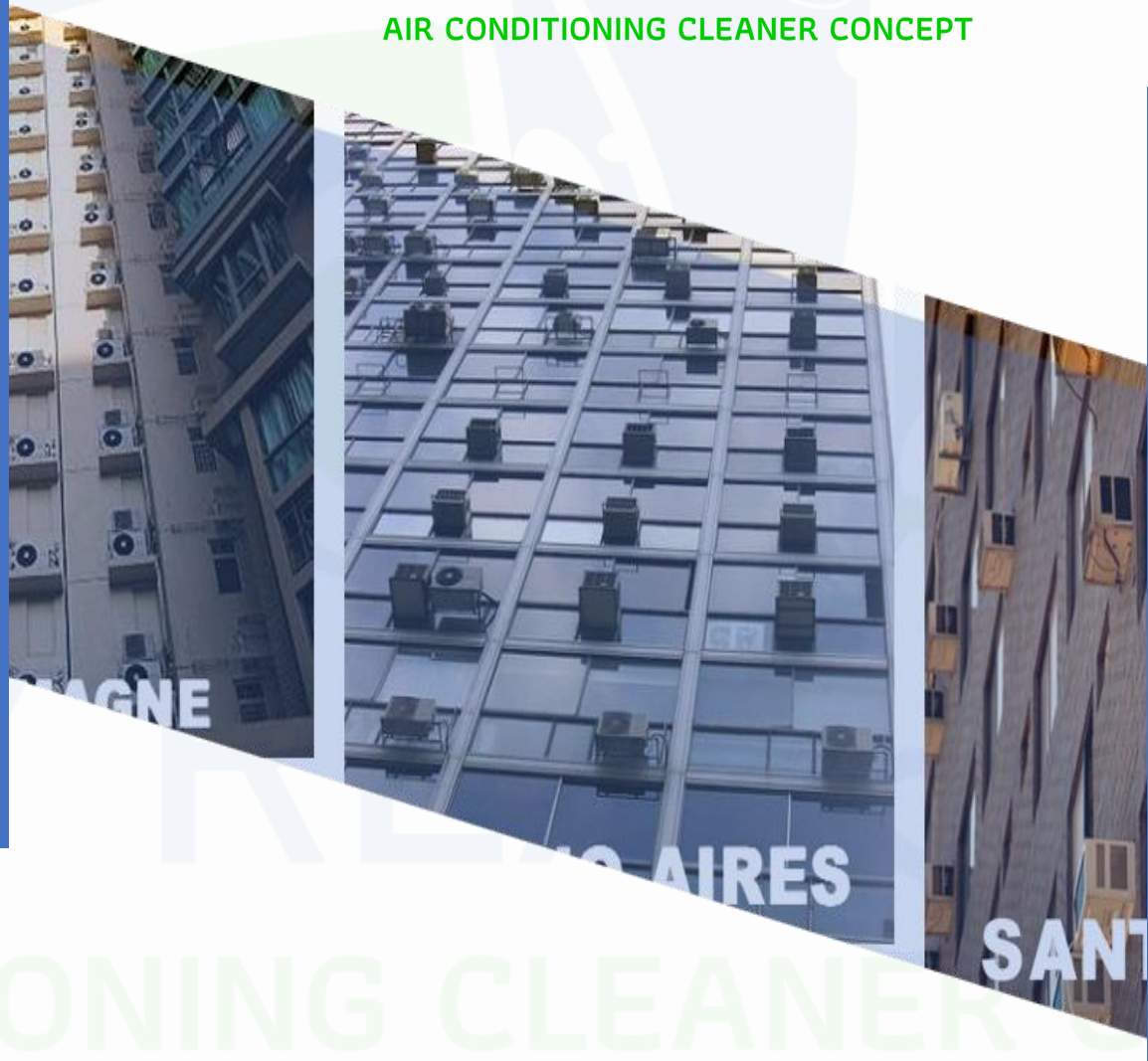
**Microbiological  
maintenance of air  
conditioning systems**

**Market Idea**  
*International*





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AIR CONDITIONING CLEANER CONCEPT



**2022:**  
**2 billion air  
conditioners  
installed.**

*Excluding industrial equipment*

<https://www.youtube.com/watch?v=M5f6sdRqO10>

**2050:**  
**6 billion**

*Cooling the planet*

AIR CONDITIONING CLEANER

95%  
of air  
conditioners are  
infrequently or  
poorly cleaned

*Breathe !*



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# Why?

*Ignorance of cleanliness  
is unacceptable*



Before



After



CONTEXTE



No media coverage of the risks

Inappropriate recommendations

No elaborate technicality

No tools

No precise regulations



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# Public health

*Impact*

**According to Pulmonologist Abdullah ZADVAT:**

In air conditioning units **fungus, germs, moulds, staphylococci, streptococci, etc.**, develop.

Health impacts

- Asthma, rhinitis, conjunctivitis,
- Legionnaire's disease,
- Extrinsic allergic alveolitis,
- Cough, throat irritation, eyes, fatigue,
- etc.



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**AIR CONDITIONING CLEANER CONCEPT**



**Energy**

**Motivation**

**According to EDF**

(Extract)

"A poorly maintained, dirty air conditioning unit can lose much of its efficiency and generate **additional electricity consumption of around 25 to 30%**.

*Source: EDF Energy Efficiency Department*



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AIR CONDITIONING CLEANER CONCEPT

# Outlook Financials

Microbiological  
maintenance

France + €2 bn  
Europe + €20 bn  
World + €200 bn

+  
The industry  
= X B €

Machinery  
Accessories  
Products  
Training

# Organisation

Experience



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## Innovation

**FIFTY REASONS#THE CONCEPT**

**FIFTY REASONS**<sup>®</sup>  
CLEANER CONCEPT





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The concept FIFTY REASONS

Tomorrow's opportunity today

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