

SmarTork Market

Target Markets

- 1) Elevator Consultants
- 2) Existing Customers .. Problem areas...or not (Talk to your service Engineers and Mechanics)
 - a) High winds
 - b) Garages
 - c) High rises
 - d) Multi shaft elevators (2 or more)
 - e) Oversized Doors
 - f) All existing
 - g) Government Bldings. (improved safety device and power saving)
 - h) Sell as system

Strategies

Promotional

- 1) Eblasts Existing Customers
- 2) Video USB demonstrations (Face to face)
- 3) Local Trade Shows
- 4) PSA (Public service announcements
- 5) Press Releases (Free Advertisement)
 - a) Local media
 - b) City Magazines
 - c) Trade magazines
- 6) Elevator Associations
- 7) Advertising Local Building Publications
- 8) Builders Associations

Code Compliance w/ ASME A17.1

- a) Section 112.4(a) Kinetic force on **cab door** shall not exceed 7 ft lbs at reopening
- b) Section 112.4 (b) kinetic force on **Hoistway door** shall not exceed 30 ft lbs at reopening

SmarTork overcomes wind load due to Code Mandated shaft venting

- a) Section 100.4 Hoistway shall be provided with means to prevent accumulation of smoke and gas.

Advantages to Elevator Companies

- 1) Reduces Costly Call Backs (Millions lost annually to non-billable hours)
- 2) Creates additional revenue in untapped market
- 3) Increases profits
 - a) Markup on Materials
 - b) Labor
 - c) Sell as system all floors on Single elevators (owner introduction) or multiple units (all elevators in building)

Potential Market

In a marketing study done by ADAMS there are approximately 9.75 Million spirators in operation today in the US alone. Only 170,000 combined spirators sold annually.

“Is there a Market for SmarTork? Where is there not a market for SmarTork?”