

SAFE, NON-TOXIC & ENVIRONMENTALLY-FRIENDLY BIOLUBRICANTS



The Challenge

Here's what the marketplace is facing

The Challenge

Whether it's in an automotive shop working on an engine, or in a farmer's field working on a tractor, the goal remains the same:

- *to provide superior penetration and lubrication qualities, while also protecting the user and the environment from harmful, carcinogenic toxins.*

- Fossil fuel sustainability
- Stricter Government regulations (VOC's)
- Automotive Industry's Guidelines
- Recyclable raw materials ending up in landfills
- Low flash point for petroleum based products
- Sky-rising incidence of cancer and other health concerns due to prolonged use of petroleum based products

Introducing STUFFF Lubricants

A “solution”, made with Canadian Canola

Introducing STUFFF Lubricants

STUFFF™ Lubricants Inc. is a Canadian based company located in **Richards Landing, Ontario Canada**. Our company was formed out of the interest and need for a green product line of penetrants and lubricants to replace the more harmful petroleum based products on the market, without having to sacrifice performance.



"Our products work just as well, if not better than, the leading petroleum - Chemical based products on the market but ours are 100% safe to use."

Bill Betournay, Founder

Introducing STUFFF Lubricants



The methyl ester formula used in the STUFFF™ Penetrating and Lubricating Oil allows this product to migrate into crevices, dissolving rust and carbon particulate that might otherwise prevent nuts and bolts from budging and, in a nutshell, loosens seized metal parts.

**We're patented (both recipe's and processes) in
both Canada and the United States**

We also hold a Canadian trademark on "STUFFF".

Awards and Media

- 2016 Innovation Company of the Year - Sault Ste Marie Innovation Centre
- 2018 Innovation Award - Northern Ontario Business
- **2018 Season 13 Dragon's Den**
- Still rebounding from Covid

Our Product Line

“STUFFF” for any application

Shop STUFFF

Our flagship, and ideal product, for professionals, hobbyists,
and general households



STUFFF™

Patented in both Canada & the US

Shop STUFFF

There are virtually 101 household and industry uses for **Shop STUFFF**. It's 100% biodegradable in soil and water, no toxic effect on the environment. It is safe for animals, aquatic life, and bacteria – therefore no ill-effect from prolonged exposure, and it has a much higher flash point than petroleum based products.

This makes Shop STUFFF the ideal industrial lubricant!

- Loosens seized nuts and bolts
- Cleans away and protects from rust
- Unseize engine and driveline components.
- Lubricate blades, shears, hinges, shredders, etc.
- Cleans and protects BBQ for winter storage
- Dissolves tar and other petroleum based products, including glues and adhesives

Shop STUFFF vs WD-40

Shop STUFFF	WD-40 / WD-40 Specialist
Reduces friction over petroleum based lubricants by 2:1	Reduces friction
Displaces moisture	Displaces moisture
Cleans grease, grime, and dirt, while still lubricating to prevent premature wear	Cleans grease, grime, and dirt
Polar attraction to metal offers superior lubrication, protection, & moisture displacement while creeping into the tightest crevices/spaces	No polar affinity to metal – does not penetrate as efficiently into tight crevices/spaces
Erodes rust and unseizes stuck nuts, bolts, and engine components	Rust release frees components rusted together
Flashpoint: 310+°C (590°F) Less smoking; reduced fire hazard	Flashpoint: 122 °F (49°C) Tag Open Cup (concentrate)
A natural, more efficient solvent for removal of adhesives, bugs, tar etc.	Does not remove adhesives, glue, tar etc.
Low odour solution with slight orange oil aroma	Perfumed additives
100% environmentally friendly, biodegradable, non-toxic, renewable, & non health hazardous	Petroleum based with known environmental and health risks, ie. Skin irritant with prolonged exposure

The Opportunity

Let's work together!

Benefits

The Customer

- Superior lubricity
- Superior penetration
- Superior solvency
- Safe, non-toxic formula
- Low odour
- Biodegradable; does not require special clean up procedures if spilled – soap and water only

The Retailer

- Eco-friendly alternative in the product line
- Unlimited uses and marketability
- Renewable raw materials
- Cost-effective manufacturing
- More shelf space for products
- Broader consumer market (“green”-conscious customers)
- Market-leader positioning among retailers
- **Fantastic profit margins**

Revenue and Pricing

MSRP for Shop STUFFF is **\$19.95 per 350g spray can.**

Cases contain 12 cans, and retail for \$239.40.

Example: An order of 45 cases x 12 cans = 540 cans, at a wholesale price of \$7,002.45.

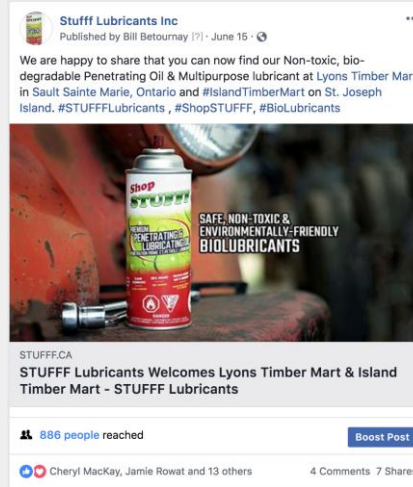
At the MSRP of \$19.95 per can, that's \$10,773 in revenue, for a net profit of \$3,770.55

Our retail partners benefit from competitive wholesale pricing and discounts:

- 1 case = 25%
- 2 to 9 cases = 30%
- 10 to 49 cases = 35%
- 50+ = *negotiable*

Marketing

- Highlights and “boosts” on our social media pages
- We will add all your locations to our Where To Buy map on the website: (<https://stuff.ca/where-to-buy/>)
- Cooperative pay-per-click (PPC) and display advertising campaigns in your area, driving customers to your store



Don't just take our word for it....

"When I put the impact on three bolts on my front hub bearing the impact socket became stuck on the bolt heads. I was banging the socket back and forth for a good 20 minutes before I realized I had some Shop STUFFF™ handy. I sprayed a little in the end of the socket and to my amazement the socket literally dropped off."

Comment from Bill on the STUFFF.ca website

"I had a jack on my trailer that was so seized that I bought a new one. I tried everything on it and nothing worked. I sprayed STUFFF™ on it, let it sit 'til the next day and I couldn't believe that it was working."

Comment from Fred Tilson on the STUFFF.ca website

"Yesterday while tarring a chimney I got tar on my arm & jeans!! Came home and sprayed STUFFF™ on my arm & jeans, the tar came off with no ill effects, no mess."

Comment from Jake Stubbe on the STUFFF.ca website

"I have a 12 hp Sea horse outboard motor that was seized; I thought I would try to un-seize it. I took the plugs out and sprayed some Shop STUFFF™ in, put the plugs back and let it sit for a day. To my surprise the motor turned over. Another pull and it fired on the STUFFF™. Very pleased with this product, would definitely recommend it to others!"

Comment from Pat Garside on the STUFFF.ca website

Make a difference with STUFFF!

We look forward to discussing our products further with you.