

**ALBEDO 100**  <sup>®</sup>  
TECHNOLOGIES

by TrackInvent AB 

# ▶ The problem

Data provided by World Health Organization



## Why **we** are **here**.

Every year road traffic collisions are a top 10 cause of death globally accounting for 1.25 million deaths.

Pedestrians and Cyclists account for half of these deaths.

The majority of these are during low-light conditions.

# ▶ The problem

Information provided by World Health Organization

This makes **Increased Visibility** one of the **Clearest Solutions** for one of the worlds **Biggest Problems**.

There are multiple ways countries, communities, and their citizens are improving visibility at night:

building designated roadways for different types of users | overhead lighting | strict speeding laws | safer cars



## ▶ The solution

Focus on the mindset

Infrastructure and law improvements are necessary but the **mindset** of road users is what needs to change. We are dedicated to procuring and sharing **innovative approaches** to night safety that will help catch the attention of road users around the globe.

[See the highlight video by clicking here](#)

# The History of Albedo100

## Säkert att Synas

Translation: Be Safe Be Seen

Under the ownership of TrackInvent AB, Albedo100 was first created in 2013 as a series of sprays with light-reflective properties that make objects and clothing visible in low-light conditions.

Here is a brief timeline outlining the developments and publicity of Reflective Spray and how it has become a success in the market as it continues to grow!



APR  
2012

In Sweden a small group of Inventors got together to create a spray on reflector - now called Albedo100!

JAN  
2013



First products are manufactured in Sweden and out for delivery!

FEB  
2014



First viral sharing of our product line creates buzz around the globe - **Reflective Reindeer!**

DEC  
2014

By years end in 2014, Albedo100 had spread through distribution in **13 countries.**

Sweden, Norway, Denmark, Finland, Iceland, UK, Ireland, USA, Belgium, Netherlands, Germany, Switzerland, Italy



Now Manufacturing in USA to support demand in Americas.

APRIL  
2014



MARCH  
2015

**Volvo Life Paint** release in UK caused an international stir in the cycling and reflective market and further builds demand for Reflective Spray around the world.



# What's **next** for **Albedo100?**

Although Albedo100 has come far in a short period of time and received major international recognition (2015 Albedo100 was even nominated as one of the 30 best innovations in the world), this is only the beginning for Albedo100 Reflective Spray and the Albedo100 brand. Through hard efforts and great collaboration with our distributors we want to continue increasing consumer awareness, demand and the importance of visibility!

TrackInvent is continually working to develop new, easy, and effective reflective alternatives for the market. The success that Reflective Spray has shown will allow us to continue to improve these products and build at a larger line to accompany the wants and needs of new consumer groups!

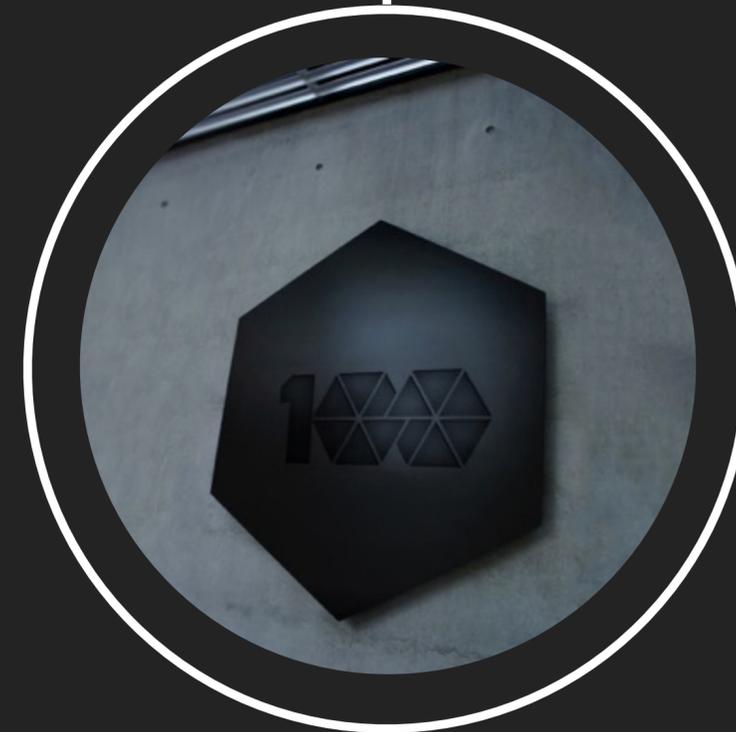
JUNE  
2016



Distribution has expanded to cover **23 countries.**

Spain, Portugal, France, Austria, Czech Republic, Slovakia, Canada, Chile, South Korea, Japan

**2016**  
ONWARDS



**Will you join the team?**

# ▶ The products

Where we focus our efforts in development

## Essential Features



### Performance

All of our products are made to perform at a high-level of reflectivity. You can assure that this is our first and main feature for our product line.



### Unseen

We like you to believe our products, when applied, are not even there. Continually in development we push the products to be even less noticeable (color, texture, etc.)



### Easy of Use

Maybe you don't have a lot of time and just don't want to hassle with anything extra. Well, we don't either and that's why we keep this in mind as we develop our products.



### & Durable

Different products on different surfaces will change durability drastically but it will last through your night out.

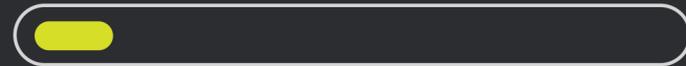
## ▶ Product Line Comparison

All three attributes are dependent on how much is applied and on what material it is being applied to.

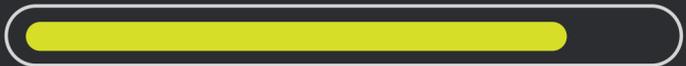


### Invisible Bright

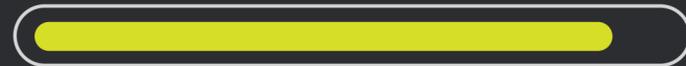
greyness



washability

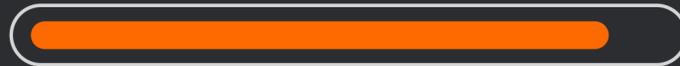


reflectivity

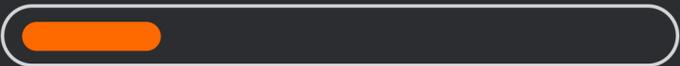


### Permanent Metallic

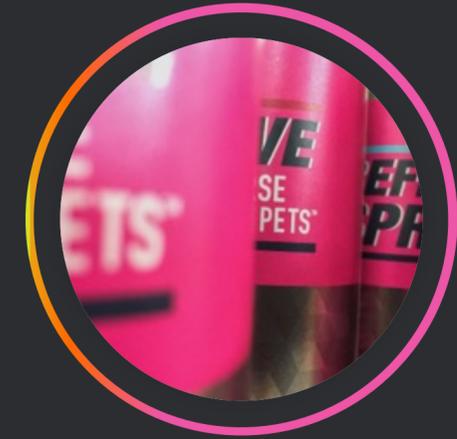
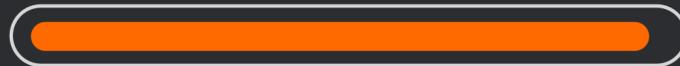
greyness



washability

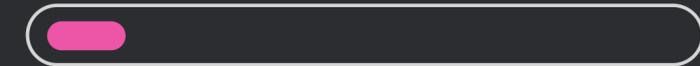


reflectivity

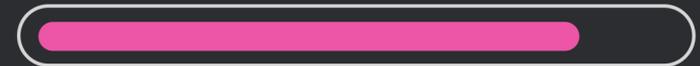


### Horse and Pets

greyness



washability



reflectivity



## ▶ The contents

Further understanding the sprays

### Hold on a second, **what is it?**

Albedo100 Reflective Spray are so called aerosol products like hair sprays, spray deodorants, spray paints etc. Now being manufactured in Norway they are produced in the country where the aerosol was first invented a bit more than a century ago. In order to optimize adhesion to different surfaces, the formula differs between the sprays. The products consist of mild components, e.g a glue similar to that used certain in plasters.





# Invisible Bright

Product highlights and uses.

Runners. Bikers. Pedestrians.  
Children.

Our most versatile spray can be applied straight to clothing and different types of fabric.



# ▶ Permanent Metallic

Product highlights and uses.

Road Markings. Industrial Use.  
Bike Frame.

This spray goes on grey and grips onto materials  
much like spray paint.



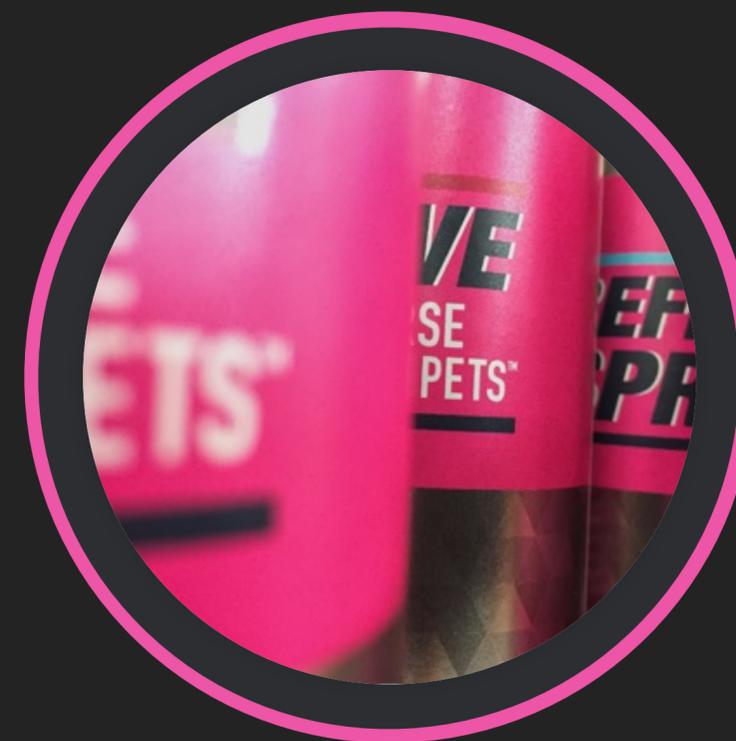


# Horse and Pets

Product highlights and uses.

## Dogs. Cats. Horses.

Designed to adhere to fur, this spray will help keep an animal visible in the night.





# Marketing strategy

How we move product



## Influencers & Ambassadors

Because Reflective Spray is very visual and our users usually take photos to test their applications, we find using influencers on Social Media outlets tends to be a great success. Straight from the horse's mouth!



## News & Events

When introducing the product to new markets or new events within those markets, using news outlets is a great way to get the word out. Plus, programs are usually quick to support a safety product!



## Traditional Forms

Done much less than the others but still very relevant, we use radio and magazines to help get the word out about Reflective Spray. We find this most successful in line with holidays such as Halloween!

# ▶ Social media presence

Influencer marketing

## Success through Photo Sharing.

Forget copy, consumers need to see to believe - although... many don't believe it when they see it!

From athletic ambassadors to mom blogs, we help support photo sharing as much as we can.



# ▶ Influencer marketing

Organic growth



## Forms new trust

Followers and Friends are much quicker to trust our product line when hearing it from a supported source. This helps stop the thought "that can't be real."



## Influencer Shares Photo on Instagram



## Creates new ideas

A "Do it yourself" product like Reflective Spray really brings in creativity (something quite new to people in the safety market). This inspires people to find their own ways to use our line of Sprays.



# Word of mouth

Organic growth



**New Content  
is Created  
& Shared**



**Follower Sees &  
Shares Content**

Photo sharing is one of the biggest way being hear about our product.



**Follower Orders  
Product &  
Creates New  
Content**

We're not just creating content, we are forming demand and sales through Social Media outlets.



# News and events

Local level involvement



## Be Safe, Be Seen!

You can't get the community involved without getting involved in the community...



# ▶ Traditional

Editorial and product reviews,



Magazines **editorials** are our main form of traditional advertising.

We have used **safety quizzes** as contests inside magazines to help readers win product. We also use radio and newspaper spreads to get the word out to new consumers.



# Awards

Praise in innovation around the world



## Cannes Grand Prix

Winner of two Grand Prix and nominated as one of the best innovations in the world 2015.



## Popular Science

Winner of "best of what's new" in Popular Science magazine outlining it as a top innovation around the world yet again.



## Swedish Construction

The sprays were also nominated in Sweden as one of the top innovations in the construction industry for 2015.



## BAMA Innovation

British aerosol industry "Innovation of the year" in 2013.

## ▶ Our approach

New, fun, friendly & informative



# What we do is different, and that's what people need.

There is no doubt that road safety is a tough subject that hits many people close to home. Finding ways to grab peoples attention before accidents happen is our goal.

- ▶ Introducing **new** ways to increase visibility.
- ▶ Being **fun** and **friendly** in our messaging.
- ▶ Helping people **understand** the problem we face.

## ▶ Common questions

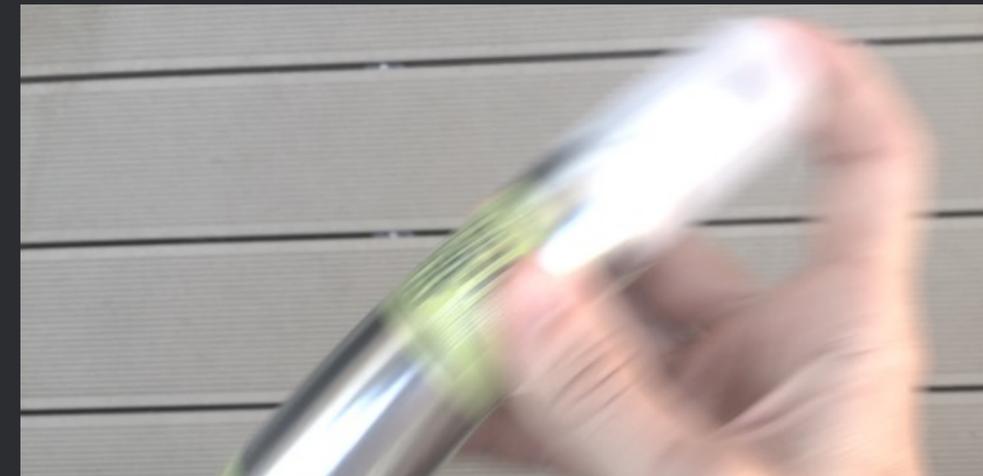


### What should I spray?

When it comes to Invisible Bright, a good rule of thumb is the more water repellent a material is the less durable our spray will be. Example: If you sprayed a mesh running shoe, the deep porous area of the mesh would stick around for a couple weeks when the rubber sole may only last a couple of days. On porous, deep fabrics you need less product, it is more durable, and it is less visible to the naked eye!

### How do I spray and how much can I?

Be sure to shake a can well before spraying to optimize usage and create a consistent effect. Always test in an inconspicuous area and **START SMALL!** We know it is fun to use but go little by little and take flash photos or use a flash light as you apply. The more you apply the more grey it will become so go slow. Use short, moving 1 second sprays at the distance of a foot while holding the can upright. Small can will last for approximately 30-50 applications and the large can will provide double.



## ▶ Questions continued

### What safety concerns should I be aware of?

First of all, these products are aerosols and the propellants should never be inhaled. This is why the product should never be sprayed at a human or animal's face. Always apply spray in a well-ventilated area. Once the product settles and dries, it is safe, even Invisible Bright on skin in moderation. Should you apply to skin, wash off after when you can, as the glue base blocks your skin from breathing. Permanent Metallic should not make contact with skin. If a dog licks Horse and Pets spray off its coat, the product will pass through the animal's system without harm.



### Also, what does Albedo mean?

Albedo is a measure of reflective ability. 1.00 albedo means that all of the light is reflected from the surface and 0.00 means that no light is reflected. The whiter the surface, the higher is the albedo value. A black object reflects no light, which means that its albedo is 0.00. Snow, however, can have an albedo of 0.9 = 90% reflection.