



Got a garage
or a basement?
Then you have enough
space to get started ...

optionsmini-plants



A young girl with long brown hair, wearing a black tank top and olive green cargo pants, stands in a field of tall grass. She is holding a small tree sapling with both hands, looking up at it. A golden retriever dog is sitting in the foreground, looking towards the girl. The background is a bright, slightly cloudy sky.

Revenue

A properly managed and marketed options**mini-plant** business can generate and sustain well over a million dollars in revenue in just two to three years.

Investment

The mission of Options for Life, LLC is to create business ownership opportunities that are within the reach of people with limited capital and business management training.

The options**mini-plant** business model is deliberately *low* on the tech side and *high* on the personal input side. The result is a start-up business that does not require large, risky capital investment or formal business management or technical expertise. As the business grows, resources will be there to enhance the technology and bring on board more personnel and support services.

Products

optionsforlife cleaning products for household, commercial and janitorial use represent the very latest in 21st Century bio-based, green cleaning chemistry.

Instead of toxic, non-renewable petroleum-based surfactants (the primary wetting and detergency agents in conventional cleaners), we use non-toxic, renewable surfactants in our cleaners.

We have also:

- replaced potentially hazardous-to-use chlorine bleach with common, but as effective, hydrogen peroxide;
- replaced traditional strong acids used in many tub and tile cleaners with a safer organic salt solution; and we
- replaced non-biodegradable alcohol (commonly used in glass and window cleaners) with biodegradable solvents that are not as irritating to the skin.

Compared to conventional toxic cleaners, **optionsforlife** non-toxic cleaners receive better marks for surface gloss retention and surface safety – meaning **optionsforlife** products do not dull and scratch surfaces over time as conventional cleaners may.



optionsforlife 2010

www.optionsproducts.com info@optionsproducts.com tel. 917.617.9060

Reviews

The New York Times

The New York Times rated **optionsforlife Glass and Window Cleaner** as one of the best non-toxic cleaners on the market.



greenhome.com

GreenHome.com, the leading green product store on the Internet, rated **optionsforlife** cleaning products as "*the BEST!*"



The Discovery Channel featured our **Time to Detox Your Home and Office** set of cleaners on their Planet Green home shopping guide as well as on their **TreeHugger** blog.



Our concentrated formulas have been certified by the leading green product certification organization, **Green Seal**, as being safer than conventional cleaning products *and* very effective.

For real testimonials from real users ranging from moms and maintenance workers to doctors and restaurant owners, visit our web site www.optionsproducts.com.



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Mini-plant

It doesn't always take big money to make big money. The equipment you need to locally blend, bottle and cap **optionsforlife** non-toxic cleaning products cost less than \$30,000. And, you could fit it into a single car garage. Add storage space for concentrate containers, bottles and boxes and you have an **optionsmini-plant**. There are, of course, *just a few* other details, but you get the picture.



All three filling line machines are powered by compressed air ...

the mixer on the blending tank



the filling machine



and the capper.



The same sanitary stainless steel filling line can be used to fill upcoming **optionsforlife** personal care products.

Equipment

The filling line of an options **mini-plant** consist of the following basic equipment:

- Air Compressor
- Mixing Tank
- Pump
- Filling machine
- Capping machine
- Conveyor track

Plus, a few regulators and lubricators and hoses for water and air .
Access to water, drainage and a 220 volt line is also required.
The entire filling line footprint is about 500 square feet.

Installation and Training

The equipment comes pre-assembled with easy to understand instructions for hooking the components together. Or, for a nominal charge, a technician can be provided to set up the filling line.



Bottling

Step One. Pre-measured concentrate of Glass Cleaner (for example) is poured into the 100 gallon mixing tank and filled with cold water. [Concentrate containers and pre-labeled bottles are all color coded to avoid mishandling.]

Step Two. The now ready-to-use solution is pumped from the mixing tank into the semi-automatic filling machine.

Step Three. Bottles are hand moved down the conveyor belt to the capping machine. From there they are boxed.

That's it.

The entire operation can be run by two to three people depending on how many units you want to produce in a given period of time. Two people can fill 300+ bottles an hour. Three people can fill 600+ bottles an hour.

Between different product runs, the filling machine is simply flushed with cold water, the accumulation of which is safe enough to flush down a regular drain.

Almost all of the mixed batch is used and there is virtually no waste in the process -- and certainly no hazardous waste.



Sales Plan

Territory

You'll sell in expanding concentric circles around your business location. This makes the sales effort and the distribution of product more efficient by reducing travel time. Local word of mouth and support will also build faster.

Target Market

You'll sell to local businesses and institutions, including private schools, churches, beauty and health salons and spas, gyms, restaurants, doctor offices, light industrial businesses, government buildings, building management companies and professional cleaning services. You may also supply local options **refill-stations** and those Options for Life headquarter accounts that have branches near you.



Selling Points

Selling is easier when you are selling something that you know is good for yourself and your customers. Here are just a few selling points you can make ...

Health and safety.

An **optionsforlife** product isn't just *another product*. It's the product people are looking for. As we mentioned earlier, more and more people and businesses are seeking non-toxic alternatives for their current cleaners. **optionsforlife** offers a full range of products that are safer to use.

Performance.

For those potential customers who have tried other green cleaning products, chances are very good they were less than satisfied with the performance of the products. **optionsforlife** products work. In fact, **optionsforlife** products are so effective, they are used in commercial establishments by professional cleaners.

Environment.

When it comes to the environment, **optionsforlife** has it covered in a good way:

- Our ingredients are **biodegradable**.
- They come from **renewable** sources.
- They are **not** extracted from petroleum, thereby greatly reducing, if not eliminating, their toxicity.
- We sell and encourage the use of **concentrates** and facilitate the **reuse** of our spray bottles. Both practices greatly reduce the number of plastic bottles that enter environmental waste streams.
- Our **refill-station** program greatly **reduces our - and your - carbon footprint** by reducing the trans-continental shipping of ready-to-use products.
- We have **zero-waste** production facilities.

Community-based.

As a local **optionsforlife** distributor or bottler, you are directly contributing to the economic development of the community – something companies that import products into your community are not doing.

Revenue

If you are interested in licensing an options**mini-plant** and would like financial information, please call us at 917-617-9060. Ask for Walter. He will review with you a summary of costs and cost assumptions as well as basic profit projections. He'll also want to learn about your particular situation and business goals.

if appropriate, we'll then forward you an options**mini-plant** business plan, material price lists and references.