

Mineral CleanPro

“the safest and purest cleaning solution for hospitality and industrial settings”



LONTRA
Keep It Pure

GEN21 Mineral Solution Inc
A COMPANY OF GEN21 GROUP

What does “LONTRA” mean?

LONTRA is the Italian word for 'otter.' Otters can only live in pristine waters. Our mission is to gift humanity with clear water and an environment where even otters can thrive through our unique mineral extraction and stabilization technology.

EXCLUSIVE TECHNOLOGY

- We possess the world’s leading mineral extraction and synthesis technology.
- Our proprietary method ensures that our products cannot be replicated, maintaining their exclusivity and effectiveness.
- Our natural mineral products enhance plant and animal growth and immunity without side effects, outperforming traditional fertilizers and pesticides.



Commercial Agents and Their Issues



Wasted resources:

- Time Waste - Enormous amounts of laundry are generated daily, requiring a significant amount of time for washing.
- Water Waste - Multiple rinses are necessary until detergent foam is removed, resulting in high water usage.
- Energy Waste - Extended washing times lead to excessive electricity consumption..

Environmental degradation and user health:

- Large amounts of chemical wastewater contaminate the water.
- Workers are continuously exposed to chemical substances.
- Residual detergent remains even after rinsing, affecting customer health.

Industrial Cleaning Agents and Their Issues in Factories

Wastage of resources:

- Protective gear is required due to strong chemical ingredients.
- Extended rinsing with water is necessary to remove detergent residue.
- Facility corrosion occurs due to chemical components.
- Wastewater treatment costs are high.

Environmental Destruction and Additional issue:

- Environmental and water pollution.
- Challenges in Implementing ESG Internally.



Solutions Provided by LONTRA Mineral CleanPro

Innovative Technology

- Removes contaminants without toxicity using natural mineral ingredients.
- Perfectly replaces harmful NaOH and bleach
- Can be used safely without protective gear.
- Harmless to human body, allowing unlimited usage time
- No foam, enabling quick cleaning and washing.

Environmental Protection:

- Does not leave harmful chemical residues, making it safe for the ecosystem even if it flows into rivers.
- Made only from water and minerals, leaving only water and minerals after use.



What changes when using Lontra CleanPro?

LONTRA's innovative mineral extraction and stabilization technology provides safety, cost savings, and powerful effects in the laundry and cleaning fields of the hospitality and industrial sectors.

Enhanced corporate image

- Enhancing Image as a Leader in ESG.
- Reducing Contaminant Levels in Wastewater to Prevent Environmental Pollution.
- Safe Workplace Image with Low Risk of Safety Accidents.

Improvement of working environment

- Compared to cheap soda, bleach, and synthetic detergents, there is no skin irritation
- No problem in working even without wearing protective gear such as masks and gloves.
- No exposure to harmful chemical substances.

Cost-effectiveness

- Reduced labor time
- Decreased usage of cleaning water
- Decreased energy(fuel) usage.
- Simplified operation process

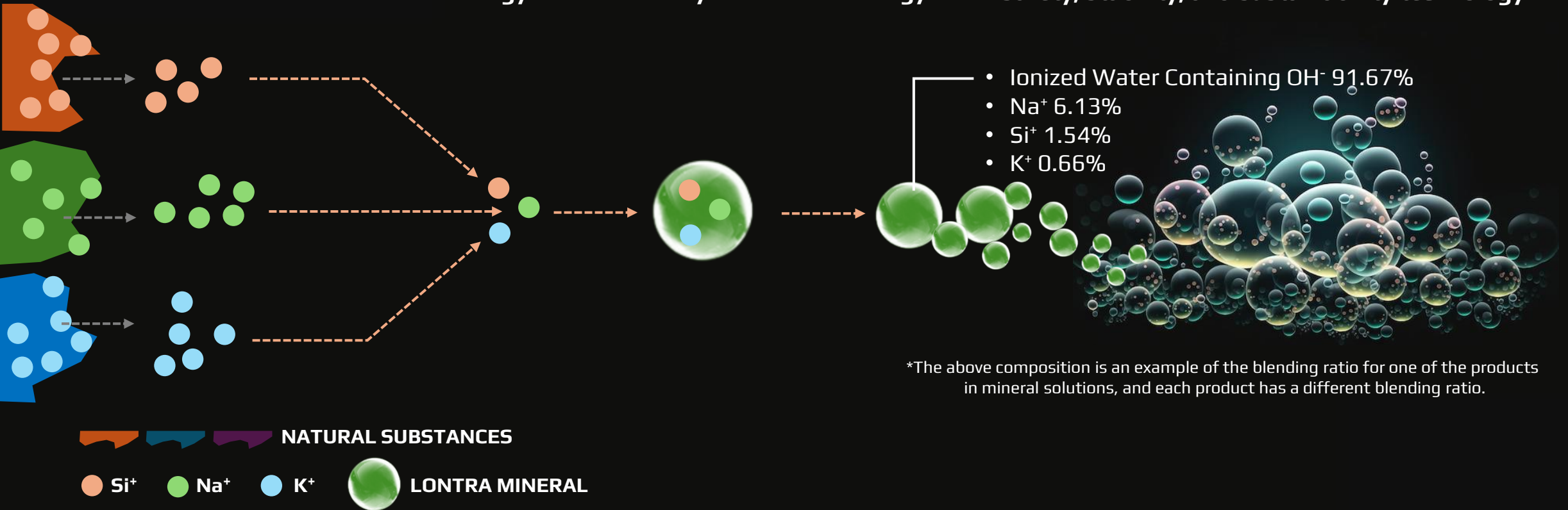
Advanced technical expertise

We've innovated mineral extraction and synthesis techniques to promote wellness and growth in households, agriculture, livestock, and industrial cleaning, free from harmful chemicals. Additionally, our pH-balancing additives regulate acidity for optimal health and vitality.

• Natural Mineral Extraction Technology

• Mineral Synthesis Technology

• Safety, stability, and sustainability technology



*The above composition is an example of the blending ratio for one of the products in mineral solutions, and each product has a different blending ratio.



Additional Benefits of Mineral CleanPro that's Made Only with Water and Minerals.

- Effectively removes even the strongest odors, such as formaldehyde.
- Powerful germicidal action.
- Improved air quality with excellent deodorizing capability.
- Substitution of harmful substances.
- Surfactant-like effects without actual surfactants.
- Increased commercial competitiveness.

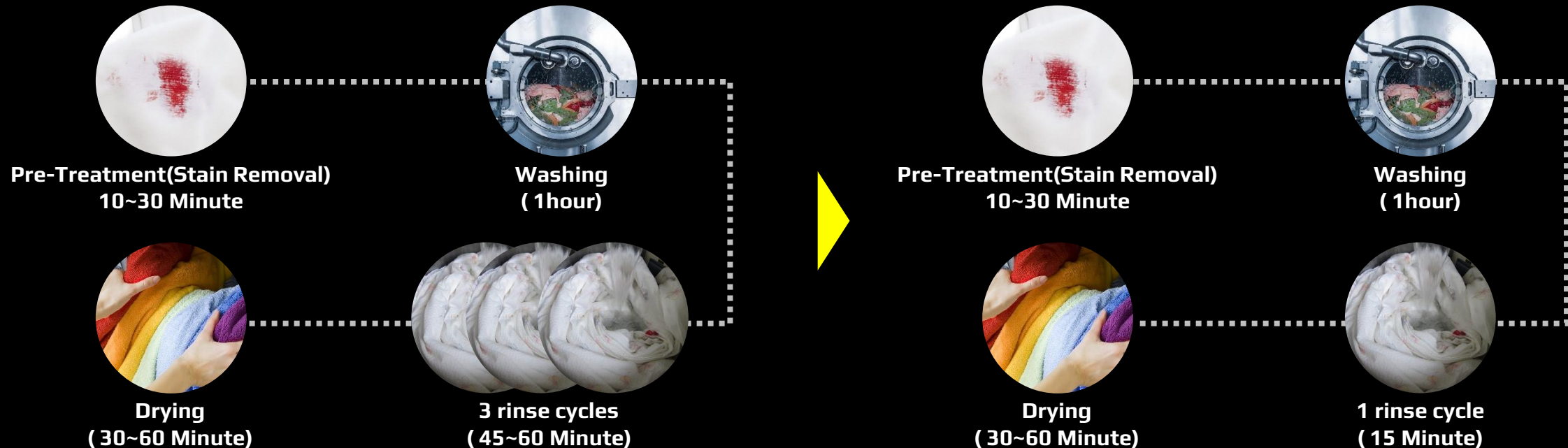
Comparison with Conventional Chemical Detergents in Hospitality Settings-Washing Time

typical laundry process in a laundry factory

- One complete process: Takes up to 3 hours and 30 minutes.
- Approximately 70kg of chemical detergent is used for washing 10 tons.
- 125 tons of water is used for rinsing 10 tons of laundry.

Changes When Replacing with LONTRA Products.

- One rinse cycle: Saves about 30 minutes
- Saves 50% of water usage.
- No detergent residue remains.



Comparison with Conventional Chemical Detergents in Hospitality Settings-Cost

	LONTRA Mineral Clean Pro	Chemical Detergent
Condition	<ul style="list-style-type: none"> • 100 tons of laundry per day • Detergent usage: 7g per kg of laundry (857kg of detergent used for 100 tons of laundry) • Water usage: 12.5 liter per kg of laundry • Water cost(industrial): 900 AED(245 dollars) per 10,000 gallons(38 tons) 	
Detergent cost	\$3,480 (Cost of detergent used for 100 tons of laundry) 3.48 cents per kg	\$3,000 (Cost of detergent used for 100 tons of laundry) 3 cents per kg
Water usage fee	\$4,000 (Water usage fee for washing 100 tons) 1 rinse cycle	\$7,730 (Water usage fee for washing 100 tons) Total of 3 rinse cycles
Total monthly cost	\$149,600 Approximately 30% cost savings compared to using chemical detergents. (Based on 20 operating days per month) Daily expenditure: \$7,480	\$214,600 (Based on 20 operating days per month) Daily expenditure: \$10,730
Additional benefits	<ul style="list-style-type: none"> • Each laundry process saves more than 30 minutes during the rinsing cycle (also saving electrical energy). • Operating 10 laundry processes per day saves 5 hours, increasing additional production efficiency. • Since no detergent residue remains on the laundry, the quality of service and customer satisfaction are improved. • As no chemical detergent residues are discharged, ESG practices are implemented. • By practicing ESG, various government benefits can be received. 	

Comparison with Conventional Chemical Detergents in Industrial Facilities



	LONTRA Mineral Clean Pro	Caustic soda
Ingredients	Ionized sodium, silicon, potassium, and water	NaOH(powder)
Toxicity	None at all (safe to drink)	Very high
Cleaning principle	Reducing size of water particles to penetrate contaminants for cleaning	Cleaning utilizing strong corrosiveness (reacts immediately upon contact to dissolve contaminants)
Advantage	<ul style="list-style-type: none"> • Excellent grease dissolving ability • Safe to work without protective gear • No toxicity or odor, suitable for wide range of applications 	<ul style="list-style-type: none"> • Outstanding cleaning power. • Immediate cleaning possible without soaking process (No need to scrub with hands)
Disadvantage	<ul style="list-style-type: none"> • Hard contaminants require penetration time. • White mineral deposits may remain after cleaning. 	<ul style="list-style-type: none"> • Must wear protective gear when in contact with skin. • Boiling produces toxic steam when heated. • Limitations on usage due to toxicity. • After use, must apply neutralizer and repeat cleaning.
Characteristics	<ul style="list-style-type: none"> • At high concentrations, aluminum oxidizes. • Stainless steel may lose its luster after cleaning. • There are almost no precautions to be taken during use.. 	<ul style="list-style-type: none"> • Aluminum and iron corrode rapidly even at low concentrations. • They absorb moisture in the air, requiring sealing.

Accredited clinical test reports

Skin irritation test

- Test subject: Rabbit
- Test result: No occurrence of erythema, alopecia, or edema
- PII Index: 0.0 (Determined as non-irritating substance)

Ammonia deodorization

- Ammonia 81% removed after 10 minutes (from 100 to 19)

E.Coli sterilization

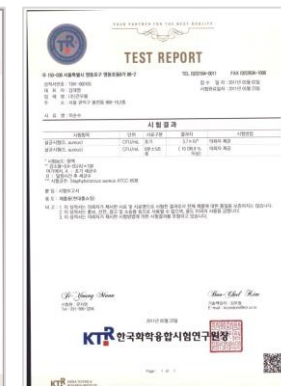
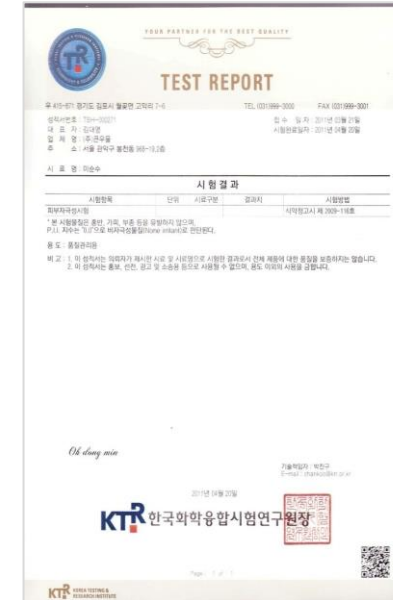
- E.coli 99.9% eradicated after 1minute

Salmonella sterilization

- Salmonella 99.9% eradicated after 5minutes

Top 10 harmful substances

- All 10 indicators of water pollution were undetectable





LONTRA
Keep It Pure

GEN21 MINERAL SOLUTION INC.

4F, Technology Innovation Center, 1036, Jungang-ro, Ilsandong-gu, Goyang-si, Gyeonggi-do, Republic of Korea
Tel 070.8983.5947

Technical inquires: annie.kim@gen21group.com

Business partnership inquires: steven.hong@gen21group.com

