

BIOTOP NATURAL POOL KNOW-HOW-PACKAGE

**WE TURN YOU INTO PROS
AT BUILDING NATURAL POOLS.**



BIOTOP NATURAL POOL – THE IDEA

Our beginnings in 1984. A company with an ecological focus can also have a viable economic future. This was our credo the first couple of years. The idea of the natural pool was only one of many. Without a doubt, the natural pool was the best of those ideas and Biotop Landschaftsgestaltung GmbH had the idea half a decade before anyone else did. And Biotop was the most innovative system provider right from the start.

Our partner network. Biotop started to establish the Natural Pool partner network as early as 1994. At that time, Biotop already had ten years of experience building natural pools. With the support of its partner network, Biotop has succeeded in offering its customers a technically sophisticated product that meets high quality standards. More than 3000 satisfied customers are proof of the unmatched quality of our natural pools. The partner network includes Germany, Switzerland, the Netherlands, Italy, Great Britain, France, Spain, Bosnia-Herzegovina and New Zealand.

THE KNOW-HOW MODELL

Know-how transfer, as well as support for the partner in building the first natural pools for private customers, is regulated in a know-how contract.

At the contract signing a **one-off fee** is charged to cover training costs and for entry into the Biotop Natural Pool Group. The **license fee consists of a variable amount**, which depends on the number of natural pools built. The calculation model for the license fees is such that the annual fee is **economically reasonable** for the partner and decreases with the number of natural pools built. In the know-how contract the **Natural Pool Advisory Board**, the **marketing**, the membership in national associations, the **use of sub-contractors** and **training** of the construction crew heads and workers are defined exactly.

Biotop grants licensees **location protection**. In a jointly defined market area no additional licensees are given a contract.

The **name “Biotop Natural Pool”** was internationally registered by Biotop as a **trademark** and may only be used by **Biotop and its partners**.

REQUIREMENTS

A majority of the following requirements should be met:

- In your geographic area of activity you are a **well-known landscaping company**.
- Your area of activity covers a radius of over **100 kilometres**.
- Your company has good **access to private house and garden owners** and you have an extensive customer base.
- You have appropriate **excavating machinery** at your disposal.
- Your company has experience in **excavation or pond/pool construction**.
- Your company has experience in **working with liners**.
- Your company has **business relations with construction companies**.

OUR EXPECTATIONS

Like every licenser Biotop also has some wishes from its license partners:

- They devote **appropriate time** to their “new area of activity”.
- They build at least **five natural pools** per year.
- Construction of the natural pools is done according to our specified **quality guidelines**.
- They conduct **annual pool service** for natural pool customers.
- They consider their **association** with Biotop to be a **long-term cooperation**.
- They **act offensively** as partners and share **their experience** at partner meetings, seminars to exchange views and other meetings.

OUR SERVICES

As a licenser we are interested in offering you the best possible conditions for acquiring and building natural pools.

Among these are:

- A **system manual** containing all the know-how to build Biotop Natural Pools.
- **Training sessions** for your employees **in the theory and practice** of building a natural pool.
- **Support** by our experts in building your **first two natural pools**.
- **Support for all problems** that arise for you in planning, building, starting up or maintaining your natural pools.
- Support in **drawing up difficult offers**.
- Annual **partner meetings, seminars** and various training and further training sessions.
- Ongoing **information about experience gained, further developments** and the respective state of the art.
- **Twenty percent** of the license fees are used **for supra-regional marketing**.
- **Professional supra-regional marketing** and support in regional advertising.
- Regional and supra-regional **press work** as well as an extensive **photo archive**.
- **Advertising materials** such as a catalogue (printing costs covered by partners), DVD and digital magazine.
- We forward **numerous queries** from prospective customers from your contract area.
- Biotop Natural Pool **fair booth** is available **free of charge** for your events.

OUR CONDITIONS

One-off initial fee:

€12,000 net price to cover training, training materials, support in the construction of your first two natural pools, as well as initially providing advertising materials (brochures, folders, etc.).

License fee per constructed natural pool:

The calculation for the **license fee** is based on fictive revenues and according to the volume of revenues per year amounts to **between 3.5%** (over €500,000 per year) and **8.5%** (under €100,000 per year).

The license fees are charged twice a year.

FIVE REASONS FOR A PARTNERSHIP

- Sophisticated system
- Strong increase in revenues
- Quick support and further training
- Strong advertising
- Exclusive group

THE GROUP'S THREE PILLARS

- **BIOTOP**

provides

- Sophisticated System
- Material
- Support

- **MARKETING**

provides

- Top Image
- Press Work and Advertising
- Queries

- **PARTNER NETWORK**

provides

- International Network
- Exchange of Views
- Dynamics

Advantages for your CUSTOMER

- Branded product
 - High quality
 - Chemical-free water
 - Satisfaction
-

Advantages for your COMPANY

- Tried-and-true product
- Fast training
- Increase in revenues
- Good contribution to profits

THE NEXT STEPS

- Express your interest to Biotop
- Master licensor clarifies the local need for a new partner
- You receive a draft contract
- Visit by regional managing director or you pay a visit to master licensor
- Contract negotiations and finalization
- In-depth training for your staff

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