

Industry News

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COMPANY Spotlight

ONA – Neutralizing Odors Worldwide

By Petr Siemens, Marketing
& Neil Dyck, Operations



As our population grows and our proximity to each other increases, there is one thing that becomes increasingly obvious – odors. Whether it be our gym bag, our neighbour's compost pile, the local pulp mill or a hydroponics garden, it is increasingly difficult to shield ourselves from these offensive and disagreeable smells.

This need has given rise to a new growth industry – odor control. Every day we are bombarded with messages about the latest product designed to make our environment more pleasant. The supermarket shelves are now loaded with an entire spectrum of air fresheners and scent dispensers. Industries spend millions of dollars every year on air scrubbers and noxious chemicals to reduce their odor emissions. The problem with most of these products is that they only mask the odor and often fill the air with chemicals that are more toxic than the odor they try to remove.



Neil Dyck formulating



What is required is a way to effectively eliminate the odor, leaving the air fresh, clean and devoid of any harmful chemicals. This is the solution offered by ONA, Odor Neutralizing Agent, first presented to the marketplace in 1995 by Odorchem.

ONA was born from a bad smell and a search for an environmentally safe way to send it packing. As Odorchem Manufacturing Corp. celebrates its 11th year in the hydroponics market we would like to take a look at where we've come from and where we're going.

It all started in 1995 when Odorchem's founder and president, Shane Lander was working as a Vancouver firefighter specializing in hazardous materials ranging from radiation leaks, explosives, drug labs and toxic chemicals. It was from this exposure that Shane came to believe that a more effective and natural way to deal with the emerging problem of odor pollution must be found.

After considerable research, Shane arrived at a conclusion that would ultimately determine the course of odor control throughout the world – that nature itself offered the best and most effective solution to odor control, by far.

Historically, odor control has involved the use of synthetic chemicals that either overwhelmed problem odors with a new, substitute odor or attempted to destroy the undesirable odor molecules with a process that often created other undesirable gas residues. Shane's research, however, revealed that certain chemical compounds had unique chemical properties that effectively neutralized harsh odors.

Suddenly, a way had been found to actually eliminate odors in an environmentally-friendly way, as opposed to simply adding off-setting odors or, worse, introducing chemicals that produced undesirable gas residues. In a modern world that no longer tolerates environmentally unfriendly solutions, this was indeed a breakthrough moment.

From there, it was full steam ahead. Shane quickly moved to establish a relationship with a chemist who had applied 25 years of research to this technology and signed an



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ona
odor neutralizing agent

exclusive-use agreement for all of North America. Odorchem began formulating basic products using this technology and started approaching various commercial and home-use markets. The reception to the products was very positive because of their unique effectiveness and environmentally friendly nature.

An instant bond was made when ONA was then introduced to the hydroponics industry. Of all the applications for this new odor neutralizer, the odors emanating from hydroponics gardens proved no match for this natural odor technology, and ONA found its niche.

ONA – THE SCIENCE BEHIND IT

Some may still be wondering what ONA is? Let me enlighten you. ONA is a blend of 32 essential oils specifically chosen for their ability to neutralize a

very wide range of malodorous molecules.

The odor neutralization is accomplished by one of three processes. There are three mechanisms of action that can occur, based on the chemical and physical natures of each terpene (constituent of essential oil) and active ingredient versus the organic and inorganic volatile compounds (odors).

Absorption — the attraction of the different reactive sites on the ONA active ingredient molecules will attract and non-permanently bind with the low molecular, high weight compound (VOC). (Absorb: To retain wholly, without reflection or transmission, what is taken in.)

Adsorption — All VOCs and odorous compounds have a solubility factor in ONA active ingredients. This solubil-

ity will allow the VOC compound to dissolve itself in the presence of ONA, relative to the chemistry of the emission, temperature, pH, and pressure of the environment. (Adsorb: To collect and hold (gas or vapor) in the surface of a solid.)

Chemical Reaction (The “Pairs” Theory) — This involves the permanent bonding of the odorous molecule (VOC) and the ONA active ingredients’ reactive sites. This mechanism transforms the pollutant into its basic properties. As a result, odor disappears.

ONA – EFFECTIVE, EFFICIENT AND ENVIRONMENTALLY FRIENDLY

ONA has experienced remarkable success in the marketplace and the orders keep flowing into their plant. It is environmentally friendly and this makes it a desirable alternative to any other product. This is a significant advantage in that it can be used in any home or hydroponics garden, because ONA is essentially food safe. The consumer does not have to be concerned if their family, pets, or plants are exposed to ONA as it does not have any toxic properties. One of our customers has a low tolerance for perfumes, household cleaners and in her words, “ONA is the only product I can safely use.”

The triple neutralizing powers of ONA makes it effective and efficient. This may sound redundant but there is a subtle difference. It is effective because it will work against any organic or inorganic odor, and it is efficient in that it acts quickly on any odor it encounters. This makes ONA the ideal solution for many applications – and even when odors can’t be identified, it will still neutralize them.



Petr Siemens marketing the ONA line



An assortment of ONA products

THE ONA PRODUCT LINE

Odorchem manufactures a comprehensive product line, designed to accommodate the needs of all hydroponics gardens, whether small or large. ONA comes in three basic formats: block, liquid and gel; and is delivered with a variety of methods – evaporation, spray and forced air distribution to suit all odor requirements. The safety of the product combined with ease of application makes ONA a desirable odor fighter in all situations.

ONA ODOR BLOCK

This semi-solid block of odor neutralizing agent slowly releases ONA to eliminate any airborne odors. Take the ONA Odor Block out of the container and place in the area where odors lurk. The duration of the ONA Odor Block will vary from 15-30 days relative to the airflow around the block and the ambient temperature. To reduce the strength of the block, poke holes in the cover and replace on the container. This will also prolong the life of the block.

ONA GEL

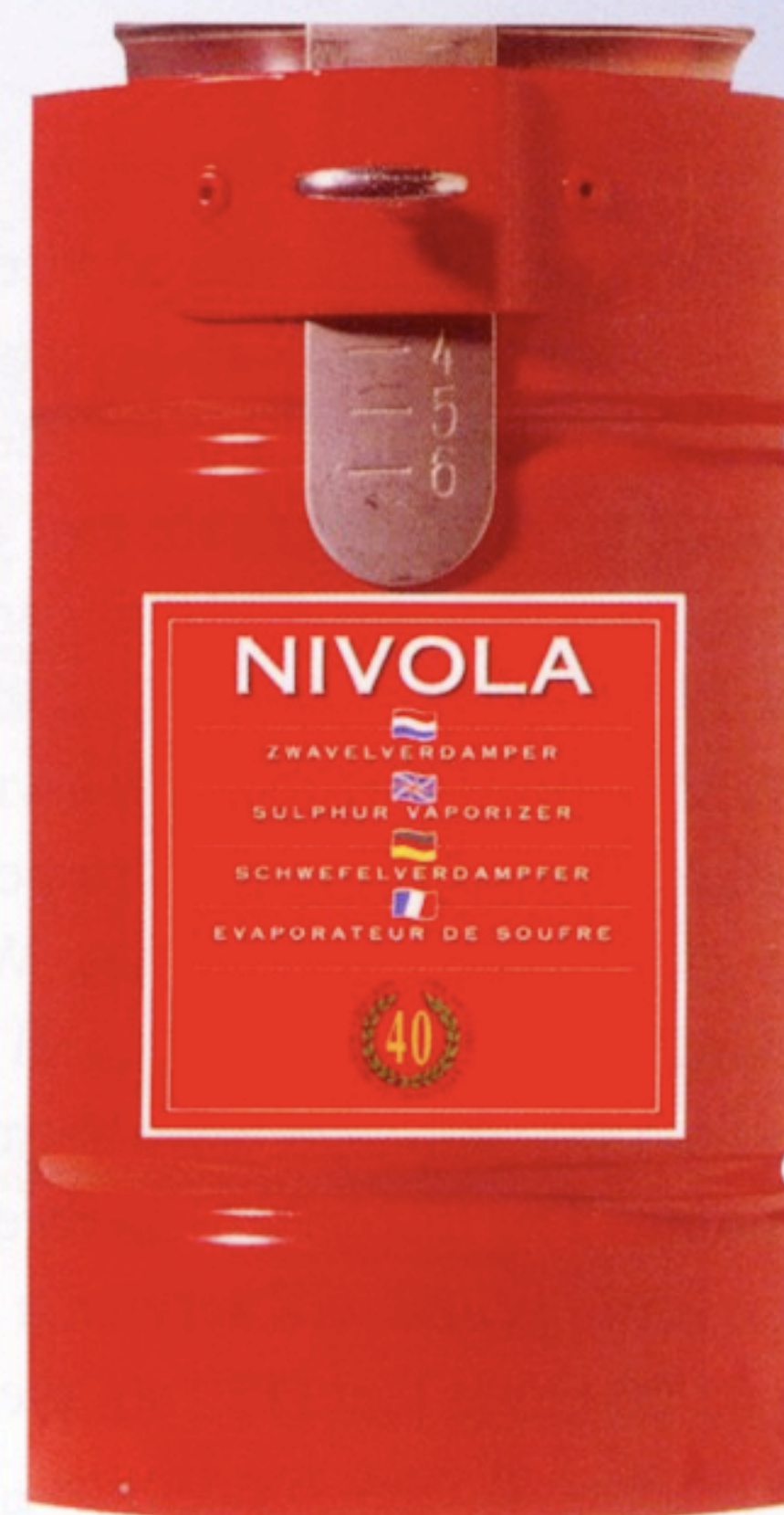
ONA Gel is formulated to evaporate a consistent amount of odor control. Simply open the lid and place in desired location. Regulate strength by exposing more or less surface to the air. ONA Gel can be used with the OdorStop, Storm or Breeze fans to ensure uniform distribution of odor neutralizer in the area to be treated.

ONA LIQUID

ONA Liquid can be added to commercial misting systems,



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humidifiers or simply sprayed freely into the air to neutralize airborne odors on contact. ONA Liquid is water based and can easily be diluted for safe and effective washing of odor-saturated garments.

ONA MIST

ONA Mist can be used on its own or with the automatic dispenser to permanently eliminate airborne odors. When used with the dispenser, Mist will release a burst of odor neutralizer uniformly for one month. The dispenser has three time-release settings and will service a room up to 6,000 cubic feet (170 sq. meters) under normal airflow conditions.

ONA BREEZE

The ONA Breeze is totally portable and provides odor neutralization to a room up to 1,500 square feet (15,000 cubic feet) or 166 square meters (500 cubic meters) for 3 - 6 weeks. This period will vary based on the ambient temperature,

humidity levels of the room, and the airflow setting of the breeze. The Breeze is designed to be used exclusively with ONA gel.

ONA STORM

The ONA Storm is ideal for neutralizing airborne odors in larger facilities such as schools, gymnasiums and office buildings. Storm, with its adjustable airflow control, evenly distributes ONA for areas up to 10,000 square feet (1,100 square meters). Storm is specifically designed to be used with ONA Gel.

ONA ODOR STOP

The ONA Odor Stop can be easily mounted in any area that requires odor control. It has two four-inch ports to facilitate installment to ventilation systems. The Odor Stop features a variable speed fan to distribute ONA up to a maximum airflow of 225 cubic feet per minute

(CFM). It provides odor neutralization for a room up to 10,000 sq. ft. Each gel insert will last for 4-6 weeks.

ONA CARBONAIR

The ONA CarbonAir unit has two 6 inch ports to facilitate airflow into the carbon filter and out through the fan unit. You simply connect the ONA CarbonAir to your existing ventilation system to distribute throughout your room or air exhaust system.

A pail of ONA gel attaches securely to the bottom of the CarbonAir unit. The ONA CarbonAir unit is to be used exclusively with ONA gel.

ODORCHEM – THE COMPANY

Odorchem started up operating out of a small office/warehouse complex in Langley, BC. From here it launched ONA, which quickly became the darling of hydroponics stores. The overwhelming effectiveness of the product led to powerful word-of-mouth advertising which quickly spread the word throughout the industry. Shortly thereafter, several leading hydroponics oriented magazines printed rave reviews about ONA, including one that listed it as one of its top three products of the year.

This type of coverage caused the orders to pour in. Soon Odorchem was shipping product to distributors throughout North America. It was quickly apparent that the current premises were not large enough to handle the volume, and when our lease expired, we moved to our current location – a large new manufacturing plant in Port Coquitlam, BC. Now we had the room to install large mixing and filling facilities, as well as an automated bottling line.

We also had more room to stock the selection of product dispensers, making



it easier to process and fulfill their orders. Odorchem carries a substantial amount of product in inventory, so our customers can be serviced quickly. We believe in being responsive to our customers.

ONA – RESEARCH AND DEVELOPMENT

ONA is the result of over 25 years of research, but at Odorchem, we are not content to rest on our laurels. We have now entered the industrial market with this product (under the AiR8 brand), which forces us to push the limits of essential oil technology. The industrial environment is much harsher than hydroponics gardens, encountering chemicals such as acids, sulfates, and the severest of organic odors such as animal rendering and sewage treatment, and our products continue to demonstrate powerful odor neutralizing characteristics. Everything that we have learned in fighting these terrible odors is then applied to our ONA products. As odors get worse, our products continue to get better. We see any new odor as a challenge to overcome and the major benefactors are our customers.

ONA – PREMIUM PRODUCTS FOR YOUR BUSINESS

It is a testament to the ONA Product Line that distributors who ordered our products when we first entered the market place are still placing substantial orders. Their customers keep returning for more ONA for one simple reason – it works as advertised. This makes the stocking of ONA products a low risk proposition for distributors and retailers alike.

We ship ONA across North America and as far away as the United Kingdom. We are able to arrange shipping to your location, whether one or multiple, and can make sure that your order arrives in a timely manner. We always have large quantities of all products in stock, so when your demand grows, we are there to help you meet it.

In addition, we support our distributors and dealers with consumer education through comprehensive advertising programs as well as venues such as trade shows and magazine articles. And once a customer starts to use ONA, they quickly become a repeat customer, ensuring steady profits throughout the year. Our customers are important to us and we work hard to ensure that customer satisfaction is paramount. They include public works departments, hospitals, airlines, and thousands of hydroponics gardens throughout the world.



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Spotlight



Shane Lander, president

Our expansive product line appeals to a wide range of customers, whether they need a couple of ONA Odor Blocks for a small garden, or an ONA CarbonAir to handle the air quality of a large area.

Here is an example of a satisfied customer:

"Since we have been marketing ONA, we have witnessed high-performance in the products, resulting in high customer satisfaction. It has been important to us to be able to offer our customers an environmentally friendly solution to their

most complex odor problems. This has resulted in re-orders and referrals from these customers.

We have maintained an excellent working relationship with Odorchem Manufacturing and have enjoyed many successes together. WestJet and Air Canada are just some of our satisfied customers using ONA.

Advance Chemicals looks forward to continuing to expand the odor neutralizer market using the ONA line of products."

We couldn't have said it better ourselves but it is most gratifying to hear it from a customer. We would like to help you solve odor problems with our solutions, and build a profitable product lineup for you. Call us toll free at 1-877-386-5000 or email: info@onaonline.com. Visit our website at www.onaonline.com for more information. Thank you.





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