

# Misal Technologies Pty Ltd

A.B.N. 28 006 314 629

ELECTRICAL AND MECHANICAL ENGINEERS

## **UNIQUE BUSINESS OPPORTUNITY**

**BILLABONG HYDRAULIC WATER RAMS (BBHWRs)**

**DESIGNED AND MADE IN AUSTRALIA SINCE 1855**

**INVITATION LETTER FOR BBHWRs DISTRIBUTORSHIP OR LICENSING**

We are seeking BBHWRs Distributorships and Licensees appointments for the global Market.

### **Misal background and its objectives:**

By way of background introduction, we are an established Australian Company, operating in Australia since 1980, in the field of electrical and mechanical engineering. One of our products, the Billabong Hydraulic Water Rams (BBHWRs), has been manufactured by Misal Technologies Pty. Ltd. (Misal) for the last 33 years, following the acquisition of the BBHWRs Intellectual Property from Messrs. John Danks & Son Pty. Ltd. (Australia) in 1986. The original BBHWRs were designed by Messrs. John Danks & Son Pty. Ltd. in 1855 and have been manufactured in Australia since then. Based on these historical dates, this will make the BBHWRs today probably one of the oldest Water Rams in the global marketplace, since their initial introduction to the Australia market 164 years ago. We are currently in the process of searching for a reputable and established based companies / organisations, with proven track record in marketing water supply pumps. It is envisaged that appointment of one or two companies will be required for the BBHWRs Distributorship / Licensing appointment to cover the various Global regions. The Company or organisation we are seeking will already have an established marketing network in their domestic and international markets available for marketing of the BBHWRs. A separate BBHWRs Distributorships / Licensing appointments survey on other Continents is at present being undertaken.

### **BBHWRs Background and history:**

The BBHWRs are considered as an icon in the Australian water transfer industry. Due to their 164 years of field applications, their uniqueness, field proven extremely high longevity and reliability, the BBHWRs have now hundreds', possibly thousands of satisfied Australian and Pacific Rim end users.

The BBHWRs are considered as a truly green product, with zero pollution, when in operation and an unparallel history. There are many BBHWRs end users who have been operating the BBHWRs for more than 60 - 80 years. In fact, we have a customer (a third-generation farmer) in Far North Queensland (Australia), operating their BBHWRs for, more than 100 years. We have for many years been actively marketing the BBHWRs in Australia and the Pacific Rim Countries (PNG, Sri Lanka, Fiji, Solomon Islands, New Caledonia, Indonesia etc.), where we now have many BBHWRs end users. Our present Company's global expansion program and objectives requires to take the next step, in completing a formal BBHWRs global Distributorship / Licensees appointments in various selected global locations, hence our invitation letter to your Company.

### **Global market potential:**

The proposed BBHWRs Distributorship / Licensees appointments will bring to the Global markets an established new green product, with an unparallel history, longevity and reliability, hence providing new opportunity to potential new end users at the various global locations. Based on the information available to us, we believe that your Company may have already an established marketing network through some parts of the global markets.

Due to this synergy with our BBHWRs global objectives, we believe that your Company may be interested in exploring this offered unique business opportunity further.

All correspondence to P.O. BOX 510 RINGWOOD VIC 3134 AUSTRALIA

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Our BBHWRs are ideally suited for marketing and installations in locations where water supply fall of min. 10% exists of the total vertical elevation, where the water is required to be delivered to.

The introduction of the BBHWRs to the Global markets will also underpin the global efforts for introduction of new green products to the existing environment. It will further provide new opportunity to potential new end users in these global marketplaces. We consider your Country as ideal locations for the BBHWRs potential applications. It is also our belief that in some of the Overseas Countries, their respective Governments are now or will soon be undertaking further infrastructure expansion Projects, involving new Projects for new water supply facilities. These Projects would mainly be applicable for communities living in remote areas, with a hilly type of terrain and therefore it is essential that a BBHWRs representative will be on ground to assist in developing these opportunities further - hence our desire to appoint Distributors or Licensees for these tasks.

We are constantly receiving BBHWRs inquires from all over the world, including Europe, Asia and the Americas. Local presence on the ground would therefore enhance the BBHWRs further exposure. This will result in additional BBHWRs sales and thus benefitting local communities, farmers and the like. After all the BBHWRs are an established true green product, using only water to pump water, without any additional source of external fuel required for the BBHWRs operation. The BBHWRs historical track of 164 years record is a unique track record indeed, with only very few hand full global companies (maybe 2-3 global Companies we know off) able to claim and demonstrate a similar track record today.

### **BBHWRs Supporting Documentation & Website:**

We have enclosed for your information a set of documentation outlining the various aspects and details of the BBHWRs technology, including Specifications and Photographs. The provided Documentation is listed in the Enclosure Listing at the end of this document. A BBHWRs Video viewing is also available on our Website: [www.misaltech.com](http://www.misaltech.com); by clicking on the Billabong Ram Tab (And Scrolling down up to the Video segment). The Video shows a BBHWR No. 7 installed in Beaufort, VIC. 3373, Australia. The BBHWR No. 7 has been continuously operating at this site for more than 60 years. Additional Video is available on our second dedicated BBHWRs Website [www.billabongwaterram.com](http://www.billabongwaterram.com).

### **Proposed Next Step:**

We would propose that on receipt of confirmation of your interest, we will commence a due diligence after signing a Confidentiality Agreement between both of our Companies. Based on the due diligence outcome we will prepare for your perusal a formal Documentation, including proposed terms and conditions (in a Draft form) related to your Organisation's BBHWRs Distributorship or Licensing appointment for the predetermined Global location and areas. The Draft Documentation will also include listing of some additional details we would require from your organisation, prior issuing the final BBHWRs Distributorship / Licensing Appointment Document. In the event of confirming your interest, kindly provide us with further details in relation to your Country marketing capability as well as other various Global regions. We would also seek your advice on your marketing vision for undertaking the BBHWRs marketing throughout other Global regions where a marketing potential and applications exists for the introduction of our BBHWRs. It may be possible that you may consider appointments of BBHWRs Sub-agents, in the event of not having an appointed representative for a specific market area. It is our intention to conclude the BBHWRs Distributorship / Licensing appointments as soon as practical.

### **Long Term Distributorship or Licensee Appointments:**

We confirm that it is our preference to enter into a long term's appointments for both the Distributorship and / or Licensee's arrangements.

# *Misal Technologies Pty Ltd*

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Whilst we are initially addressing our Distributorship / Licensee's appointment requirements only for your Country's market, we confirm that, after completion of successful BBHWRs marketing campaign in your Country, there may be an opportunity to negotiate expanding your domestic marketing of the BBHWRs to other pre-agreed global Countries.

Please note that for practical reasons, not knowing the best type of BBHWRs appointment for your Company's marketing capabilities, we have prepared the Letter of Invitation for both possible types of appointments:

- Distributorship - Suitable for Companies with having already substantially developed marketing network
- Licensee appointment - Suitable for Companies with established manufacturing facilities and proven historical track record in the manufacture of Pumps and / or light engineering metal products.

The final determination on the selected appointment category will reflect the Company's manufacturing and marketing capabilities, its history and financial considerations which will be determined during the proposed due diligence process.

We are looking forward to your further communication.

Yours faithfully,  
Misal Technologies Pty. Ltd.



Manfred Mayboehm  
M.Sc. (Elec.); CP. Eng.; M.I.E. Aust.  
Managing Director

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### **Enclosures Listing:**

1x Document 6990 Rev.1 © (08.01.2012) – Blue's Country Magazine – Rams worldwide history	1 Page
1x Document 6991 Rev.1 © (08.01.2012) – Billabong 150th Anniversary leaflet	1 Page
1x Document 6548 Rev.1 © (13.07.2014) – Photo – King Lake Victoria, Australia – Ram No.5 installation	1 Photo
1x Document 6549 © (19.00.2011) – Billabong Rams No.5 and No. 7 Ready for Shipment	1 Photo
1x Document 7504 Rev.1 © (17.07.2015) – Photo – Billabong Rams line up	1 Photo
1x Document 7505 © (26.04.2014) – Photo – Billabong Rams line up (No. 3 – No.7)	1 Photo
1x Document 7506 © (26.04.2015) – Photo – Billabong Rams at the factory, ready for dispatch	1 Photo
1x Document 12172 © (12.01.2020) – Billabong Ram Flyer	3 Pages
1x Document 11731 Rev.1 © (01.02.2020) - Billabong Hydraulic Water Rams - Seeking Distributors and Licensees	1 Page
1x Document 10783 Rev.4 © (17.11.2020) - Billabong Hydraulic Water Rams – Brief History and Features Overview	4 Pages

### **Notes:**

1) All above 10 files have been Zipped into **Document 12945 © (23.11.2020). ZIP**

2) **Note - related to above Document 7504 Rev.1 (17.07.2015):**

The referenced Document and Page 5 of this Document, shows a Photograph Group of our current BBHWRs range – Sizes #3, #4, #5, #6, and #7  
(Note: BBHWR No. 10 not shown)



**Ref.: Document 7504 Rev.1 © - 17.07.2015**

Misal Technologies Pty. Ltd. Billabong Hydraulic Water Rams range - Sizes 3-7 - P7140124 (512kB)