



## Company Background

### Key Facts:

- Founded in Roswell, GA in 1995 and relocated to Bigfork, MT in 2007, the Montana based Kjibe (pronounced key-bee) was the vision of inventor and entrepreneur Elmo Overseth. Same hereafter.
- Invented, developed, and patented a revolutionary new applicator and buffing pad technology for use with random orbit sanders and polishers.
- Surbuf® with MicroFingers® technology introduced to woodworking, automotive, marine and other hard surface markets in 2001.
- MicroFingers technology utilizes patented independent, non-tufted vertical fiber construction to give users a shine better than a hand-rubbed finish.
- Surbuf R Series applicator and buffing pads are available for use on the most popular sizes of random orbit sanders and polishers.
- New Surbuf HR Series cleaning + vacuuming pads use a variety of hole patterns to fit five, six and eight hole hook-and-loop backing plates of the most popular random orbit sanders/polishers.
- New Surbuf HHR Series 3" X 5" multi-use hand-held pads provide an inexpensive solution to a variety of surface application and cleaning needs.

### Company Overview:

Roswell, Georgia-based Kjibe (pronounced key-bee) was founded in 1995 by inventor and entrepreneur Elmo Overseth. His mission was to develop an applicator and buffing pad that would allow woodworkers and automobile and marine detailers and enthusiasts to use the versatile random orbit sander/polisher to produce a shine that would be better than a hand-rubbed finish. The mission was also to provide consumers with a product that they could use with ease and very little training to achieve professional results.

Mr. Overseth invented a revolutionary new technology for applicator and buffing pads by mounting soft independent, non-tufted vertical fibers on a flexible pad. Unlike conventional cotton, wool, or foam pads, the new technology minimized surface load-up and allowed every micron of the surface to be buffed and shined for swirl-free, high-gloss finishing.

Importantly, the new technology – called MicroFingers because the vertical fibers work like the fingers on your hand – was designed specifically for use on the random orbit sander/polisher, the most widely used machine platform for woodworking and gaining rapid popularity in the automotive and marine industries.

The company developed its line of Surbuf products based on the new technology and began market tests primarily in Atlanta and the state of Georgia from 1996 to 2001. The company introduced Surbuf R Series pads into national distribution during the fourth quarter of 2001 through retailers, distributors, and [www.surbuf.com](http://www.surbuf.com). Surbuf HR Series cleaning + vacuuming pads and the HHR Series multi-use hand-held pads were introduced during the first quarter of 2003.

**Products:**

Surbuf R Series applicator and buffing pads are designed specifically for use on random orbit sanders/polishers and come in six popular sizes: 2", 3", 4", 5 1/2", 6", 6 1/2", 7" and 8".

Surbuf's HR Series cleaning + vacuuming pads use a variety of hole patterns to fit six hole H&L backing plates of the most popular random orbit sanders and polishers. The nine-hole design works with Festool six inch base machines.

The new HHR Series 3" X 5" multi-use hand-held pads were designed as an inexpensive MicroFingers technology solution for a variety of surface application and cleaning problems, ranging from applying tire and interior dressings for autos to cleaning dishes and pots and pans at home.

All Surbuf pads come with the patented MicroFingers technology. The independent, non-tufted vertical fibers work like the fingers on your hand. They flex or stiffen when necessary to reach the peaks and valleys found in wood, painted, or other hard surfaces. This constant flexing and stiffening action produces uniform results over the entire surface, adding depth and brilliance of shine not found in other applicator and buffing products.

Microfingers' independent fibers also trap and hold finishing agents close to the surface while spinning and oscillating at high rates of speed to produce a finish that is more uniform and consistent than hand-rubbed finishes.

Surbuf's new HR series cleaning + vacuuming pads combine vacuum holes with the patented MicroFingers technology to produce a deep cleaning action not available with other buffing pads. This single step cleaning action combines two steps into one by cleaning hard surfaces while trapping dust particles in the vacuum system of random orbit sanders/polishers to save time and provide for a dust free surface and cleaner working environment.

The new HHR Series multi-use hand-held pads offer users an inexpensive MicroFingers technology solution.

The MicroFingers difference:

- Eliminates swirl marks
- Resists bending and matting into a yarn-like surface to allow cooler, non-burning surface temperatures

- Slim profile easily conforms to different surface contours for maximum coverage and efficiency
- Allows for a wide range of operating speeds up to 12,000 opm on most hard surfaces without snagging which reduces the risk of damage to pin stripping, decals, and wood tear-out. It also minimizes friction, skipping, and chattering
- Hook-and-loop fastening system makes changing pads quick and easy
- Edge-to-edge loop fastening accepts various sizes of backing plates, providing full hook-to-loop engagement for maximum holding strength and added peripheral edge stability
- Low pad absorption helps make cleaning and polishing products last longer
- Can be cleaned easily by hand using a comb or soft brush held lightly against the fibers while the machine is running or by machine or hand washing

The random orbit sander/polisher machine was selected as the platform for Surbuf products because of its versatility in performing a myriad of tasks. It has wide distribution and is very popular with do-it-yourself woodworkers and professional automotive and marine detailers. The random orbit platform also has a wide range of popularly priced brands and available sizes to choose from. It is lightweight, which makes it very easy for consumers to use for great results. Most importantly, the combination of the random orbit platform and Surbuf products with MicroFingers technology produces exceptional results because the vertical fibers flex and stiffen with the random orbit motion allowing the fiber ends to penetrate the surface texture for uniform results.

Surbuf Series R and HR pads are best suited for high-end finishing in woodworking, automotive, marine, and other hard surface applications. For woodworking, they can be used for applying polishes, oil-based liquid or gel formulation stains, liquid and paste waxes, oil finishes, urethanes and other formulations. For automotive and marine applications, they can be used

for applying fine-cut cleaners and polishers, liquid and paste waxes, and for buffing out the surface.

Series HHR multi-use hand-held pads can be used for a wide range of application and cleaning needs.

**Management:**

**Elmo Overseth  
Chief Executive Officer and President**

Mr. Overseth is company founder, owner, chief executive officer and president. He has over 20 years of production and sales experience with consumer products food processing giant Lamb Weston and over 10 years of entrepreneurial experience founding and building two companies, most recently Kjibe.

During his tenure with Lamb Weston, he held a broad range of positions including production foreman, personnel manager, production manager, and national account sales manager for the southeast United States. Following Lamb Weston, Mr. Overseth founded Divine Creations, a landscape and design company. He later sold the company and joined an Atlanta-based environmental consulting firm as a safety and training consultant. He founded Kjibe in 1995.

Mr. Overseth is the inventor of Surbuf applicator and buffing pads and the Surbuf hand-held cleaning pad, for which he holds patents.

He has been active in civic and church organizations in Idaho and Atlanta, serving as president of both the Rotary Club and Chamber of Commerce while living in Idaho.

**Robert Nelson  
Marketing Consultant**

Mr. Nelson heads Nelson & Company, a Puerto Vallarta, Mexico-based marketing consulting firm. He has over 30

years of experience marketing both consumer and technology global brand name products and services for start-up companies to large corporations.

His consulting practiced has served the Shop at Home home shopping network, Driscoll Strawberry Associates, and many other consumer and technology clients.

He also served as vice president of marketing for Mediarling.com, Greets.com, and Kensington, a global leader in the computer accessories market. Mr. Nelson also developed and implemented award-winning marketing and communications programs as director of communications for Samsonite and Memorex and as consumer advertising manager for Mountain Bell (now U.S. West).

**Contact:**

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