

HERM

WorkSMART
& WorkSAFE



Most Innovative
Roofing Material Lift System 2025

Why Invest in **HERM** Logic LLC

Since 2018, the HERM material lift has been an industry-game changer for business owners and contractors in roofing, rooftop solar, HVAC and construction ...

Roofing Industry

As of 2024, the U.S. Roofing Contractor market is valued at **\$51.3bn** an increase of 1.25% from 2023; and seen **12 M&A's** between January and May 2024

Solar Industry

In 2023, the Commercial & Residential Solar Market was valued at **\$57.1bn**; and is projected to grow at a compound annual growth rate (CAGR) of 13.7% up to 2030

The two Industries are Support by over 110,00 Business Owners and Contractors

contractor

PROBLEMS

Thin Margins

OSHA Risk & Issues

Product Market Fit

.. with 100's of customers, proven 'Product-Market-Fit' and an industry award from **BUILD** Home Builder "**Most Innovate Roofing Material Lift System 2025**" today, we have our sights set on the U.S. & Canada markets!

PLANNED REVENUE - 2028 - \$200mn

U.S. Material Lift TAM: \$8.0bn

SAM: \$1.7bn

SOM: \$700mn

The Team



John C Müsser, Founder / CEO

John holds a Masters in Business and Technology (MBT) from University New South Wales (UNSW); Degree in Int. Trade & Exports, and is a member of UNSW Global Consulting (2010 -). John oversees sales, marketing, product development and supplier agreements.

John Müsser, Founder/CEO | e johnm@hermlogic.com



Kevin Lee, Production Manager

Kevin graduated with a Master's in Mechanical Engineering (MMEng) from University of Melbourne, Australia (UMeb) and manages the end-2-end supply chain and quality management) from Malaysia and Hong Kong Offices.

Kevin Lee, Production/Sales | e sales@hermlogic.com



Jess Huntmore, Administration Manager

Jess graduated with a Master in Business Administration (MBA) from University of Melbourne, Australia (UMeb) and manages all B2B (international) sales, administration and 3PL from Hong Kong and Malaysia Offices.

Jess Huntmore, Finance/Admin | e admin@hermlogic.com



Juan Paulo Daya, Digital Marketing Manager

Juan is a graduate from Lyceum of the Philippines University, Batangas with a Bachelor in Multimedia & Arts. Juan manages HERM Logic's online presence - social media, digital content, lead generation.

Juan Daya, Digital Marketing | e info@hermlogic.com



Most Innovative Roofing Material Lift System 2025

Reason to Invest



YouTube: ... meet the founder and discover the opportunity!
 [url: https://youtu.be/3nBWhV_rZss]

Current Market

- Built on trust and collaboration with our customers
- Over 550+ customers across Australia and New Zealand (ANZ); \$6.14 million in revenue with average year-on-year growth of 126%

Award Winning Proven Product-Market-Fit

- Industry Game-changer
- **#1** Material Lift System of choice by roofing, solar, HVAC contractors

Market Opportunity - U.S Expansion

- The U.S market is 20x our current ANZ market
- **U.S TAM:** \$8.0Bn | **SAM:** \$1.7Bn | **SOM:** \$700M

Manufactured to International Standards

- Standards: AS1418, EN131, EN1442, and ANSI-ASC A14.5
- Worlds First Non-Conductive and Non-Corrosive material lift system



people and culture

Diversity and Inclusion

At HERM, we celebrate diversity and inclusion. We believe that a diverse team brings a wealth of perspectives and ideas that drive innovation. Our inclusive culture fosters an environment where everyone's voice is heard and valued.

HERM People are more than just a team; we're a family bound by a common vision: to be your trusted partner in delivering outstanding value. Our culture reflects our commitment to excellence, collaboration, and unwavering dedication to your success. With HERM, you're not just a customer; you're a valued partner on the journey to achieving your goals.

Customer-Centric

Our culture revolves around our customers. We recognize that the success of HERM is intertwined with the satisfaction of our customers. We are dedicated to understanding your unique needs and preferences, working tirelessly to deliver tailored solutions that maximize value for your investments in HERM.

Strategic Outsourcing Partnerships

Collaboration is at the heart of our approach. We believe that by forming strategic outsourcing partnerships, we can tap into specialized expertise and resources, enabling us to provide innovative, high-quality solutions that exceed expectations.

Continuous Improvement

We are relentless in our pursuit of improvement. Our culture encourages innovation and adaptability. We constantly seek opportunities to enhance our offerings, staying at the forefront of industry advancements to provide you with cutting-edge solutions.

Value for Money

We understand the importance of every dollar spent. That's why we are committed to offering products and services that not only meet but exceed your expectations in terms of quality, reliability, and cost-efficiency. Our goal is to ensure that every interaction with HERM is a testament to value for money.

Lean Manufacturing

Applying Industry 4.0, we adhere to the principles of lean manufacturing, continually striving for efficiency and waste reduction in all our processes. This dedication ensures that our operations are finely tuned, allowing us to offer cost-effective solutions without compromising quality.



The PROBLEM's

McKinsey&Company

Thin Margins, Schedule Delays
& Cost Overruns

According to M&C, projects typically take 30% longer to finish than scheduled; and are up to 80% over budget, resulting in a loss of over \$580 Billion in the US economy.



Revenue Drain ...



Commercial, Industrial & Residential

Root Cause Problems in Roofing, Rooftop Solar, HVAC and Building-works

Business owners and contractors in the roofing and rooftop solar industries face critical challenges, including:

- **High Labor Costs:** Manual material handling increases labor expenses and slows down project timelines.
- **Project Inefficiencies:** Traditional methods for moving materials reduce productivity and cause delays.
- **Limited Workforce Availability:** Skilled labor shortages impact the completion of roofing and solar installations.
- **Worksite Safety Risks:** Lifting heavy materials to rooftop heights results in frequent injuries and insurance liabilities.



Time, Money & Downtime



The SOLUTION

BUILD Home Builders Award "Most Innovative Material Lift System 2025"

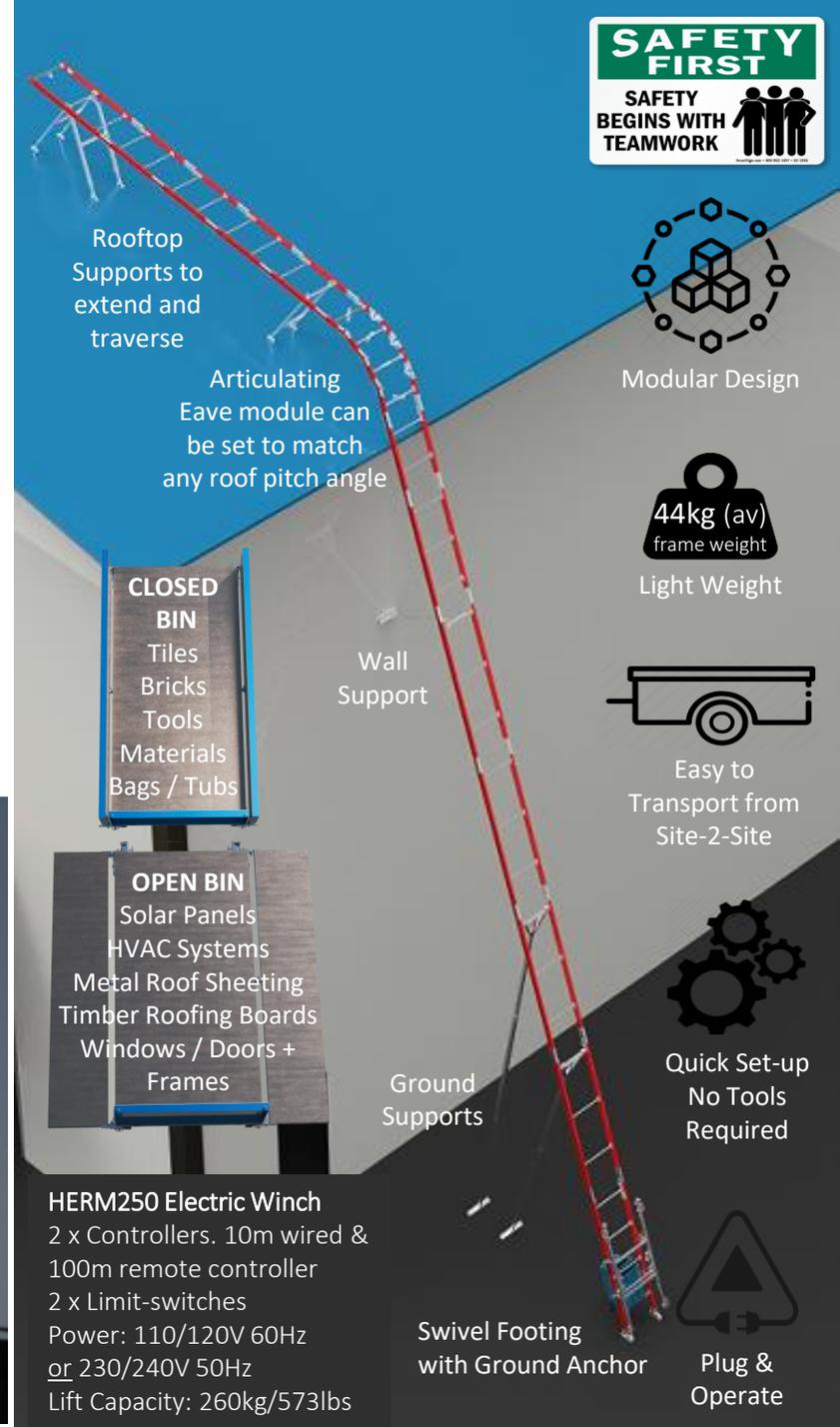


A. Problem Resolution

- **Automated & Modular Design:** Reduces manual labor requirements and expedites material transport.
- **Dual Bin System:** Securely transports both small and large materials efficiently.
- **260kg Capacity @ 21m/min up to Height of 22meters:** Handles demanding loads with ease.

B. Time & Cost Reduction

- **Expediting Work:** Quick, tool-free setup accelerates project timelines.
- **Increasing Productivity:** Allows teams to focus on installation rather than material handling.
- **Creating Safe-Work Environments:** Minimizes risk of accidents, downtime and injury claims.



Since 2018, the HERM material lifter has been an industry game-changer



and revolutionized roofing, rooftop solar, HVAC and construction by

- ✓ Reducing Time and Cost
- ✓ Expediting Work
- ✓ Increasing Productivity
- ✓ Establishing Safe-Woke-Zones
- ✓ ^{Now} #1 Material Lift System [as voted]

... join the 100's of business who won more sales and markets with a HERM by their side!



HERM250 Electric Winch
2 x Controllers. 10m wired & 100m remote controller
2 x Limit-switches
Power: 110/120V 60Hz or 230/240V 50Hz
Lift Capacity: 260kg/573lbs

Swivel Footing with Ground Anchor

Plug & Operate

WHY Now!



Market Timing & Industry Urgency

U.S. Labor Shortages: Roofing & solar industries face severe skilled labor shortages, driving demand for **automation & efficiency**.

Tariff Increases on Imports: Rising trade tariffs increase material costs, making HERM's **low-cost, high-efficiency** solution even more attractive.

Surging Rooftop Solar & Construction Growth: The Inflation Reduction Act (IRA) is fueling U.S. solar adoption, creating an **explosive demand for faster, safer material handling solutions**.

The Opportunity Is Now!

25+ Industry Trade Shows provide direct access to 100K+ decision-makers annually.

"Made in USA" Manufacturing will further strengthen margins and appeal.

The window for early investors is short - securing market share now means owning the future of material lifting in North America.

Unmet Industry Need

Legacy solutions like **GEDA & Böcker** are **costly, complex, and outdated** - HERM is **smarter, safer, and more affordable**.

Roofing and solar contractors are **actively seeking** tools to **cut costs, improve productivity, and enhance safety** - HERM already delivers this in **Australia & New Zealand (ANZ)** and is **ready to scale in the U.S.**

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and revolutionized roofing, rooftop solar, HVAC and construction by

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BUILD HOME BUILDER AWARDS 2025

HERM LOGIC

Most Innovative Roofing Material Lift System 2025

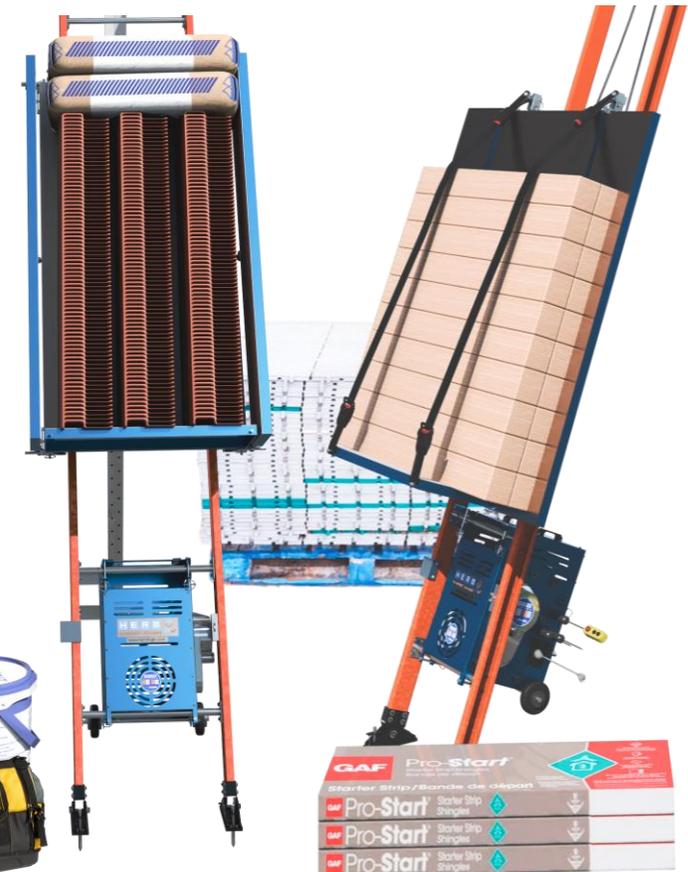
2 YEAR WARRANTY



WorkingSmart... WorkingSafe

#1 ladder lift hoist for roofing, solar, HVAC, renovation and emergency work!

... for business as usual (BAU), or following an emergency, or a catastrophic event, You Need a HERM by Your Side!



WHY Work-Hard ... WHEN you can Work-Smart with a HERM by your side!

the HERM ladder hoist is a modular system that can be easily extended and set-up to reach up to 22.1m/69.2ft; and to traverse rooftops ... delivering tools and materials to Where you Need it - When you Want it!



We are an all girl Kiwi team. The HERM lift system enable us to quickly set-up the site and start work. I have estimated cost saving of between 45% and 55% - *Jill Monroe, Owner, JM Roofing*

We already had a GEDA ladder lifter. Based on the HERM lifter specs, we expected some improvements. I am blown away on how quickly we can now complete an install - *Felix Smith, All Solar*

I was still skeptical after seen the HERM lifter at 2 trade shows and spoken to several users. The HERM material ladder lifter has to be my best investment - *Andy McNab, Roof & Solar Services*



WorkingSmart... WorkingSafe

... a cross sample of the 550+ HERM Customer across Australia, New Zealand and Pacific Islands



... for a competitive quote on roofing, solar, HVAC, roofing insulation, equipment hire!



... for a competitive quote on roofing, solar, HVAC, roofing insulation, equipment hire!



"we are an all girl Kiwi team. The HERM lift system enable us to quickly set-up the site and start work. I have estimated saving of between 45 and 55%" - Jill Monroe, Owner, JM Roofing



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"we already had a GEDA ladder lifter. Based on the HERM lifter specs, we expected some improvements. I am blown away on how quickly we can now complete an install" - Felix Smith, All Solar



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The EVOLUTION

*R&D INVESTMENT
Over US\$1.6 million since 2017*



Some 100+ years ago, two innovative roofers invented a solution to work-smart, increase productivity and reduce cost (circa: 1900).

2018: 1st HERM Material Lift/Hoist (Mk1)

2022: 2nd The HERM250 Material Lift (Mk2)

2025: 3rd ... the All New HERM260 Ultra (Mk3)



YouTube:

see the Next Generation (Mk3) HERM260 Ultra! - url: <https://youtu.be/zvkAAK6Mujs>



The Market OPPORTUNITY!

... a \$8Billion+ Untapped Industry Shift



A Large & Growing Market in Urgent Need of Innovation

OPPORTUNITIES

Total Addressable Market (TAM): \$8.2 Billion

- **Roofing Industry:** 99,203 roofing businesses in the U.S.
- **Rooftop Solar Industry:** 11,091 solar installation companies.
- **HVAC, Electrical & Building Construction:** Additional expansion potential.
- **Material Handling Equipment Market (Global):** \$150B+

Serviceable Addressable Market (SAM): \$1.7 Billion

- **110,000** Roofing & Solar Installers in North America
- **Targeting** top-tier contractors, business owners & distributors
- **Primary geographic focus:** U.S. & Canada
- **Secondary markets:** Australia, New Zealand, UK, Europe
- **Mean Pricing:** \$11,800 per unit (Popular Price : \$12,950)

Serviceable Obtainable Market (SOM): \$700M+

- **Leveraging** 25+ industry trade expos per year
- **Direct sales model** converting high-intent buyers
- **U.S. expansion strategy** + "Made in USA" manufacturing
- **Projected unit sales:** 2,500+ units within 2 years ... revenue: \$31,5 Million

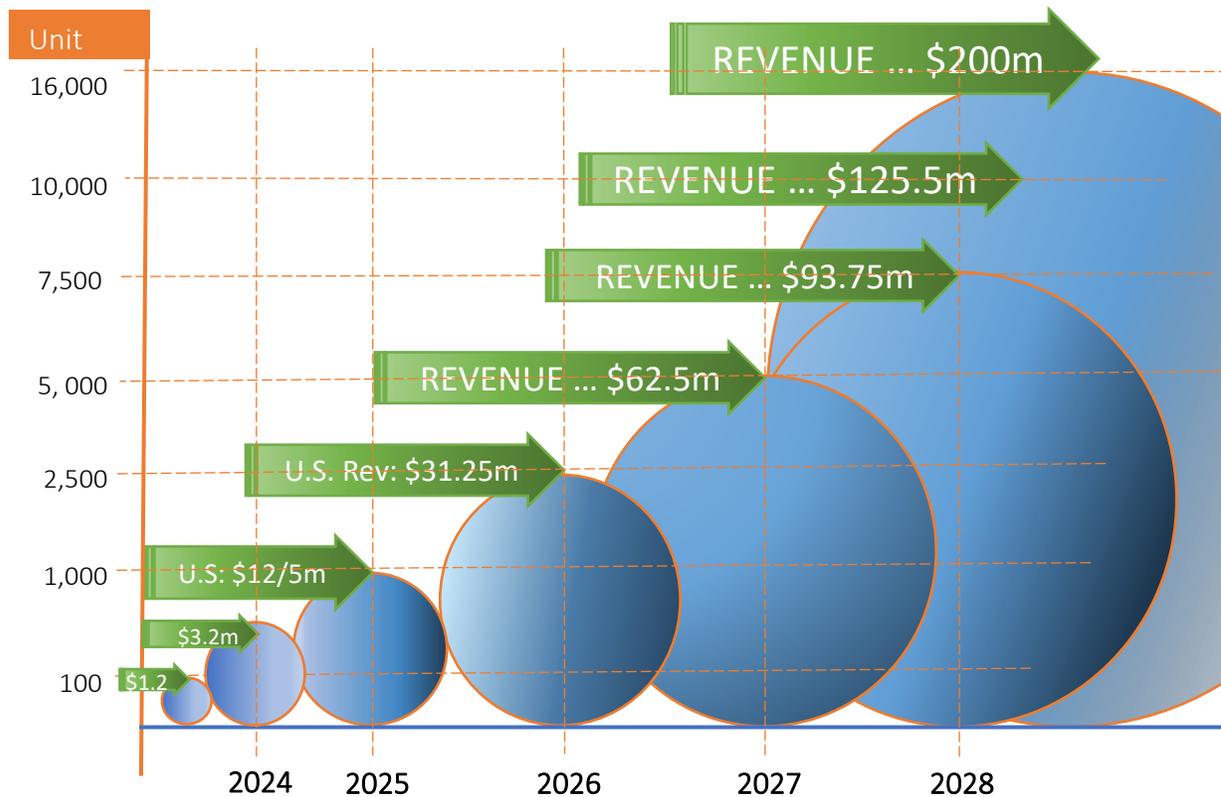
Why This Matters for Investors

- **Market demand is accelerating** due to labor shortages & rising efficiency needs.
- **No true modernized competitor** - outdated solutions dominate the market.
- **High-margin business model** with direct sales at industry expos.
- **Potential for exponential scaling** with the right investment.

Invest in HERM Today – Capture Market Share in a Rapidly Growing Industry!

REVENUE PROJECTION

HERM Logic LLC



Average (MRRP)
Unit Price \$12,500
B2B: Drop Shipped

Business Owners,
Contractors,
110,000+

SOM
\$700m

PRECEDENCE
RESEARCH

ROOFING MATERIALS MARKET SIZE 2022 TO 2032 (USD BILLION)



PRECEDENCE
RESEARCH

SOLAR PHOTOVOLTAIC (PV) MARKET SIZE 2022 TO 2032 (USD BILLION)



The HERM Material Lift is a compelling product at a compelling price. Here's why:

Productivity Gains: The HERM Lift is a productivity enhancing system that enables business owners and contractors to realize direct and indirect 'Time & Cost Savings' of up to 70%. This is a significant value proposition for businesses, as it directly impacts profitability to deliver the lowest cost to business (LCB) on every project.

Cost Efficiency: Given the improved productivity and durability of the HERM Lift, the price point is compelling. While traditional material lifts may seem cheaper initially, the long-term savings on labor, maintenance, and operational costs make the HERM Lift a cost-effective choice for industry professionals.

Targeted to High-Growth Sectors: The HERM Lift is perfectly suited for industries experiencing massive growth, such as the U.S. roofing and solar markets (worth over \$106 billion). These sectors are seeking innovations that can streamline operations and reduce costs, making the HERM Lift a perfect fit.

Scalable and Sustainable: By focusing on safety, durability, and efficiency, the HERM Lift stands out as a sustainable solution that meets the evolving needs of the roofing and solar sectors. The module pricing structure reflects the value it offers while providing a solid ROI for businesses and investors alike.



YouTube: ... Making an industry game-changer ... *the HERM material lift*
[url: <https://youtu.be/zvkAAK6Mujs>]

HERM Logic integrates best practices in procurement, supply chain management, and advanced manufacturing technologies to create an industry-leading material lift system. By leveraging **FRP pultrusion technology**, the system is not only stronger and lighter but also non-conductive and non-corrosive, setting it apart from competitors.

With a focus on **Industry 4.0 standards** and efficiency, we also utilize **DC electric motors** for winches, ensuring that the HERM lift delivers optimal performance. These innovations make the HERM Material Lift a game-changer for contractors across roofing, solar, HVAC, and construction sectors.

Business Model

... Proven Go-To-Market Strategy & Lowest CAC

Direct Sales at Industry Trade Expos

- **Primary Revenue Driver:** HERM sells directly to roofing, solar, and construction professionals at trade expos.
- **Proven Sales Conversion:** On average, 99.6 units sold per expo.
- **Pricing Model:** \$12,950 per unit, generating ~\$1.29M per expo.
- **U.S. Expansion Potential:** With 25+ key expos annually, potential revenue >\$30M per year.

Strategic Partnerships with Independent Sales Reps

- **Low-Cost Distribution:** HERM partners with independent Manufacturer Representatives & Agents to expand sales.
- **Industry Events & Demonstrations:** Industry Trade Day add further opportunities to “meet the customer” with incremental revenue.
- **Scalable Growth Strategy:** Expanding reps in roofing, solar, HVAC, and building supply sectors.

Future Expansion: “Made in USA” Manufacturing

- **Lower Production Costs:** U.S.-based manufacturing reduces tariffs & logistics costs.
- **Higher Margins & Faster Delivery:** Enhances profitability and meets surging demand.
- **High Gross Margins:** Lean manufacturing and direct sales keep costs low.
- **Capital-Efficient Scaling:** Expanding sales via trade expos and strategic reps.
- **Strong Market Demand:** Solving labor shortages and industry inefficiencies.



FUNDING REQUIREMENT



CROWDFUNDING

FUNDING

TARGET

Low Raise: \$1.2mn

High Raise: \$5.0mn

RAISE (\$1.235mn)	SPEND	%
HERM Mk3 Tooling & Compliance	\$418,665	33.9
Production (Batch): 100 Units	\$429,780	34.8
IP Fees & Chargers	\$50,635	4.1
COGS & Payroll	\$287,775	23.3
Intermediary Cost	\$48,165	3.9
TOTAL	\$1.235m	100

SALES REVENUE (100 Units): \$1.29mn



Texas, USA
[future manufacturing]

Disruptive | Innovative | Leading-edge

- An Industry4.0, ISO9001 Certified and LCC (Low-Cost Country) manufacturer / Exporter (B2B Sales).
- Proven robust and agile lean manufacturing policies and processors.
- Continuous improvement framework to underpin efficiency and waste reduction across all processes ... < End-2-End Management >

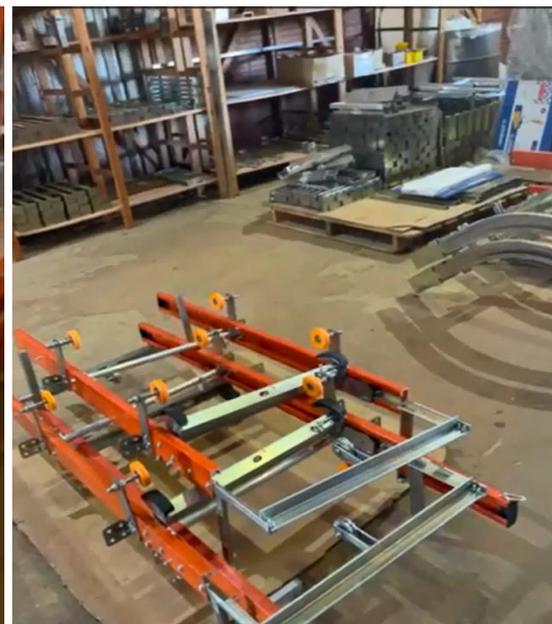
Production Capability: 2 Years

- Current Production Capability: 55 units per week (2,640/pa). Can be quickly scaled up to 80/upw (3,840/pa).
- HERM is able to meet forecast sales for 2 years running.
- 2 Year Window for Stage 2 Planning.

Stage 2: Texas, USA: Texas Named Best State for Business for the 19th Years in a Row. With sea-ports, central location and highways, Texas is an ideal location to spearhead HERM's "USA Made" marketing and demand fulfilment. [US/Canada Markets].



HERM250 Winch



Robotic Welding

L2RM: SALES & MARKETING

Proven Go-To-Market Strategy

Lead to Revenue Management
liner, robust and results orientated



01

Target Market CONTRACTORS

- Roofing
- Rooftop Solar
- HVAC
- Building Works



02

Customers WANTING

- Productivity
- Jobsite Safety
- Profitability
- Business Growth



03

Brand Positioning

Work Safe
Work Smart
with a HERM
by your side!



04

Product Advantages

- Lightweight & Stronger
- Easy to Transport from Site-to-Site
- Quick to Set-up
- Warranty: 2 Years



05

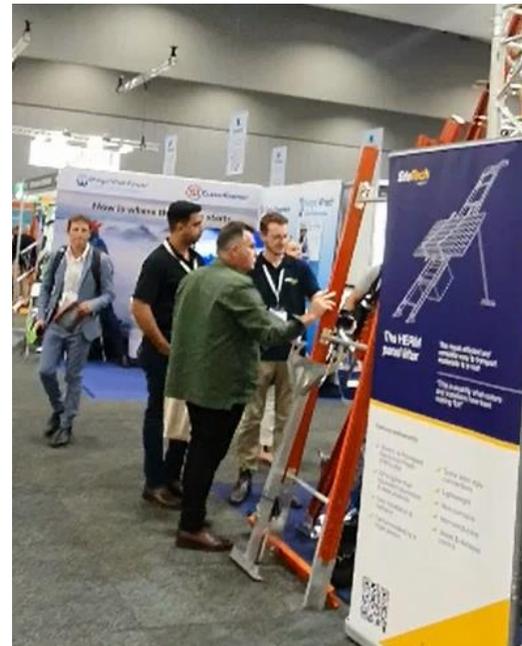
Sales Channels

- Industry Expo's
- Distributor Trade Days
- Manufacturers Rep's
- Direct B2B Marketing



Over the past five years, we have experimented with various marketing approaches, including email marketing, phone and text/SMS marketing, lead-generation marketing, and the distributor model. Through rigorous testing, we found that direct sales through industry trade exhibitions and trade day/nights delivered the highest ROI.

U.S. Market Strategy. In contrast to Australia, where we have only two strategic industry exhibitions to promote, meet with customers, and drive annual sales, the U.S. offers 25 opportunities. This significant increase in market exposure presents an exciting chance to expand our reach and impact.



Our L2RM Plan

Trade Exhibitions and Trade Days/Nights

We will continue to leverage direct sales through industry trade exhibitions and trade days/nights, which have proven to deliver the highest ROI. These events allow us to showcase the HERM Material Ladder Lifter directly to our target audience, facilitating hands-on demonstrations and face-to-face interactions with potential customers.

Enhancing Our Strategy with Manufacturer's Representatives

For the American market, we plan to bolster our strategy by incorporating Manufacturer's Representatives into our success formula. These representatives will act as our brand ambassadors, promoting and selling the HERM Material Ladder Lifter across the country. Their industry knowledge, existing relationships, and regional presence will be invaluable in driving sales and expanding our market footprint.

CleanTech
ConTech

Global Industrial
Lifting Equipment
Market to Reach

\$150
Billion
by 2030

source: globenewswire.com

8 Global Manufactures, **Only 2 Direct Competitors** ...

Incline lifter and conveyors. Due to design, ISO9001 compliance, set-up and safety features, they are ideal for delivering and removing materials and equipment to, from, and across the rooftops. Only 3 global brands meets the criteria.

Böcker

GEDA
ORIGINAL

DESIGN AND BUILD SIMILARITY

Having their DNA in Germany, Böcker and GEDA share similar design and engineering pros and cons.

- Both have their manufacturing roots in heavy equipment lifting and conveying.
- As heavy equipment manufactures, 'common BoM components' are used across their lifting and conveyor range of equipment. Subsequently, the Böcker and GEDA are significantly heavier than need be. While the products are robust, the common critique is 'weight and transport'.
- Both require tools to assemble components.
- ISO9001: both are manufactured in Germany (*higher manufacturing cost*).
- MRSP: Ex-Warehouse, Ex-Tax, and Ex-Delivery Cost.
- Warranty: 12 Months.



www.boecker.de/en/inclined-lifts/products/inclined-lifts/details/top-lift



www.geda.de/en/solutions/building-site/

HERM
WorkSMART...WorkSAFE



The HERM is an award winning Australian and German design material lift system made from FRP - making it lighter, stronger and the **World 1st** ... a New Global Benchmark.

- Non-conductive and non-corrosive.
- 35% lighter than aluminum, making it easy to transport from site-to-site.
- No tools are required to assemble.
- Standards: Industrial4.0 and ISO9001
- MSRP/RRP: include 'Tax & Delivery'
- Warranty: 24 Months.



www.hermlogic.com/herm-lifter



Certified Public Accountants, Cyber Security, and Governance, Risk & Compliance Professionals

Research and Development Expenses: These are costs incurred to continuously improve its products and provide innovation in the material lift system. For the years ending December 31, 2023 and December 31, 2022, the Company incurred \$332,955 and \$168,291 in research and development expenses.

As of December 31, 2023, the Company invested a total of \$1,652,498 in research and development.

Rashellee Herrera | CPA,CISA,CIA,CFE,CCA | #AC59042
 On behalf of RNB Capital LLC
 Sunrise, FL
 October 1, 2024

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Product-Market-Fit

Since 2018, HERM Logic has demonstrated consistent growth and success within Australian and New Zealand ("ANZ") markets, averaging 126% year-on-year growth. With over 450 customers and cumulative revenue (2022 and 2023) of \$4.24 million we've proven 'Product-Market-Fit' and our ability to 'Scale & Succeed' in the roofing and solar industries.

Strong Demand

U.S. Public roofing companies have outperformed the S&P 500 by 42% over the past 12 months, driven by strong share price growth. HERM's products are designed to meet the specific needs of the U.S. market, addressing both productivity and safety concerns, and positioning us as an industry game-changer.

HERM LOGIC LLC STATEMENTS OF OPERATIONS

See Accompanying Notes to these Unaudited Financial Statements

	Year Ended December 31,		
	2024	2023	2022
Sales	3,583,703	2,849,850	1,389,503
Cost of Goods Sold	2,301,034	2,018,561	802,254
Gross Profit	1,282,669	831,289	587,249
Operating Expenses			
Salaries	378,129	215,800	130,500
Rent Expense	18,700	18,700	18,700
Travel Expense	41,750	42,400	11,500
Marketing Expenses	34,695	36,780	17,400
Research and Development	95,238	332,955	168,291
Manufacturing Operational Costs	12,116	6,750	-
General and Administrative Costs	49,650	39,032	14,586
Total Operating Expenses	630,278	692,417	360,977
Income from Operations	652,391	138,872	226,272
Other Expense			
Interest Expense	36,265	22,790	16,702
Total Other Expense	36,265	22,790	16,702
Earnings Before Income Taxes and Depreciation	616,126	116,082	209,570
Depreciation Expense	162,472	93,010	80,100
Income Tax Expense	21,657	47,161	29,030
Net Income (Loss)	431,997	(24,089)	100,440

U.S. Market

[1] The U.S. roofing and solar contractor markets are 20 times larger than the ANZ markets, with a TAM (Total Addressable Market) of \$8 billion; SAM (Serviceable Addressable Market) of \$1.4 billion; and a SOM (Serviceable Obtainable Market) of \$700 million.

[2] The U.S. construction industry is increasingly prioritizing efficiency and safety. HERM is positioned to capture significant market share.

The HERM Logic ... journey



HERM Logic was established in 2005 as a boutique PaaS* consultancy specialising in dynamic procurement and supply chain management. HERM services included, but not limited to:

- Sourcing
- Outsourcing
- Tender & Contract Management
- Supplier / Vendor Management
- Warehousing & Logistics
- Imports & Exports

to SME's, medium to larger national and multinational corporations, including State and Federal Government Bushiness / Agencies.

CLIENT INDUSTRIES:

- IT / ICT
- Building & Construction
- Manufacturing

MAJOR CORPORATE CLIENTS:

- Australia Post
- Legion Interactive
- Serco (Asia pacific)
- Australia Defence Force (ADF)
- Department of Finance Service & Innovations (DFSI)
- SNP (Sydney Night Patrol) [now, Cetris Security Australia]

* PaaS: Procurement as a Service


Recognising the spike in solar sales, and associated risk and issues (R&I) of transporting tools and materials on to rooftops, HERM became a GEDA Distributor.



2018: OPPORTUNITY Knocks again!

Having built and operated a "Just-in-Time" manufacturing business (Aged: 26) to supply crucial components to esteemed industry giants such as Toyota Radiators Australia and Besco Batteries Australia - the founder of HERM Logic ventured back to becoming a disruptive and innovative lean agile manufacture.

The HERM Incline Lift-Conveyor "Mark 1 (**Mk1**)" was fabricated in aluminium and produced in Brazil. The lifter was supported by a custom designed 230/240V 60Hz electric motor capable of lifting up to 300kg and travelling at 22meter/min (Made in China).

COVID19: In 2020, Australia & New Zealand closed its Interstate and International Borders ... bringing the business to a **Halt!**

As devastating as it was, it provided a UNIQUE opportunity to revisit the "Mk1" design, review Customer feedback and critiques, and review material, labor and distribution cost.

2021/22: An All New HERM Incline Lift-Conveyor ("Mk2") was designed and produced by applying cutting-edge fiberglass reinforced plastic (FRP) and pultrusion manufacturing.

Key Features: Lighter, Stronger, Easy to Transport from Site-to-Site, Non-Conductive and Non-Corrosive, ISO9001 Manufacturing and AS1418.8/CI 3.5.4 Standards compliant ... and more!

2022: a New Strategic Direction

A New HERM Logic "Logo" to reflect the new vision and direction of HERM as an innovative, disruptive, leading-edge and ISO9001 manufacturer of Work SMART Work SAFE solutions.

INDUSTRY 4.0:

Today, with robotics in manufacturing, we are leveraging our export and LCC options to fine tune sourcing and outsourcing cost; our production and administrative cost to drive savings across the whole supply chain ... from design to end-user delivery.



2024
All New
HERM "Mk3"
... for our planned US and
Global Sales.
TAM: USD\$14.9B
SOM: \$1.4Billion

<--- COVID19 Lockdowns --->

2005

2017

2018

2019

2020

2021

2022

2023

2024 > >

BEST PRACTICE With innovation in his DNA, John is the founder and CEO of HERM Group. John has over 30 years of demonstrated skills and experiences in stakeholder engagement, product development, strategic sourcing, outsourcing, logistics, lean manufacturing sales and marketing.

Why HERM is the Future

When gaps exist in the market due to **complacency and outdated solutions**, opportunities arise for true **innovation and disruption**. Over the past eight years, HERM has listened to industry professionals - roofing and solar contractors - who struggle with inefficiencies, high labor costs, and safety concerns using traditional material lifts.

Initially operating as a **GEDA distributor**, we recognized the shortcomings of existing solutions. In 2018, we took action - **designing and manufacturing our first material lift (Mk1)**. With over \$1.6 million invested in R&D, we've now launched our **third-generation solution - the HERM260 Ultra (Mk3)** - a system **engineered for speed, safety, and efficiency**.

The Result? A category-defining product that outperforms legacy systems in every key metric:

- Doubles work efficiency
- Reduces labor costs
- Enhances job site safety
- Adaptable, modular, and easy to transport

While traditional competitors remain stagnant, **HERM is leading the industry forward** - offering a superior solution to an industry in desperate need of innovation.

I am also a realist. Alignment with 'equity investors and commercial partner/s' is critical to ensure mutual goals.

John

BUILD



Home Builders Award
"Most Innovative
Roofing Material Lift
System 2025"

John

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WorkingSmart... WorkingSafe



Industry & Market Fact Check ...

FAQ plus

<https://www.hermlogic.com/invest>

- <https://www.bls.gov/news.release/pdf/cfoi.pdf>
- <https://www.cpwr.com/wp-content/uploads/DataBulletin-May2022.pdf>
- www.roofingcontractor.com/articles/97890-2023-state-of-the-industry-report
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- <https://www.seia.org/sites/default/files/2024-03/USSMI-2023%20YIR%20ES%20-%20EMBARGOED.pdf>
- <https://www.precedenceresearch.com/rooftop-solar-photovoltaic-market>
- [U.S. solar power generation forecast to grow 75% through 2025 – pv magazine USA \(pv-magazine-usa.com\)](https://www.pv-magazine-usa.com)

www.ecogeneration.com.au/installer-safety-report-keeping-the-solar-workforce-safe/

HOME RENEWABLES SOLAR PROJECTS POLICY FUNDING FOR CONSUMERS EVENTS MARKETPLACE

For Installers, Solar

Installer safety report: Keeping the solar workforce safe

STAFF WRITER
March 7, 2022, 6:00 am

f x in

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Home Builders Award 2025



Most Innovative Roofing Material Lift System 2025

Most Innovative Roofing Material Lift System 2025

SafeWork NSW



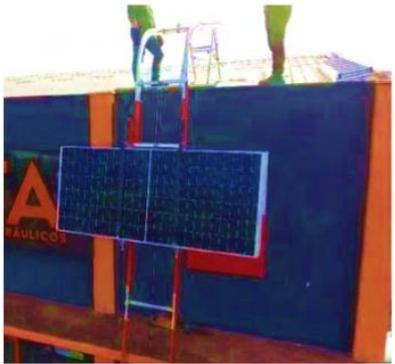
Findings Report

Safe Rooftop Solar Installation 2021



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ecogeneration



The HERM Logic Inclined Lift Hoist is designed to make it quicker and safer to lift solar panels and other heavy equipment onto a roof. Photo: HERM Logic.

Save your back and save money

John Musster is the chief executive officer at HERM Logic, a company that provides inclined lifts for solar panels. This piece of equipment is designed to make it quicker and safer to lift solar panels and other heavy equipment up onto a roof. It works by hoisting panels up a set of tracks using an electric motor.

He says there are several different options for getting panels on roofs. The most inefficient and dangerous way that he has witnessed is an installer carrying a solar panel with one-hand while climbing up a ladder and then passing the panel to another installer standing on the edge of the roof. Another inefficient way is when an installer is standing on the back of a truck or elevated surface and getting someone on the roof to pull it up.

"This is the most dangerous and hardest on the body," says Musster.

Where to get more help?

Solar rooftop safety guidance:



Hold one of our toolbox talks:



Download the pocket guide or order your hard copy version:



HERM LOGIC

Project findings report - 1 March to 31 December 2021

Background

The installation of Solar photovoltaic (PV) systems has increased markedly over recent years in NSW, in part due to State and rebates. The *Clean Energy Australia 2021* report notes that NSW installed the most new rooftop solar and territories in 2021, adding 996MW throughout the year, with accredited installation companies 164 and installers increasing 13% to 8,682 Australia-wide.

Health and safety risks associated with rooftop solar installation include falls from heights and contact with objects (e.g., solar panels), asbestos exposure and musculoskeletal injuries are also of risk.

Inspectors visited 286 sites between 1 March and 31 December 2021, where rooftop solar panels were being installed. An unacceptable level of unsafe work when it came to falls from heights risks, issuing 98 improvement notices and 39 penalties totalling \$123,984.

A Rooftop Solar Panel Installation and accompanying installers safety checklist was released to provide guidance and part of this project.

Education and communications

SafeWork NSW consulted and collaborated with solar-related NSW government departments including NSW Fair Trading, Planning and Environment and Clean Energy Regulator, as well as industry representatives including the Solar Energy Industries Association and the Smart Energy Council, to develop guidance material and requirements with accredited installers and retailers.

Activities included emails to industry associations, unions and other industry representatives, a Ministerial advisory magazine articles, development of a new solar installation landing page on the SafeWork NSW website, a website scroller, and socials advertising on FaceBook and YouTube which saw 149,522 impressions reached, mostly males aged 25-34.

Presentations were given to the SafeWork NSW Board.

Notices and fines	Improvement	Prohibitions	Penalties
\$123,984	98	123	39



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SINCE 2018, our WorkSMART and WorkSAFE engineered solutions have aided contractors to expedite work, drive up productivity improvements, and drive down labor cost and installation cost by more than 50%

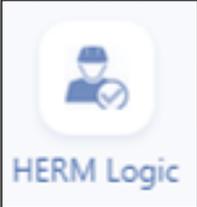
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NEW HERM Ultra lite 300

Lift Size: 10M / 15M / 20M
Lift Capacity: 300kg

#1: I created a safe work environment

#2: Increased productivity by 84%

#3: Reduced installation Cost by 52%

HERM Ultra lite 300

Lift Models: 10M / 15M / 20M

Australia & New Zealand Sales and Distribution: David Ogilvie, Solar Supplies, Dave@solarsupplies.net.au, +61 1800 305 555, +61 0401578082, Distributor Enquiries: sales@hermlogic.com

With an articulating joint to match roof pitch angles (5deg. to 88deg.) and a 300kg lift capacity, the galanywhere lifting can deliver up to 2.9m panels across rooftop, and reduce the installation cost by up to 50%

John Müssler, HERM Group Limited

www.hermlogic.com



www.hermlogic.com/herm-lifter



HERM ...one lifter for all rooftop work

Ultra lite 300

Lift Size: 10M / 15M / 20M

HERM Ultra Lite 300 - the #1 rated all Rooftop Work solution

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Manage your business across Meta apps

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John (C) Müssler

Founder & Manufacture of Work SMART solutions to expedite roofing and solar work, while increasing productivity and reducing labor cost.

Talks about #hvac, #solar, #lifting, #roofing, and #rooftop

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www.linkedin.com/in/johnmussler



WHub

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HERM Group Limited

WorkSMART - WorkSAFE with HERM by your side

#B2B

PASSION

WHY ... we watched in 'shock-horror' as rooftop solar contractors manually lift from the ground, up ladders and to rooftops, and then across the roof to the

- Our first thought - "this is madness" ...

- Our second thought - "there has to be a smarter way!" to expedite work, increasing productivity, reducing labor and installation cost!

PRODUCTS



www.whub.io/startups/herm-group-limited

HERM Logic 1,082 posts

HERM WorkingSmart... WorkingSafe

HERM Logic @HermSafe

Established in 2005 as a procurement and supply chain consultancy ... today, we apply our expertise in to deliver WorkSMART~WorkSAFE solutions to save lives!

Roofer Australia, USA & Hong Kong hermlogic.com

Joined January 2010

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HERM Logic @HermSafe · Sep 10

DID YOU KNOW, the #HERM_Lifter (Mk3) has a 5/dig. to 90/dig. eave module which can be set to match any roof pitch. With the chassis dolly, you can transfer tools and materials efficiently and quickly up and across the rooftop to where you want it and to reduce labor cost by 50%.

HERM Twitter

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What's happening

NFL - Yesterday Rams at Cardinals

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