

# **dynaCERT expands into the FreightTech industry with new software offering**

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**Decision to enter the FreightTech industry seen as an “evolution of services that fit very naturally with dynaCERT”**

[dynaCERT Inc.](#) (TSX: DYA | OTCQX: DYFSF | FRA: DMJ) is best known for their Carbon Emission Reduction Technology (CERT) for use with diesel engines. Their flagship product is HydraGEN™, an electrolysis unit that produces H2 and O2 gases to optimize the diesel fuel burn, resulting in a [6-19%](#) increase in fuel economy and a [50%+ reduction](#) in emissions.

With most fleet and logistics companies now using software to monitor their fleet’s activities and performance, dynaCERT has [added a new service](#) option called HydraLytics™ to its proprietary suite of FreightTech software applications. The company sees this as a supplementary evolution of services that fit very naturally with *dynaCERT*’s fuel-saving and emission-saving know-how. HydraLytics™ not only monitors the standard variables but offers much more, especially in relation to fuel economy, driver performance, and greenhouse gas emissions monitoring. The new FreightTech solution reports the data in a simple and understandable mobile application, and provides recommendations for important fleet optimization such as fleet management, route planning, driver safety, and load management.

**HydraLytics™ Telematics system is a win-win for both fleet operators and dynaCERT**

dynaCERT’s HydraLytics™ measures fuel savings in real time.

While it is designed to work with dynaCERT's HydraGEN™, it will be available to all potential customers and not restricted to just HydraGEN™ users. In an [announcement](#) this week dynaCERT explains how, in combination with dynaCERT's software developer Corsario Ltd. and its marketing arm GP LogiX Inc., it plans to greatly expand the scope of applications to respond to the growing industry needs of logistics companies, and the broader trucking management software ecosystem.

The new addition of HydraLytics™ is a big plus for fleet operators. It means they can better monitor more variables, especially those in relation to fuel efficiency and emissions. It is also a big win for dynaCERT, as HydraLytics™ users can see for themselves the value proposition of dynaCERT's products such as HydraGEN™. It also means a subscription service revenue stream for dynaCERT.



### [Source](#)

Usually the biggest expense for fleet operators is fuel and labor. dynaCERT's HydraLytics™ allows operators to better monitor both fleet fuel efficiency and driver performance. Monitoring can be done live with real time data on either a PC or smartphone.

"The delivery of our solution is through a managed service, where, not only is the raw data available to the user, but the software monitors industry-based Key Performance Indicators comparing real time data streams to industry averages and reporting areas of deficiency", says dynaCERT. "Our FreightTech solution reports the data in an easy to use and easy to understand mobile application as well as providing recommendations on numerous matters such as fleet management, route planning, driver safety, and load management."

Marketing of HydraLytica™ by GP LogiX Inc. is already gaining traction with a number of companies already utilizing the software platform. These include Day & Ross, Ottaway Motor Carriers, Drisco Carriers (based in the USA) and Stevens Brothers Trucking (based in the USA).

### **Several new deals for HydraGEN™**

In the past two months dynaCERT has continued to successfully commercialize their HydraGEN™ technology. This includes:

- September 8, 2020 – A deal [to equip diesel powered vehicles of the City of Woodstock](#) (Ontario) with Carbon Emission Reduction Technology.
- August 31, 2020 – [A JV with Alltrucks GmbH & Co. KG.](#) Alltrucks intends to introduce and promote marketing, installation and servicing of dynaCERT's HydraGEN™ product line to the established network of Alltrucks. Alltrucks offers a Pan-European workshop concept for maintaining and repairing commercial vehicles of all types and brands. Alltrucks has one of the largest workshop networks in Europe with 700 workshops in 12 countries.
- August 20, 2020 – dynaCERT [receives purchase order](#) to complement COVID-19 safety package for trucking industry.

dynaCERT also continues to commercialize their products with [25+ dealers globally](#), and is currently [improving and expanding](#) their manufacturing facility to triple capacity.

### **dynaCERT's global business model**



### **[Source](#)**

With about one billion diesel engines on the road, dynaCERT continues to evolve and grow new products that are both

effective and in demand for the diesel trucking industry as it moves forward into a greener and more energy efficient future.

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# Demand for dynaCERT clean technology drives company forward

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## Cashed up, ramped up production line, and senior listed

Vehicle emissions are universally recognized as an environmental concern, especially diesel emissions which the [WHO has linked with causing cancer](#). Governments all over the world are continually tightening their emission standards. In 2020 both [Europe](#) and [China](#) made significant moves to reduce vehicle emissions. Once company in particular has the potential to be winner from the huge trend to reduce diesel emissions.

[dynaCERT Inc.](#) (TSX: DYA | OTCQX: DYFSF) manufactures, distributes, and installs its Carbon Emission Reduction Technology (CERT) for use with diesel engines. Their flagship product is HydraGEN™, an electrolysis unit that produces H<sub>2</sub> and O<sub>2</sub> gases to optimize the diesel fuel burn, resulting in a [6-19%](#) increase in fuel economy and a [50%+ reduction](#) in emissions.

Founded in 2004, dynaCERT has spent the last 16 years developing their patented technology and has only recently begun to

commercialize it on a large scale. dynaCERT's technology can be used in diesel engines in on-road vehicles, reefer trailers, off-road construction, power generation, mining and forestry equipment, marine vessels, heavy equipment, and railroad locomotives.

## **dynaCERT's HydraGEN™ unit installed on a semi to reduce emissions and boost efficiency**



Source: [Company investor presentation](#)

dynaCERT recently completed an oversubscribed equity raising at C\$0.68 (included a half warrant per share raised, exercise price of \$1.00 for a period of 24 months). Demand was such that the raise was upsized to [\\$8,367,400](#). The funds will be used to finance raw materials and manufacturing and assembly costs to create and deliver finished goods as well as for working capital and general corporate purposes. Five major firms in the Canadian financial community participated in dynaCERT's over-subscribed, over-night-marketed, equity financing.

## **dynaCERT receives two stock market exchange upgrades in two months**

dynaCERT now trades on a market cap of C\$218m. As a result of their success dynaCERT has recently been upgraded on not one, but two exchanges. In [July](#) dynaCERT was upgraded from the TSX Venture Exchange (TSXV) to the main board TSX in Canada. This follows their [June](#) upgrade to the OTCQX from the OTCQB Venture Market in the USA.

Commenting on the US upgrade, the company [said](#):

"The OTCQX Market is designed for established, investor-focused U.S. and international companies. To qualify for OTCQX,

companies must meet high financial standards, follow best practice corporate governance, and demonstrate compliance with applicable securities laws. Graduating to the OTCQX Market from the OTCQB Market marks an important milestone for companies, enabling them to demonstrate their qualifications and build visibility among U.S. investors.”

### **Moving forward quickly: dynaCERT re-opens and upgrades their HydraGEN™ assembly plant on August 4, 2020**

In a July 30, 2020 dynaCERT [announced](#) that their assembly line had been retrofitted with a new semi-automated assembly system, “to provide improved high standards instate-of-the-art technical specifications” able to maintain a capacity of 100 units per day or 2000 units per month with a single 8-hour shift per day. dynaCERT said that their new capacity “is expected to be capable of tripled production of **6,000 units per month** using three shifts per day.”

dynaCERT has the following global [partners/dealers](#):

- MOSOLF is one of the [largest truck servicing companies in Europe](#) with installations & 23 showrooms throughout Europe. They have distribution channels in Germany, France, Netherlands, Belgium, Luxembourg, Poland, Czech Republic.
- Farhi Holdings – A distributor for Brazil & Israel.
- H2 Tek – Has a focus on mining with mining projects in: Canada, USA, Peru, Chile, Brazil, Paraguay, Uruguay, Argentina, Russia, Mongolia, and Australia.
- KarbonKleen [was awarded](#) the exclusive dealership rights in the trucking industry in the USA until December 31, 2024 (subject to certain quotas of a minimum of 150,000 HydraGEN Technology units over a little more than 3 years). On May 9, 2020, it was [announced](#) that KarbonKleen

achieved a purchase order for 3,000 HydraGEN™ Technology units. KarbonKleen also has financing for a Mexico assembly with an MOU for 1,000,000 units.

dynaCERT's sales and revenue now have the ability to rise rapidly boosted by added cash reserves, their upgraded production facility, and a growing sales pipeline from their large and growing network of dealers. dynaCERT now has [~40 dealers around the world](#) selling their products to small and large truck owners, fleets, and government organisations that use diesel engines. With a billion diesel engines in the world, dynaCERT's green emission technology is in big demand. Last week [dynaCERT expressed that](#) unlike many industries, they were well positioned for growth even in these challenging times:

"The Company has re-emerged from the global COVID-19 economic slowdown with a cleaner and stronger balance sheet, having more than adequate cash reserves, a very strong balance sheet with approximately \$18,000,000 in cash and virtually no significant debt, a better Assembly Plant, an improved R&D facility, significant Product improvements and a continued backlog of previously announced purchase orders. The Sales Department of the Company continues to maintain existing dealer relationships and has added new dealers where global marketing continues to be active."

Added to this was a note that the Company's products can now be offered to numerous markets in Dubai and other parts of the UAE and the Middle East.

### **Strong growth in dynaCERT's revenue**



Source: [Yahoo Finance](#)

## Closing remarks

dynaCERT is making all the right moves in leveraging the increasing demand to reduce diesel emissions and to improve fuel economy. The Company is rapidly growing their distribution networks and achieving impressive sales, increasing revenues, successfully raising over C\$8m in an oversubscribed/overnight equity raise, recently upgraded by two stock exchanges, and have upgraded their assembly plant to meet demand (full capacity is now a potential 6,000 units/month). Even legendary mining investor [Eric Sprott is onboard](#) and owns a [8.66%](#) share of the Company.

The trend is becoming very clear that dynaCERT is on track to become a much larger company as the demand for their emissions reducing technology is enormous. As economies of scale kick in so should profits. For investors, dynaCERT is still looking reasonably priced assuming the [forecast future revenues](#) are achieved.

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**Jean-Pierre                      Colin                      on  
dynaCERT's strategic alliance  
with MOSOLF, one of the  
largest trucks servicing**



# companies in Europe

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“Excellent news coming out of Europe. We have a certification and homologation in Europe – in Germany. Took us two years to get that. We announced that a few months ago. Now we have announced that we have a strategic alliance with MOSOLF. They are one of the largest trucks servicing companies in Europe. Very credible, very related. They have agreed to purchase a thousand units right off the bat, represent us in five countries in the European Union.” States Jean-Pierre Colin, Director at [dynaCERT Inc.](#) (TSXV: DYA | OTCQB: DYFSF), in an interview with InvestorIntel’s Tracy Weslosky.

Jean went on to say that dynaCERT’s patented technology underwent rigorous testing and validations in Germany. Some of the best experts in diesel engine technology in Germany carried out four different tests on dynaCERT’s technology which validated that the technology helps reduce fuel consumption in diesel engines by up to 20% and also reduces carbon emission by a significant amount. Jean further added that dynaCERT has received numerous awards for its Carbon Emission Reduction Technology. The company has received a German innovation award. dynaCERT has also penetrated the mining industry with its emissions reduction technology and has received an award in Colorado from the mining industry. Jean also spoke on dynaCERT’s HydraLytics™ telematics system. He said that the system can prove by each individual diesel engine the fuel-saving and carbon emission reduction. The company is applying to have its emission-reduction technology certified as a Carbon Credit creator for diesel engines.

To access the complete interview, [click here](#)

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