

MIRA INFORM REPORT

Report No. :	520496
Report Date :	19.07.2018

IDENTIFICATION DETAILS

Name :	APPEALING PRODUCTS, INC.
Registered Office :	6003 Chapel Hill Road, Suite 177 Raleigh, NC 27607-5153, USA
Country :	United States
Financials (as on) :	2017 [Summarized]
Date of Incorporation :	18.06.2004
Legal Form :	Corporation
Line of Business :	Subject is a Research and Development Company.
No. of Employees :	4

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :	A
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Status :	Satisfactory
Payment Behaviour :	No Complaints
Litigation :	Clear

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

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ECGC Country Risk Classification List

Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
United States	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

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UNITED STATES - ECONOMIC OVERVIEW

The US has the most technologically powerful economy in the world, with a per capita GDP of \$59,500. US firms are at or near the forefront in technological advances, especially in computers, pharmaceuticals, and medical, aerospace, and military equipment; however, their advantage has narrowed since the end of World War II. Based on a comparison of GDP measured at purchasing power parity conversion rates, the US economy in 2014, having stood as the largest in the world for more than a century, slipped into second place behind China, which has more than tripled the US growth rate for each year of the past four decades.

In the US, private individuals and business firms make most of the decisions, and the federal and state governments buy needed goods and services predominantly in the private marketplace. US business firms enjoy greater flexibility than their counterparts in Western Europe and Japan in decisions to expand capital plant, to lay off surplus workers, and to develop new products. At the same time, businesses face higher barriers to enter their rivals' home markets than foreign firms face entering US markets.

Long-term problems for the US include stagnation of wages for lower-income families, inadequate investment in deteriorating infrastructure, rapidly rising medical and pension costs of an aging population, energy shortages, and sizable current account and budget deficits.

The onrush of technology has been a driving factor in the gradual development of a "two-tier" labor market in which those at the bottom lack the education and the professional/technical skills of those at the top and, more and more, fail to get comparable pay raises, health insurance coverage, and other benefits. But the globalization of trade, and especially the rise of low-wage producers such as China, has put additional downward pressure on wages and upward pressure on the return to capital. Since 1975, practically all the gains in household income have gone to the top 20% of households. Since 1996, dividends and capital gains have grown faster than wages or any other category of after-tax income.

Imported oil accounts for more than 50% of US consumption and oil has a major impact on the overall health of the economy. Crude oil prices doubled between 2001 and 2006, the year home prices peaked; higher gasoline prices ate into consumers' budgets and many individuals fell behind in their mortgage payments. Oil prices climbed another 50% between 2006 and 2008, and bank foreclosures more than doubled in the same period. Besides dampening the housing market, soaring oil prices caused a drop in the value of the dollar and a deterioration in the US merchandise trade deficit, which peaked at \$840 billion in 2008. Because the US economy is energy-intensive, falling oil prices since 2013 have alleviated many of the problems the earlier increases had created.

The sub-prime mortgage crisis, falling home prices, investment bank failures, tight credit, and the global economic downturn pushed the US into a recession by mid-2008. GDP contracted until the third quarter of 2009, the deepest and longest downturn since the Great Depression. To help stabilize financial markets, the US Congress established a \$700 billion Troubled Asset Relief Program (TARP) in October 2008. The government used some of these funds to purchase equity in US banks and industrial corporations, much of which had been returned to the government by early 2011. In January 2009, Congress passed and former President Barack OBAMA signed a bill providing an additional \$787 billion fiscal stimulus to be used over 10 years - two-thirds on additional spending and one-third on tax cuts - to create jobs and to help the economy recover. In 2010 and 2011, the federal budget deficit reached nearly 9% of GDP. In 2012, the Federal Government reduced the growth of spending and the deficit shrank to 7.6% of GDP. US revenues from taxes and other sources are lower, as a percentage of GDP, than those of most other countries.

Wars in Iraq and Afghanistan required major shifts in national resources from civilian to military purposes and contributed to the growth of the budget deficit and public debt. Through FY 2018, the direct costs of the wars will have totaled more than \$1.9 trillion, according to US Government figures.

In March 2010, former President OBAMA signed into law the Patient Protection and Affordable Care Act (ACA), a health insurance reform that was designed to extend coverage to an additional 32 million Americans by 2016,

through private health insurance for the general population and Medicaid for the impoverished. Total spending on healthcare - public plus private - rose from 9.0% of GDP in 1980 to 17.9% in 2010.

In July 2010, the former president signed the DODD-FRANK Wall Street Reform and Consumer Protection Act, a law designed to promote financial stability by protecting consumers from financial abuses, ending taxpayer bailouts of financial firms, dealing with troubled banks that are "too big to fail," and improving accountability and transparency in the financial system - in particular, by requiring certain financial derivatives to be traded in markets that are subject to government regulation and oversight.

In December 2012, the Federal Reserve Board (Fed) announced plans to purchase \$85 billion per month of mortgage-backed and Treasury securities in an effort to hold down long-term interest rates, and to keep short-term rates near zero until unemployment dropped below 6.5% or inflation rose above 2.5%. The Fed ended its purchases during the summer of 2014, after the unemployment rate dropped to 6.2%, inflation stood at 1.7%, and public debt fell below 74% of GDP. In December 2015, the Fed raised its target for the benchmark federal funds rate by 0.25%, the first increase since the recession began. With continued low growth, the Fed opted to raise rates several times since then, and in December 2017, the target rate stood at 1.5%.

In December 2017, Congress passed and President Donald TRUMP signed the Tax Cuts and Jobs Act, which, among its various provisions, reduces the corporate tax rate from 35% to 21%; lowers the individual tax rate for those with the highest incomes from 39.6% to 37%, and by lesser percentages for those at lower income levels; changes many deductions and credits used to calculate taxable income; and eliminates in 2019 the penalty imposed on taxpayers who do not obtain the minimum amount of health insurance required under the ACA. The new taxes took effect on 1 January 2018; the tax cut for corporations are permanent, but those for individuals are scheduled to expire after 2025. The Joint Committee on Taxation (JCT) under the Congressional Budget Office estimates that the new law will reduce tax revenues and increase the federal deficit by about \$1.45 trillion over the 2018-2027 period. This amount would decline if economic growth were to exceed the JCT's estimate.

Source : CIA

STATUTORY INFORMATION

Legal Name	APPEALING PRODUCTS, INC.
Trade Name	APPEALING PRODUCTS, INC.
ID	ID
ID Details	0731015
Creation Date	2004
Incorporation Date	6/18/2004
Legal Address	6003 Chapel Hill Road, Suite 177 Raleigh, NC 27607-5153, USA
Operative Address	6003 Chapel Hill Rd. Ste #177 Raleigh, NC 27607, USA
Telephone	+1.919.916.4908
Fax	+1.919.916.4910
Legal Form	Corporation
E-Mail	customersupport@appealingproducts.com
Registered In	NORTH CAROLINA
Website	www.appealingproducts.com
Contact	A. J. ATTAR - President
Staff	4
Activity	SIC Code: 8731, Commercial Physical and Biological Research

BANKS

Name of Bank	Reported Amount
BANK OF AMERICA	

HISTORY

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History	The company was founded in 2004.
Key Developments	NA
Parent Company	NA

PRINCIPAL ACTIVITY

General Description	Appealing Products, Inc. (API) is a research and development company.		
Service/Product Description	API offers products in the areas of forensics, toxic gas and liquid detection, detection of trace explosives, detection of poisons in food and personal protection from toxic materials.		
Sales	Wholesale		
Operations Area	National and International		
Imports From	No import records were found.		
Export To	MEXICO		
Employees	4 employees		
Payments with Suppliers	No Complaints		
Brands			
Brand	Comments		
API	-		
Clients			
Name of Client	Country	Comments	
Neocitec SA De Cv	MEXICO	-	
Comments	-		
Suppliers			
Supplier Name	Country	Comments	
There are not infomed suppliers			
Comments	-		

LOCATION

Headquarters	6003 Chapel Hill Rd. Ste #177 Raleigh, NC 27607, USA
Branches	No branches found.

GROUP STRUCTURE AND SUBDIARY COMPANIES

Listed at the stock exchange	NO
Capital	NA
Shareholders (%)	The company does not disclose information on shareholders. We were not able to confirm major holders.
Management	A. J. ATTAR - President Steven Bottoms - Event Coordinator
Subsidiary Companies	No subsidiary companies were found.
Related Companies	No related companies were found.

FINANCIAL INFORMATION

General Description	The company does not make its financial statements public. The following information has been provided by private sources:
Year/Currency	USD 2017
Sales	450.000
Money Flow	Normal
Import Fob Dollar Year	Amount
There are not Import Fob Dollar informed	
Export Fob Dollar Year	Amount
There are not Export Fob Dollar informed	

LEGAL FILINGS

Lawsuits

No records found.

Trademarks

QUANTTAB

Detection of contaminants in samples of aqueous solution

Owned by: Appealing Products, Inc.

Serial Number: 86030313

SPRAYVIEW

Hand-held device comprised of chemical and heat sensors for the detection of explosives

Owned by: Appealing Products, Inc.

Serial Number: 86030403

Patents Registered

ULTRA-SENSITIVE DETECTION OF FAINT FINGERPRINTS ON ROUGH SURFACES AND CORRESPONDING FINGERPRINT DETECTION KIT

Publication number: 20100310755

Abstract: An ultra-sensitive method for visualizing latent fingerprints using a chemical multiplier to amplify even very faint prints on rough or otherwise difficult surfaces, involving a chemical free radical reaction which produces millions of identifiable molecules from each adsorbed initiator molecule and thereby greatly increases the detection sensitivity. A corresponding fingerprint detection kit may be utilized to carry out such method, in which the kit includes a free radical chain reaction initiator, and a reagent that can react via the free radical chain reaction in the presence of the initiator and form colored, fluorescent, polymeric, IR- or UV-absorbing molecules that are effective for visualization of the fingerprint.

Type: Application

Filed: June 4, 2009

Publication date: December 9, 2010

Applicant: APPEALING PRODUCTS, INC.

Inventor: Amir J. Attar

ANTI-ICING MATERIAL AND SURFACE TREATMENTS

Publication number: 20090294724

Abstract: An anti-icing composition including a chemically-bound nano-layer based on a multivalent atom such as silicon or titanium, and whiskers of hydroxyls, polyols, polyethers, polyamines, poly-acids or mixtures of such hydrophilic functionalities. This

base layer may be used as such or have an additional coating overlying it, e.g., comprising a polymeric polyol such as polyvinylalcohol or polyglycol. The second layer may also be chemically bonded to the surface or to the first layer. Surface treatment with such composition prevents small droplets of water from freezing on the surface and reduces dramatically their friction with the surface. The result is the prevention of icing of the surface, reduction in the adhesion of ice to the surface and reduction in the accumulation of ice layers. The anti-icing composition also makes removal of ice from the surface much easier once accumulated, and is useful in reducing de-icing requirements of aircraft and in retarding in-flight ice formation.

Type: Application

Filed: May 27, 2008

Publication date: December 3, 2009

Applicant: Appealing Products, Inc.

Inventor: Amir J. ATTAR

Irreversible humidity exposure dose indicator device
Patent number: 7553450

Abstract: An irreversible humidity exposure dose indicator device, including a housing sealed at a first end thereof and adapted at a second end thereof to admit ambient gas ingress into an interior volume containing chromogenic material. The chromogenic material in contact with water irreversibly absorbs such water to produce a change whose extent is correlative of cumulative exposure of the device to humidity. The device may be configured as an indicator card including an intermediate permeable membrane coated on a first side thereof with a layer of a deliquescent solid and being in contact on a second side thereof with a layer containing a reactive indicator, with a water-permeable layer adjacent to the layer containing the deliquescent coating, enclosed within a water-impermeable transparent enclosure.

Type: Grant

Filed: January 8, 2007

Date of Patent: June 30, 2009

Assignee: Appealing Products, Inc.

Inventors: Amir J. Attar, Dan Edward Stark

Document Id Filing Date Filing Type Document Type
Fiscal Year

C200417000267 6/18/2004 Creation Filing

Articles of Incorporation

2006 268 05489 9/25/2006 Annual Report

Renewals

Annual Report
2007 143 00142 5/23/2007 Annual Report
Annual Report
2007 143 00143 5/23/2007 Annual Report
Annual Report
C200713800626 5/24/2007 Survivor
Articles of Merger
2009 142 00879 4/27/2009 Annual Report
Annual Report
CA201006201831 2/22/2010 Annual Report
Annual Report
CA201100500888 1/5/2011 Annual Report
Annual Report
2011 608 05249 7/22/2011 Suspension
Revenue Suspension
C201130100272 10/28/2011 Reinstatement
Reinstatement Following Revenue Suspension
CA201112500064 4/12/2012 Annual Report
Annual Report
2012 138 03341 5/11/2012 Annual Report
Annual Report
2013 106 02068 4/16/2013 Annual Report
Annual Report
12/31/2012
2014 107 00068 4/17/2014 Annual Report
Annual Report
12/31/2013
CA201508905829 3/30/2015 Annual Report
Annual Report
12/31/2014
C201715101065 5/26/2017 Notice Annual Report
ADM Notice
CA201717100798 6/20/2017 Annual Report
Annual Report
12/31/2015
CA201717100799 6/20/2017 Annual Report
Annual Report
12/31/2016
CA201806503843 3/6/2018 Annual Report
Annual Report
12/31/2017
No records found.

UCC (Uniform Commercial Code)

OFAC Sanctions List Search

The company is not listed in the OFAC Sanctions List.

SUMMARY

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Summary

Founded in 2004, Appealing Products, Inc. is an organization in the Commercial Physical and Biological Research Industry headquartered in Raleigh, NC. The company has 4 regular employees and generates an estimated \$450.000 USD in annual revenue. It operates nationally and internationally, mainly exporting to Mexico It is ACTIVE in business with no negative records.

RISK INFORMATION

Debts	Controlled
Payments	No Complaints
Cash Flow	Normal
State	Active

INTERVIEW

First Name	Amir
Position	President
Comments	He confirmed the name of the company, the address of the headquarters and location and the date of creation of the company. He was reluctant to provide further information.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 68.57
UK Pound	1	INR 89.73
Euro	1	INR 79.74
US Dollar	1	INR 69.01

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	NIS
Report Prepared by :	TPT

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)