



Interim Report

(UNAUDITED)

For

ROUCHON INDUSTRIES, INC. DBA SWIFTECH®

OTC Pink Current: RCHN

FOR THE SIX-MONTH PERIOD ENDED JUNE 30TH, 2012

The financial statements attached are prepared in accordance with U.S. generally accepted accounting principles (U.S. GAAP). The financial statements have not been audited. Gabriel Rouchon, the Company's Chairman certifies that the statements and the notes thereto, present fairly in all material respects, the financial position of the issuer and the results of its operations and cash flows for the periods presented, in conformity with accounting principles generally accepted in the United States, consistently applied.

Dated August 7th, 2012

According to OTC Market Group Inc.,
Guidelines for Providing Adequate Current Information Version 10.1 updated on 01/31/2012

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I. Offices

1. The exact name of the issuer

Rouchon Industries, Inc. DBA Swiftech®

2. Issuer's address and principal executive offices:

151 W. Victoria St.
Long beach, CA 90805, USA
Telephone: (310) 763-0336
Fax: (310) 763-7095
URL: www.swiftech.com

Issuer's investor relations contact information:

Gabriel Rouchon
Telephone: (310) 763-0336
Email: gabe@swiftech.com
151 W. Victoria St.
Long beach, CA 90805, USA

II. Shares Outstanding

1. The number of shares or total amount of the securities outstanding for each class of securities authorized.

(i) As of the end of the issuer's most recent fiscal quarter, June 30th, 2012, there are a total of 100,000,000 shares authorized: 75,000,000 shares of Common Stock and 25,000,000 of preferred. There are 22,505,712 Common shares outstanding and 0 preferred shares outstanding.

- Freely tradable shares (public float): 4,371,311

- Total number of beneficial shareholders (NOBOS): 473

- Total number of shareholders of record: 17

(ii) As of the end of the issuer's last two fiscal years, there was a total of 100,000,000 shares authorized: 75,000,000 shares of Common Stock and 25,000,000 of preferred. There were 22,505,712 Common shares outstanding and 0 preferred shares outstanding.

- Freely tradable shares (public float): 4,151,311
- Total number of beneficial shareholders (NOBOS): about 431
- Total number of shareholders of record: 17

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III. Interim financial statements

ROUCHON INDUSTRIES, INC. dba SWIFTECH
BALANCE SHEET (UNAUDITED)

	As of June 30, 2012 (Unaudited)
<u>ASSETS</u>	
<u>CURRENT ASSETS:</u>	
Cash	\$114,834
Accounts Receivable, Net of Allowance for Bad Debts	388,290
Inventory	673,605
Other Receivables	419
Deferred Tax Asset	<u>3,300</u>
Total Current Assets	<u>1,180,448</u>
<u>Property and Equipment</u>	
Property and Equipment	282,396
Accumulated Depreciation	<u>(88,687)</u>
Net Property and Equipment	<u>193,709</u>
TOTAL ASSETS	<u><u>\$1,374,157</u></u>

UNAUDITED - See Accompanying Notes to Financial Statements

ROUCHON INDUSTRIES, INC. dba SWIFTECH
BALANCE SHEET - CONTINUED (UNAUDITED)

**As of June
30, 2012
(Unaudited)**

LIABILITIES AND STOCKHOLDER'S EQUITY

CURRENT LIABILITIES:

Accounts Payable	\$96,727
Salaries and Related Taxes Payable	12,996
Accrued Vacation Payable	12,073
Accrued Expenses	1,854
Loans Payable	109,193
Income Taxes Payable	41,469

Total Current Liabilities 274,312

Deferred Income Taxes 48,500

Total Liabilities 322,812

STOCKHOLDERS' EQUITY:

Common Stock - No Par Value, 100,000,000 Shares Authorized, 22,505,712 Shares Issued and Outstanding	329,179
Additional Paid-In Capital	(58,372)
Retained Earnings	780,538

Total Stockholders' Equity 1,051,345

**TOTAL LIABILITIES AND
STOCKHOLDERS' EQUITY** **\$1,374,157**

UNAUDITED - See Accompanying Notes to Financial Statements

ROUCHON INDUSTRIES, INC. dba SWIFTECH
INCOME STATEMENT (UNAUDITED)

	Three Month Period June 30, 2012 (Unaudited)	Six Month Period June 30, 2012 (Unaudited)
<u>SALES</u>	\$934,806	\$1,679,167
<u>COST OF GOODS SOLD:</u>		
Materials	533,378	893,153
Freight Expense	45,746	86,245
Labor Costs	3,251	26,378
TOTAL COST OF GOODS SOLD	582,375	1,005,776
GROSS PROFIT	352,431	673,391
<u>GENERAL AND OPERATING EXPENSES:</u>		
Salaries	135,482	285,739
Rent Expense	23,026	48,585
Employee Benefit Programs	21,966	42,421
Payroll Taxes	11,481	29,900
Research and Development	10,247	18,202
Legal and Accounting	7,252	14,727
Advertising	9,318	11,456
Insurance	1,984	9,270
Supplies	4,301	9,111
Bank and Merchant Charges	3,865	7,705
Utilities	2,523	6,562
Travel and Entertainment Expenses	1,789	6,390
Telephone	2,463	5,587
Office Expenses	1,622	4,384
Depreciation	1,800	4,380
Postage and Shipping	2,386	4,217
Automobile Expenses	1,024	4,188
Interest Expense	804	2,686
Repairs and Maintenance	877	1,413
Internet Expenses	476	1,189
Other General and Operating Expenses	1833	3,077
TOTAL GENERAL AND OPERATING EXPENSES	246,519	521,189
INCOME BEFORE PROVISION FOR INCOME TAX EXPENSE	105,912	152,202
PROVISION FOR INCOME TAX EXPENSE	(32,419)	(39,268)
NET INCOME	73,493	112,934

UNAUDITED - See Accompanying Notes to Financial Statements

ROUCHON INDUSTRIES, INC. dba SWIFTECH
STATEMENT OF CHANGES IN STOCKHOLDERS' EQUITY (UNAUDITED)

	COMMON STOCK	ADDITIONAL PAID IN CAPITAL	RETAINED EARNINGS	TOTAL
BALANCE AS OF DECEMBER 31, 2011	\$329,179	(\$58,372)	\$667,604	\$938,411
NET INCOME (LOSS)			112,934	112,934
BALANCE AS OF JUNE 30, 2012	\$329,179	(\$58,372)	\$780,538	\$1,051,345

Weighted Average Number of Common Stock Outstanding (after 20-1 split in 2005)

Basic	22,505,712	22,505,712
Fully Diluted	22,505,712	22,505,712
Income Per Common Share:		
Basic	\$0.0050	\$0.0050
Fully Diluted	\$0.0050	\$0.0050

UNAUDITED - See Accompanying Notes to Financial Statements

ROUCHON INDUSTRIES, INC. dba SWIFTECH
STATEMENTS OF CASH FLOWS (UNAUDITED)

	Six Month Period June 30, 2012 (Unaudited)
<u>CASH FLOWS FROM OPERATING ACTIVITIES</u>	
Net Income from Operations	\$112,934
Adjustments to Reconcile Net Income (Loss) to Net Cash Provided (Used) by Operating Activities:	
Depreciation	4,380
Changes in Operating Assets and Liabilities:	
Accounts Receivable	94,358
Inventory	(166,108)
Accounts Payable	34,454
Income Taxes Payable	32,272
Net Cash Provided (Used) by Operating Activities	<u>112,290</u>
<u>CASH FLOWS FROM INVESTING ACTIVITIES</u>	
Purchases of Equipment	<u>(10,146)</u>
Net Cash Provided (Used) by Investing Activities	<u>(10,146)</u>
<u>CASH FLOWS FROM FINANCING ACTIVITIES</u>	
Loan Repayments	<u>(111,493)</u>
Net Cash Provided (Used) by Financing Activities	<u>(111,493)</u>
INCREASE (DECREASE) IN CASH	(9,349)
Cash Balance - Beginning	<u>124,183</u>
CASH BALANCE - ENDING	<u><u>\$114,834</u></u>
<u>SUPPLEMENTAL CASH FLOW DISCLOSURES</u>	
Interest Paid	\$2,686
Income Taxes Paid	1,180

UNAUDITED - See Accompanying Notes to Financial Statements

ROUCHON INDUSTRIES, INC. dba SWIFTECH
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2012

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Income Taxes

Deferred income taxes are reported using the liability method. Deferred tax assets are recognized for deductible temporary differences and operating loss carry forwards. Deferred tax liabilities are recognized for taxable temporary differences. Temporary differences are the differences between the reported amounts of assets and liabilities and their tax bases. Deferred tax assets are reduced by a valuation allowance when, in the opinion of management, it is more likely than not that some portion or all of the deferred tax assets will not be realized. Deferred tax assets and liabilities are adjusted for the effects of changes in tax laws and rates on the date of enactment.

Income taxes are provided for the tax effects of transactions reported in the financial statements and consist of taxes currently due plus deferred taxes related primarily to differences between the bases of certain assets and liabilities for financial and tax reporting as described in the preceding paragraph.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

NOTE 3 – DEBT

Debt consisted of the following at June 30, 2012:

Bank revolving line of credit secured by inventory, equipment And fixtures and receivables of the Company with a limit Of \$350,000. Interest is assessed at the bank prime rate Plus 1.75% and payable on a monthly basis. The current Interest rate is 5.00%. The line of credit is available Through October 11, 2012.	\$ 109,193
Total Debt	109,193
Less Current Portion	<u>(109,193)</u>
Long-Term Debt	<u>\$ 0</u>

ROUCHON INDUSTRIES, INC. dba SWIFTECH
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2012

NOTE 4 – INCOME TAXES

Deferred tax assets and liabilities include the following at June 30, 2012:

Deferred tax assets:	
Allowance for Doubtful Accounts	\$ 3,300
Deferred tax liabilities:	
Property and Equipment	<u>(48,500)</u>
Net deferred tax (liabilities)	<u>\$ (45,200)</u>

Balance Sheet classifications are as follows:

Current deferred tax assets	\$ 3,300
Non-current deferred tax liability	<u>(48,500)</u>
Net deferred tax (liabilities)	<u>\$ (45,200)</u>

The deferred tax assets results from the temporary differences between financial statement and income tax basis of assets and liabilities for which income tax effects will be realized in future years. Although realization is not assured, the Company has assessed its past earnings history and trends and projected revenues, and has determined that it is more likely than not that the \$4,200 of deferred tax assets at June 30, 2012, will be realized.

The provision for income tax benefit (expense) consists of the following at June 30, 2012:

Current tax expense	\$ <u>39,268</u>
Provision for Income Tax Expense	<u>\$ 39,268</u>

ROUCHON INDUSTRIES, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2012

NOTE 5 – LEASES

The Company leases office space in Long Beach, California a under long term lease expiring on January 31, 2014. Future commitments are as follows:

Year ended December 31,	
2012	\$ 36,242
2013	73,726
2014	<u>6,249</u>
Total	<u>\$ 116,217</u>

IV. Management’s Discussion and Analysis or Plan of Operation

a) Forward looking statements:

Certain portions of this report, and particularly the Management’s Discussion and Analysis of Financial Condition and Results of Operations, and the Notes to Consolidated Financial Statements, contain forward-looking statements which represent the Company’s expectations or beliefs concerning future events. The Company cautions that these statements are further qualified by important factors that could cause actual results to differ materially from those in the forward-looking statements.

b) Revenues classifications:

For further reference with respect to the analysis below, the Issuer classifies its revenues into two distinct activities: Industrial Sales, which represent goods not available to the general public, and Retail Sales which represent goods available to the general public; Retail Sales are further divided into two sub-categories, Domestic & Export Sales which are conducted thru retail and wholesale distribution channels such as wholesale distributors, retail e-sellers, and brick-and-mortar retail stores, and OEM sales which represent other manufacturers.

c) Fiscal period ending June 30th, 2012 financial results analysis:

Year to year financial analysis Summary

Item	6 month period ended June 30 th , 2011	6 month period ended June 30 th , 2012	% Change
Gross Revenues	\$1,205,631	\$1,679,167	+39%
COGS	\$783,568	\$1,005,776	+28%
Gross Profits	\$422,063	\$673,391	+60%
Operating Expenses	\$488,092	\$521,189	+7%
Net Income before provision for income tax expense	(\$66,029)	\$152,202	+330%

Internal Liquidity	June 30 th , 2011	June 30 th , 2012
Cash balance at end of period	\$121,536	\$114,834
Current ratio (current assets/Current liabilities)	\$3	\$4
Cash flow provided by operations	(\$49,183)	\$112,290

Year to year revenue analysis by sector of activity

Sector	June 30 th , 2011	June 30 th , 2012	% change
Sales by Market			
Industrial	\$190,715	\$758,697	+298%
Retail	\$995,722	\$904,663	-9%
Total	\$1,186,437	\$1,663,360	+40%
Retail Sales by Destination			
Domestic	\$788,626	\$664,518	-16%
Export	\$207,096	\$240,146	+16%
Total	\$995,722	\$904,663	-9%
Retail Sales by Source			
Retail Channels	\$644,626	\$699,961	+9%
Direct to consumer	\$29,407	\$64,241	+118%
OEMs	\$321,691	\$140,462	-56%
Total	\$995,724	\$904,663	-9%

The 6 month period ending June 30th, 2012 was marked by a 39% increase in gross revenues, compared to the same period in 2011; growth was primarily fueled by a 300% increase in the industrial sales sector compared to the same period in 2011.

Gross profits rose 60% from \$422k as of June 30th, 2011 to \$673k as of June 30th, 2012, reflecting a 15% increase in gross .

- (i) Operating expenses increased 7% from \$488k as of June 30th, 2011 to \$521k as of June 30th, 2012. Items registering substantial increases (over 10% or \$5,000 whichever is more) included: Salaries (+30%) and Employee Benefit programs (+21%) resulting from workforce augmentation; items recording substantial decreases (over 10% or \$5,000 whichever is more) included Legal & Professional Services (-59%), and Interest Expenses (-67%), resulting from more affordable credit lines.
- (ii) *Net profits increased 330% from a net loss of \$66k to a net income of \$152k for the six month period ended June 30th 2012, and 2011, respectively.*
- (iii) Cash balance at the end of period was \$115k.
- (iv) Internal liquidity: the current ratio (current assets/current liabilities) was 4; Cash flow provided by operating activities was \$112k.
- (v) There is no long term debt.

In the retail sales sector, domestic revenues recorded a 16% drop, whereas exports recorded a 16% increase compared to the same period in 2011.

In the retail sales sector, retail channels increased 9%, direct sales to consumers increased 118%, and OEM sales receded by 56% compared to the same period in 2011.

d) Conclusions and Prospects for the third Quarter:

Fiscal period ending June 30th, 2012 exceeded earlier expectations, and was primarily marked by a substantial increase in industrial sales activity. As reported in the management discussion and analysis for the period ending March 31st, 2012, the industrial sales sector of the Company which is based on a 2-year cycle is in its high phase this year; taking into account the current results, the 30% increase in revenue projection in this sector for the year 2012 is now being re-adjusted to reflect an overall 40% to 50% increase compared to 2011, which will result in an estimated

increase ranging from 400 to \$500K in the issuer's gross yearly revenues; shipments in this sector will spread throughout the rest of 2012, and are already secured by existing or firmly scheduled purchase orders.

Retail sales for the period ending June 30th, 2012 registered a 9% decline (-\$91k) compared to the same period last year; the primary reason for this was a severe 56% drop in OEM sales activity (-\$181k) which was only partially absorbed by a 9% increase in retail channels and consumer sales (+\$90k). The decline in OEM activity is not expected to substantially recover this year due to factors beyond the issuer's control.

Conversely, the increase in retail channel sales activity can be attributed to the release by the issuer of a host of new products listed hereafter, and is anticipated to register a sustained growth for the rest of year, thanks to 1/the aforementioned new products, and 2/a substantial customer development effort focused on export sales.

The new retail products released as of June 30th, 2012 were:

Item	Release date
MCP35X2 dual pump	Jan 21 st , 2012
EVGA GTX680 Hydro Copper (OEM)	April 2 nd , 2012
Komodo HD7970 VGA waterblock	April 6 th , 2012
Lok-Seal line of products (compression fittings)	April 13 th , 2012
Helix 120mm fan	May 1 st , 2012
MCRx40 line of 140mm radiators	May 19 th , 2012
Apogee Drive II integrated pump & waterblock	May 27 th , 2012
Komodo HD7950 VGA waterblock	May 31 st , 2012
MCP35X2 heatsink	June 1 st , 2012
HD7970 & 7950 VGA heatsinks	June 5 th , 2012
EVGA GTX690 Hydro Copper (OEM)	June 16 th , 2012

All the above products were released on course with existing plans disclosed in the quarterly report for the period ending March 31st, 2012 except for the Maelstrom 5 ¼” dual bay reservoir with integrated pump which was released on August 4th, 2012 and sold out within 48 hours of release date.

The issuer expects to continue to release new and ground breaking products for the third quarter of 2012 and throughout the rest of the year, such as but not limited to:

- Helix PWM controlled 120mm fans, and Helix 140mm fans
- Various fittings variations to expand the Lok-Seal lines of fittings
- Various complete liquid cooling kits revolving using the Apogee Drive II and Maelstrom reservoir with integrated pump.
- A series of undisclosed ground breaking products.

Risk factors:

The above statements and any others in this document are forward-looking statements that involve a number of risks and uncertainties. Many factors could affect Swiftech’s actual results, and variances from Swiftech’s current expectations regarding such factors could cause actual results to differ materially from those expressed in these forward-looking statements. Swiftech presently considers the following to be the important factors that could cause actual results to differ materially from the company's expectations.

Demand could be different from Swiftech’s expectations due to factors including changes in business and economic conditions; customer acceptance of the company’s and competitors' products; changes in customer order patterns including order cancellations; and changes in the level of inventory at customers.

Swiftech operates in an intensely competitive industry that is characterized by a high percentage of costs that are fixed or difficult to reduce in the short term and product demand that is highly variable and difficult to forecast. Additionally, Swiftech is in the process of transitioning its production process to new CNC equipment, and there could be execution issues associated with these changes, including product defects and errata along with lower than anticipated manufacturing yields. Revenue and the gross margin percentage are affected by the timing of new product introductions and the demand for and market acceptance of Swiftech’s products; actions taken by Swiftech's competitors, including product offerings and introductions, marketing

programs and pricing pressures and Swiftech's response to such actions; and Swiftech's ability to respond quickly to technological developments and to incorporate new features into its products.

The gross margin could vary significantly from expectations based on changes in revenue levels; variations in inventory valuation, including excess or obsolete inventory; product mix and pricing; manufacturing yields; changes in unit costs; and the timing and execution of the manufacturing ramp and associated costs.

Swiftech's results could be impacted by adverse economic, social, political and physical/infrastructure conditions in countries where Swiftech, its customers or its suppliers operate.

Swiftech's results could be affected by adverse effects associated with product defects and errata (deviations from published specifications), and by litigation or regulatory matters involving intellectual property.

e) Off-Balance Sheet Arrangements:

None

V. Legal proceedings

Any current, past, pending or threatened legal proceedings or administrative actions either by or against the issuer that could have a material effect on the issuer's business, financial condition, or operations and any current, past or pending trading suspensions by a securities regulator. State the names of the principal parties, the nature and current status of the matters, and the amounts involved.

1. Rouchon Industries Inc., vs. Neuworld Communications Inc.,

On June 12th, 2012, Rouchon Industries Inc., the issuer, filed a complaint with the United States District Court Central District of California (case number CV12-5410 PSG (JCx) against Neuworld Communications, Inc. a Florida Corporation, Saed Talari, and Does 1 through 10, inclusive, for securities fraud, rescission of contract, declaratory relief and injunctive relief and damages. In this claim Rouchon Industries Inc., seeks a temporary restraining order, a preliminary injunction, and a permanent

injunction, all enjoining defendants, and each of them, and their agents, servants and employees, and all persons acting under, in concert with, or for them:

- a. From violating the Securities Act of 1933;
- b. From selling or transferring 329,901 Shares issued on certificate 8029 in the name of Saed Talari without registration; said shares are presently valued at approximately \$70,000 based on the current average share price of RCHN on the OTC.
- c. For compensatory damages according to proof; and
- d. For reasonable attorney's fees.

Current status: this case is pending hearing by the United States District Court.

2. Neuworld Communications Inc., vs. Rouchon Industries, Inc.

On June 21st, 2012 Neuworld Communications Inc., a Nevada Corporation filed a complaint in the Sixth Judicial Circuit In and For Pinellas County, Florida Circuit Court (case number 120076076I) against Rouchon Industries and Globex Transfer LLC, the issuer's transfer agent, for

- a. an immediate order that Globex remove the restrictive legend from certificate 8029 and the shares be reissued without restrictive legend and without any other restriction from sale;
- b. Assessing costs of this action;
- c. Damages of lost amount of value of such shares from inability to sale.
- d. Attorney's fees and costs related to the bringing and adjudication of this action.
- e. Granting such further relief as the Court deems just and equitable under the circumstance.

Current status: this case is pending hearing by the Florida Circuit Court.

VI. Defaults upon senior securities

There was no material default in the payment of principal, interest, or purchase fund installment, or any other material default with respect to any indebtedness exceeding 5% of the total assets of the issuer.

VII. Other Information

1. Entry into a Material Definitive Agreement

None to report

2. Termination of a Material Definitive Agreement

None to report

3. Completion of Acquisition or Disposition of Assets, Including but not limited to Mergers

None to report

4. Creation of a Direct Financial Obligation or an Obligation under an Off-Balance Sheet Arrangement of an Issuer

None to report

5. Triggering Events That Accelerate or Increase a Direct Financial Obligation or an Obligation under an Off-Balance Sheet Arrangement

None to report

6. Costs Associated with Exit or Disposal Activities

None to report

7. Material Impairments

None to report

8. Sales of Equity Securities

None to report

9. Material Modification to Rights of Security Holders

None to report

10. Changes in Issuer's Certifying Accountant

None to report

11. Non-Reliance on Previously Issued Financial Statements or a Related Audit Report or Completed Interim Review

None to report

12. Changes in Control of Issuer

None to report

13. Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers

None to report

14. Amendments to Articles of Incorporation or Bylaws; Change in Fiscal Year

None to report

15. Amendments to the Issuer's Code of Ethics, or Waiver of a Provision of the Code of Ethics

None to report

VIII. Exhibits

None that have not already been described or attached in prior disclosure statements

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IX. Certifications

I, Gabriel Rouchon, certify that:

1. I have reviewed this quarterly disclosure statement for the period ending June 30th, 2012 of Rouchon Industries, Inc. dba Swiftech;
2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

Date: August 7th, 2012



By: Gabriel Rouchon

Chairman of the Board and Chief Executive Officer

CERTIFICATION OF PRINCIPAL EXECUTIVE OFFICER PURSUANT TO
18 U.S.C. SECTION 1350, AS ADOPTED PURSUANT TO SECTION 906
OF THE SARBANES-OXLEY ACT OF 2002

()

In connection with the Financial Report of Rouchon Industries Inc.,(the “Company”), for the interim period ending March 31st, 2012, as filed on the date hereon (the “Report”), I, Gabriel Rouchon, Chairman of the Board and Chief Executive Officer of the Company, certify, pursuant to 18 U.S.C. § 1350 as adopted pursuant to § 906 of the Sarbanes-Oxley Act of 2002, that to the best of my knowledge:

- (1) The Report fully complies with the requirements of section 13(a) or 15(d) of the Securities Exchange Act of 1934; and
- (2) The information contained in the Report fairly presents, in all material respects, the financial condition and result of operations of the Company.

Date: August 7th, 2012



Gabriel Rouchon

Chairman of the Board, and Chief Executive Officer