



IMD Work

- Market research
- Strategy planning
- Profitability analysis
- Project implementation
- Management to success
- Operations training
- Distributor networks
- Licenses & joint ventures
- Business development

Inside this issue:

- Fel-Pro - Gasket License **2**
- La-Man - Air Filters **2**
- Val-test - Do It Yourself Wholesale coop **2**
- Super Pots - Flower Pots **3**
- Showa Laminating - Packaging Patent **3**
- Bajrai Trading - Saudi DIY Study **3**
- JMD Co. Ltd. - Metal Epoxies **4**

Successful Projects

Since 1976 Volume 28—Issue 2 2004

Pozzolan Plus Inc.—Chemical Reagent for Cement and F-ash

A professor of chemical engineering at Kansas State University developed a chemical reagent mixture that improved the strength of cement by 30% when 1/2 of 1% was added to the de-dusting water during the clinker grinding process or in the mix. He was selling the mixture to encapsulate hazardous waste in concrete for deep sea burial overseas.

The chemical mixture also sensitizes "F" grade fly ash to become part of the cement binder system. "C" ash is sold and used in concrete but "F" ash, produced by electric utility plants burning soft coal, had no use and the utilities paid to have "F" ash dumped in land fills until his invention. The professor asked IMD to commercialize his mixture.

IMD Group manufactured the chemicals in bulk and for 2 years ran ASTM tests of the chemical at cement producing plants, in sewage treatment

encapsulating plants, at concrete block plants, and in foreign countries with waste "F" ash and other high carbon ashes.

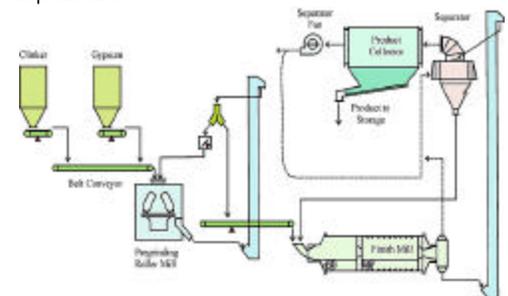
When "F" fly ash was used in concrete admixtures, the results were qualified as a low cost water reducer and also as a cement binder extender. Up to 25% of "F" ash could be substituted for cement in the admix with no loss of strength but with improved properties.

Using "F" ash with the chemical reagent lowered the price of pouring concrete pads to compete against asphalt and protected the concrete against chemical, water, and UV attack.

Using the chemical reagent in the cement grind produced a stronger cement or allowed the cement producer

to lower the cost of the raw materials taking advantage of the improved strength.

IMD performed all of the field testing work for the practical applications of the inventor and created awareness of the best method of utilizing and diverting waste products from dump sites by creating a beneficial use for the "F" ash while lowering cement usage.



Malaysia—Rice Drying Plants

Malaysia was experiencing a 40% loss of value because their rice drying operations cracked too many grains of rice and, therefore, had to be sold at a lower price per ton.

IMD Group was retained to research and develop a rice handling, drying system, plant, and storage that would reduce such losses to no more than 15% using best methods.

IMD researched the grain drying industry, identified the cause of the problem, and worked with engineers to design the correction. Presentations were made with American professors and unique design equipment makers in Malaysia to win the contract tenders.

IMD coordinated all parts of the solution to the problem.





Fel-Pro—Marusan Gasket license

Fel-Pro, the largest producer of gaskets in America, kept in on-hand inventory complete gasket sets for every car made in the world.

Their laboratories worked with new engine developers to optimize sealing different parts of the engine against water and gas leakage. Modern engines use different metals and composite plastics. Each has a different rate of expansion and contraction requiring special sealing chemicals and methods.

Diesel engines are most

difficult to gasket because of their higher operating temperatures and pressures.

IMD arranged a meeting with Marusan Co. Ltd. In Japan to exchange diesel gasket technology. Working with both sides, IMD negotiated contract details of the joint venture agreement for the creation of a new company.

The joint venture agreement package used 7 separate agreements to bind the companies, create confidentiality, establish each company as a

distributor of the other, share in research and development, license trademarks and trade names, and establish the buy-sell terms between the parties.

All of the agreements were negotiated and drafted to be manageable by company executives while covering all aspects of the business.

Only after that process were the agreements given to the attorneys for their opinions about the legality and protection of their respective clients.



La-Man—Compressed Air Filtration

La-Man patented an air filter that converted liquid water in that is harmful to all processes using compressed air into harmless water vapor that is not harmful to any process.

The system required that low cost filter elements to be changed at regular intervals. The compressed air filter business is very cost conscious and competitive.

IMD created business plans for warehouse distributors in

target market areas around the world then located, negotiated, and trained the sales network, designed the marketing and sales literature, set up the export packages, licensed a contract manufacturer, trained the distributors and salesmen, and managed development until the business was profitable.

Using the razor/razor blade concept, higher profitability and commissions were enabled using Safety-Kleen type supply methods and controls.

Val-test Company—Cooperative Do-It-Yourself Buying Group

Val-Test is a 2-step whole-sale co-operative buying group for Do-It-Yourself (DIY) warehouse distributors (WDs) supplying hardware, paint sundries, plumbing goods, electrical products, variety items, and marine products.

WDs combine their purchases for better discounts and terms with the manufacturer. Val-Test acts as a clearing house for the combined orders and handles special manufac-

turer incentives. In the 2-step distribution system, the goods first pass to a local WD instead of directly to the retail outlet. The WD provides an inventory backup and storage of low cost large volume items that have seasonality and that the manufacturer can not inventory (such as plastic ice chests).

IMD quickly recognized that the discounts available to 2-step buying groups were not only larger than the retailer

discounts, but also lower than the manufacturer's own export departments.

IMD introduced and arranged for a Japanese WD to become a member of the Val-Test DIY buying and coordinated the first round of export containers for their start up.

IMD also helped the American Hardware Association to penetrate the Japanese market over a 3-year time span.



Super Grow Inc.—Sand Flower Pots

IMD was asked by a seed company to investigate better and more cost effective ways to raise and keep plants when grown from seed, cuttings, or transplants.

During the investigations IMD was not able to find lower cost media or containers, but did invent and develop a patent position for creating flower pots made from sand. Certain sands were non-porous to water yet porous to air. This helped to oxygenate the root systems of the plants. By in-

corporating fertilizers in the sand walls of the pots, accelerated growth was achieved.

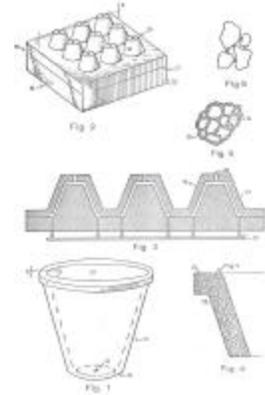
Plants in the new pots were impossible to over-water (the main killer of houseplants) as excessive water was dissipated uniformly through the walls and evaporated preventing root rot that occur when non-porous pot's drain holes are plugged.

IMD researched the most common pot sizes, designed, and fabricated molds to manufacture them in large quantity. Machinery was sized to enable

the manufacturing operation to fit on a truck so that the mobile factory could pull into a green house or nursery and produce the quantity and sizes needed without the costs of scrap, breakage, warehousing, and delivery.

Unique packaging was also designed so that 6 pots would nest inside a Styrofoam cooler chest. The women used the pots and the men used the coolers for their purposes.

IMD created a new business by thinking out-of-the-box.



Showa Laminating Co. Ltd.—Anico Interactive Packaging

Winner of the best new product award in Japan, Anico was a chemical mixture that was laminated between two sheets of normal bag plastic and generated oxygen through the inside layer. When formed into a bag, the oxygen became interactive with the materials inside the bag. The result was that stored foods lasted many times longer without discoloration or deterioration.

IMD was asked to develop field trials in America, find

other uses for the chemical, and prepare a group of potential licensees to be makers and users of the product.

IMD ran tests at major fast food chains, meat packers, restaurant supply houses, and restaurants. New markets were found for shoe insoles and in other products. After successful testing, users wanted to license the manufacture of the chemicals.

The maker who appointed Showa as their exclusive agent

and director denied Showa the original formula to license and provided a non-working formula that failed in all of the repeated tests.

IMD had successfully taken the product through tests for major sales markets and answered the FDA concerns about the gaseous interaction with foods. Even though Showa paid for IMD time and effort, all of the potential users were disappointed.

*Pursuing
Profitability
for Clients
World-Wide*



Bajrai Trading—Saudi Arabian Home Depot Business Evaluation

Mohammad A. Bajrai Trading Est. is an importer in Saudi Arabia. They asked IMD to spend several weeks in country to determine if a Do-It-Yourself (DIY) store similar to Lowes or Home Depot would be profitable if located between Al Jubail and Dammam.

IMD traveled throughout the country, visited stores, met with manufacturers, toured industrial complexes, and studied processes in plants to learn

the way business was being conducted. IMD uncovered both the overt and covert economic driving factors and the incentives and disincentives to business conduct in the Kingdom.

A detailed report concluded that a DIY store did not have sufficient infrastructure to be successful and that the current competitors would reduce prices until the new business was forced out.

During the investigations, IMD did uncover an unfulfilled need for certain industrial products and distribution that would fit in the Bajrai core business and competency.

Bajrai moved to hire James Antonic full time to set up the operation, but he declined due to other commitments. Bajrai in the months following, did establish a profitable business based on the suggestions and direction that IMD had proposed in its report.



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Penetration Strategies & Hands-on Implementation

Since 1976, IMD Group has successfully started up new businesses for clients in 39 countries and sold in 105 countries.

IMD's international penetration uses only the client's name to set up and manage markets until they are successful. Agents, representatives, distributors, licensees, contract manufacturing, and joint-venture networks are set-up and managed by an experienced, professional, international project outsource team using a system that has proven to be quick, cost effective, and profitable in all the major world markets.

Using IMD's proven international market development methods, obtaining 5% of domestic sales in 20 countries doubles the client's business with large shipments and with secure payments thereby self-funding the business expansion.

Using IMD's step by step methods of finding, securing, and creating new business profit centers, client's are able to sell new products or services to their existing customers usually at a higher profit margins, acceptability, and convenience.

IMD protects client's Intellectual Property, drafts and negotiates all their agreements, sets up the network, manages to profitability, and trains the client's personnel to carry on after IMD fades out once the project is self-sustaining.

Both large companies with specific needs and small companies with overall needs have benefited from IMD's proven new business strategies.

Call to see how we can benefit your company!

Japan Market Development Co. Ltd.—Metal Epoxies

A Japanese company wished to find a new and profitable business to open in Kariya Japan. After meetings and investigations in Japan and America, IMD found that a need existed for maintenance repair compounds. The current method in Japan was to have all equipment makers (EMs) maintain their equipment without a need for factories to have their own maintenance departments.

IMD predicted that this was a trend too expensive to continue and that there would be a maintenance gap between the EMs and in-plant maintenance that could be filled by supervising consultants who supplied repair materials and trained the plant's personnel in their use and application.

IMD found a full line of metal epoxies that repaired worn, eroded, or corroded

metals to a condition that would wear better than a new part. Belzona was developing their business in America and Europe. IMD introduced the Japanese connection and the Japanese opened a new company to deal exclusively with this product.

The profit margins enabled JMD to quickly establish a nationwide business and group of distributing maintenance experts penetrating all major industries across Japan.

IMD assisted JMD in setting up offshore operations, learning the repair techniques, understanding the chemical handling requirements, and in training the supervising consultants before fading out leaving behind a profitable functioning business that fit the needs in the country and abilities of the JMD company.

