



**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:**

- Silvico 2  
- Prosthetics
  
- Hytec Kisco 2  
- Water Purifiers
  
- Zumach 2  
- Anti-graffiti Paint
  
- Fairwater 3  
- Silica Sand
  
- MCL 3  
- Factory Location Study
  
- 3  
- Repair chemicals In Russia
  
- OSI 4  
- Battery Ovens

# Successful Projects II

Since 1776 Volume 28—Issue 4

2004

## First Nation—Energy Efficient Communities



Throughout Canada there are enclaves of aboriginal natives living on government land or deeded reservations known as the First Nation. Conditions in these small communities are not good. Many are in remote locations and not serviced by electricity, telephone, water, or waste treatment.

IMD was asked to quote on a project to build 3 self-sustaining communities in remote wilderness areas. There were no roads to the area or airfields at the locations. All of the materials would have to be delivered in the dead of winter over the

“Winter Roads” carved by bull dozers over the frozen lakes, or airlifted to the locations.

The challenge was to train the people living in the communities to build everything at their site and to develop an ongoing business that would create a sustainable economy for them.

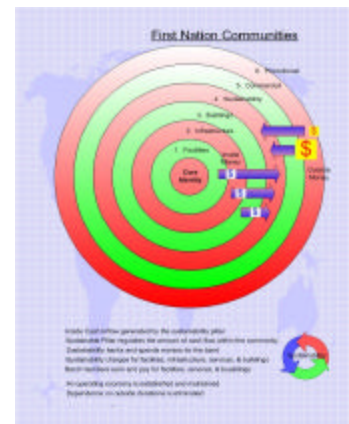
IMD submitted its proposal and was awarded the contract for the buildings and utilities, pending funding. David Douglas a famous architect from Canada was chosen to design the layout and infrastructure for the community.

IMD researched energy efficient building products, energy conserving lights and appliances, specialized water treatments, and low energy waste treatment to minimize the annual energy requirements.

IMD developed relationships with solar and wind electricity

generators to supply energy and lower the trucked in fuel requirements. IMD also started projects to bring internet satellite links to remote areas for reasonable costs.

IMD identified products to manufacture and developed methods for an economy to operate not only within the small community but also to interface profitably with the Canadian and United States



## Sanfilippo—Nuts

IMD was asked to supply Macadamia nuts to a major brewery overseas for them to supply along with their beer. Macadamia nuts are expensive and grown by combines in only a few areas of the world.

IMD sourced the nuts at a large private label supplier in Chicago and delivered them in large number 10 cans. The

brewery did not have a good packaging idea and IMD suggested that the nuts be packaged in their existing small beer

cans. All of the small cans, 6-packs, boxes, and cartons were in inventory and immediately modified for their new product.



## Silvico—Mastectomy Prosthetics



Silvico is a small company that had developed a line of brassieres for mastectomy patients. They had many types of lingerie and filled one or both sides with weighted or non-weighted fillers to match the remaining breast.

They were the leaders in the industry and able to exactly match the weight, size, and shape of the remaining breast. They also had a full line of products that were used immediately after surgery before the healing was complete.

IMD was asked to introduce their product line in England to the socialized health care system and to get their products certified and accepted for use.

IMD found that their products were too expensive and not aligned to the type of prosthetic that was being supplied by British Health.

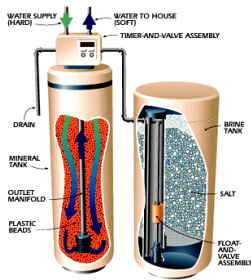
The owners then asked IMD to help them package their company for sale.

IMD analyzed their technology, account books, customer

base, sales methods, and reputation in the industry and wrote a company offering prospectus that Silveco used to introduce their business and successes to finally sell their business.



## Hytec-Kisco—Water Treatment



Hytec-Kisco is a company that produces water softening equipment for home and commercial use. They had spent a lot of money developing a reverse-osmosis (RO) water purification unit and the tooling for all the plastic parts. The RO unit was large and sat on top of a kitchen counter where space was always at a premium.

IMD was asked to develop foreign sales for their units. IMD declined because the

product was not suited to the foreign markets in IMD's experience and the product was too high priced with too low a margin for anyone to take a manufacturing license.

IMD was then asked to develop a prospectus to spin off the product from the company as a stand alone profit center for a van type business.

IMD wrote the prospectus and created a likely scenario

for a prospective buyer showing the business plan, sales forecasts, and potential profitability which the company used to successfully sell the product and all of its tooling, literature, and inventory.



## Zummach—Anti-Graffiti Paint



Zummach is a small paint manufacturing company specializing in industrial coatings. They developed one of the first polyurethane two-part paint that resisted graffiti.

Once the polyurethane is fully polymerized the surface is impregnable. Any paint sprayed or painted onto the cured surface, can be easily removed with solvents. The solvents have no effect on the polyurethane.

IMD was asked to introduce the paint in the United Kingdom where there was a great problem with graffiti at bus stands and in train depots.

IMD took the product to England and arranged several tests at various councils authorities responsible for the upkeep of property and at the bus companies and bus authorities.

The products worked very well in all applications. The

difficulty was that the painting crew had to stay until the polyurethane completely dried. If graffiti was sprayed on semi-cured polyurethane, it could never be removed.

IMD reported the problem back to Zummach and they began to reformulate the paint to shorten the cure time and eliminate the waiting time.

Their reformulated paints were then sold in England.

### Fairwater—Silica Sand

Fairwater silica sand is part of the St. Peter deposit that runs from upper Minnesota to Georgia. The sands are 99.97% pure silica and are uniquely suited for certain industrial uses. Sands are mined, washed, dried, and classified (run through a series of screens to create a fixed percentage of each size sand grain in the make-up of the sand).

A fixed weight of sand is put through a stack of screens with finer and finer openings and the supplier must guarantee the amount retained on each

screen to be consistent from delivery to delivery. Such industrial sand is usually sold based on the freight rate from the pit to the plant because the processing costs are similar from pit to pit.

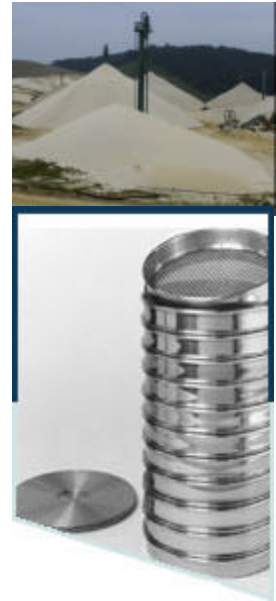
IMD was asked to sell Fairwater's sand and capture business from the competitor in the border areas and to penetrate into the competitor's territory.

IMD developed relationships with the industrial users and then created test data to prove

that the trace elements in Fairwater Silica improved the operating characteristics of the sand and reduced customer's scrap during manufacturing.

Based on demonstrations in-plant and customer's own test data, IMD was able to capture significant business from the competitors in spite of higher costs.

The Fairwater silica company was able to grow and become a more dominant player in the local industries consumption of highly processed silica sand.



### MCL—Metal Casting Foundry Location Study

MCL is a precision foundry that wanted to establish a metal casting center in America to supply the Japanese manufacturers that were locating around the country.

IMD was retained to survey the current competition, find a suitable manufacturing location, and to gather competitive casting costs from high production foundries that made the same type of castings.

IMD researched the markets and raw material costs for their type of products and did comparative analyses of optimum locations and delivered costs of raw materials at each location as well as end product delivery costs to MCL's customers.

Based on IMD's accuracy in developing the information, MCL opened its foundry and has established their foundry as one of the premier suppliers to the Japanese transplants.

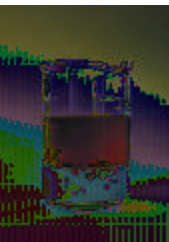


*Pursuing Profitability for Clients World-Wide*



### Russia—Oil Well Drilling Demulsifiers & repair compounds

Russian oil fields were depleting and hot water was being pumped into the wells to extract the residual oil. This created a thick emulsion of oil and water that was difficult to separate before distillation.



IMD was asked to source and present American chemicals that could break the emulsions,

improve the yield, and enable more oil to be refined. In addition IMD was asked to present maintenance repair and rebuilding chemicals that were critically needed in the run down industries in Russia.

IMD sourced the chemicals and technology to improve the oil extraction percentages and worked to establish a joint testing program for determining the best chemicals to use.

IMD also sourced a full offer-

ing of maintenance chemicals, created the instruction manuals, and PowerPoint presentations to train the maintenance workers and users of the products in Russia.





**INTERNATIONAL  
MARKET  
DEVELOPMENT  
GROUP LLC**

1500 Colonial Blvd.  
Suite 102  
Fort Myers FL 33907

Phone: 239 872 4143  
Fax: 603 388 0385

[www.IMDGroup.com](http://www.IMDGroup.com)

**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. Representatives, distributors, licensees, 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 expansion.

Using IMD's proven 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 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.

**OSI—Battery Plate Drying Ovens**

Battery plates drying ovens are a very specialized type of industrial oven. Lead acid car batteries are made up of a stack of plate containing reactive chemical compounds that create electricity and store it when immersed in battery acid. The plates are actually frames into which the chemical compound is pressed. The compound must then be dried before the battery is assembled.

IMD was asked to prepare international sales manuals and explanations of the ovens, the features that separated their ovens from the competition, and to resize the ovens so as to fit into open top export containers.

IMD analyzed the competition and drafted explanations of the features, benefits, advantages, and appeal of the differ-

ences between the various types of battery plate drying ovens and the OSI oven.

Company photos were used to illustrate the international catalogs, and the most probable markets were selected to in-

roduce the company and its products.

OSI used the IMD information in its search for export markets and today has over 600 ovens in operation world wide.

