



IMD Work

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

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Successful Technology

Since 1976 Volume 28—Issue 3 2004

Advanced Composite Technology, Inc.—Pultrusion Homes

ACT is a Florida start-up company that has a patent on the use of composite pultrusion parts to create the support framing for residences and buildings. These materials are stronger than steel and lighter than wood. They are also fire-proof, termite proof, black mold proof, earthquake proof, and windproof up to 450 MPH (200 m/sec).

IMD was initially contacted to help with a license negotiation for China and subsequently retained to redesign the business model, products, and draft a new business plan that would make the ACT product competitive with concrete block and wood framing.

Over 3-years IMD also created a manufacturing technology campus design and integration of separate component plants that could accomplish those goals and create a vertical monopoly within a year of start-up.

The plan was modeled after larges scale manufacturing centers found in America, Japan, and Europe and combined all of the items needed to completely enclose a home from the elements.

IMD negotiated strategic alliances with raw material suppliers, equipment makers, and located 50 top level managers to join ACT when the CEO secured the required financing.

IMD also provided strategy for sustainable housing in rural and urban centers, methods of construction that would enable

any design house to be built in panels in a factory and erected on-site in 1-day with a crew of 5, and energy saving community building techniques for remote energy poor locations.

After 3-years the CEO was not able to fund the company and IMD withdrew to help other companies develop new markets profitability.



Sipco Co—Stay-In-Place Concrete Forms

A Japanese company patented expanded metal for use as concrete forms and the system for enabling them to be built into the finished walls, floors, and roofs on-site, prior to pouring.

Entire footings, houses, bins, dams, retaining walls, and other structures are first erected and then normal slump concrete is pumped in to complete the structure in one continuous pour. The forms were low cost

and became part of the finished wall strengthening it, eliminating clean up and storage costs, and enabling buildings to be cast in place much closer to neighboring buildings.

IMD was asked to introduce the system to major users in the United States. The products were imported and demonstrated to the concrete forms

makers, concrete industry representatives, builders, utilities, developers, & contractors



Weber Tackle— Terminal Fishing Tackle



Weber tackle was the largest maker of fishing tackle in the United States and wanted to expand their sales to the Caribbean basin fishing areas. IMD was retained to do a market analysis and to build a network and manage the penetrations country-by-country.

IMD analyzed the fishing tackle business in Venezuela and traveled with the company's representative to visit his customers. Competitors were visited and a simple business plan developed.

All Weber's distributors were earning a ten percent commission on what they sold after their customers made a secure payment to Weber and Weber had collected the payment. Salesmen were not-enthusiastic and a lot of paperwork was required.

IMD created a unique system approved by Weber and their distributors that did not increase the cost of any item to the buyers, did not cost Weber any extra money, and that increased the commissions to the representatives from 10% to

45%. They were required to do very little extra work to increase their profits while Weber had reduced work..

The sales network caught on fire and no other supplier could get the attention or commitment of the Weber representatives that also carried other competitive products. Orders started rolling in.

IMD's international orders were not sufficient, however, to save Weber from bankruptcy due to their domestic sales problems.



Universal Circuits—Printed Circuit Boards

Universal made printed circuit boards (PCBs) for a variety of electronic customers and had other businesses relating to electronic components and also stuffed the boards with parts as a sub-component supplier to electronic manufacturers.

IMD was retained to give them suggestions about the future of the industry and advice about shaping their business against foreign competition. IMD visited their manu-

facturing plants that were all running at 98% efficiency with less than 1/4% rejects. Low cost competition was coming from Asia and US sweat shops.

IMD visited European electronics companies and PCB makers to contrast their way of conducting the business with the way business was done in the United States.

The evaluation and suggestions IMD encouraged them to

locate the headquarters off shore and to represent foreign PCB makers before they set up their own direct sales network.

The international insight and suggestions along with the confidential parts of the report and subsequent advice helped Universal to plot their forward development and corporate evolution into their future as a key supplier in the electronics industry against growing low cost competition.

Russell T. Gilman— Machine Tool Modules



Gilman makes machine tool modules. Machine design engineers around the world build prototype and high performance machines by assembling precision modules, control logic circuits, and motor drives. Russell T. Gilman makes a full line of precision parts to build and automate machine tools and precision tools.

IMD was retained to survey a growing South American market for manufacturing plants

and their associated parts suppliers. IMD displayed the parts in Caracas Venezuela at the new South American industrial exposition site.

Many companies had never seen these types of precision locating spindles, horizontal slides, round positioning tables, and vertical slides and were surprised to find that they could design and build their own machines to improve their quality, lower their costs, and

increase their productivity and surpass their competitors.

IMD identified those engineers capable of creating their own machines and developed the relationship between them and the Russell T. Gilman company in Wisconsin for their future needs. All of the demonstration modules exported to Venezuela were sold by the one week show and delivered to the buyers in several countries.

Nilodor—Mal-odor Eliminator

Nilodor developed a concentrated chemical mixture different from masking agents that caused people's noses to become confused in the detection of bad odors. The mixture was so potent that only one drop eliminated unpleasant odors in a 12 x 12 x 8 foot room for 24 hours.

While the chemical eliminated unpleasant odors, potentially dangerous odors were easily detected. The company had several delivery methods from the tap-a-drop and wick to timed spray release. Their

other chemical mixtures eliminated industrial odors in sewage plants, rendering plants, and in industrial processes.

IMD was retained by a company in Japan to develop the relationship and license with Nilodor so they could make and supply industrial deodorants and re-odorants throughout Japan.

IMD studied the various mechanisms used to sense odors and developed a business plan that would deliver sufficient volumes of product to

create the level of profits desired by the Japanese and the training materials for the salesmen in Japan.

Within 2-years, a variety of products from Nilodor's base chemistry was being used in every major automotive manufacturing plant's foundries, core making, and molding departments.

The Japanese imported concentrates, diluted them, and bottled products for sales throughout SE Asia to expand their business.



Durapipe—ABS Plastic Compressed Air Pipework

Durapipe is a well known European supplier of specialized industrial pipe. They asked IMD to introduce two lines of pipes into Japan. The first was a yellow polyethylene pressurized natural gas pipe. The second was ABS pipe that replaced copper and iron pipe used for compressed air.

Durapipe had a unique patented socket to join two gas pipes. The sockets were made with heat elements near the

inside surfaces and electrical connections at each end of the outside surface. Pipes were inserted into the socket and connected to an electrical control box that heated and melted the polyethylene creating a continuous fused plastic joint.

IMD arranged meetings with Japanese utility companies and displayed the technology with representatives from the UK.

IMD matched compressed air



pipe with the La-Man compressed air water eliminators introducing a compressed air van business in Japan specializing as a maintenance outsource supplying clean dry compressed air for precision applications.



*Pursuing
Profitability
for Clients
World-Wide*



J&M Co., Ltd.—Chemicals for Threaded Fasteners



Millions of threaded fasteners are used every day in factories

around the world. IMD was retained to create a profitable industrial business for a Japanese client.

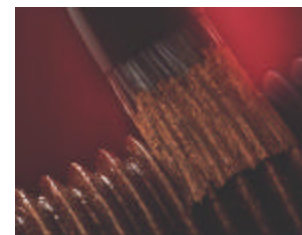
IMD researched and found a window of opportunity existed to introduce chemical anaerobic thread lockers, pipe sealants, anti-seize compounds, cyanoacrylate "crazy glues," and lapping compounds. Those products were needed but not widely used in Japan.

IMD arranged tie-ups as a

distributor, licensee, and manufacturer for such products from America and developed delivery methods that were simple and convenient for the users in Japan enabling the salesmen to keep ample supplies of all products continuously on hand in each plant, replenishing them once a month and issuing an invoice for the amount consumed.



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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. 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.

Yamato Manufacturing—Havcore patent

Yamato is a progressive foundry in Japan that was trying to develop a new core binder resin system that was ecologically acceptable, low cost, and highly productive. IMD visited their company, saw their development struggles, and made some formula adjustments on-site that resulted in improved cores and improved casting quality.

IMD was retained by Yamato to develop a completely new binder system that could be patented, manufactured, and sold by them in addition to using it for all their own production.

Over 2-years IMD set up an R&D laboratory and developed prototype core making equipment. The new resin binder invented by IMD was water soluble, and polymerized as soon as the % of water in the

mix was reduced below its critical point but had no shelf life problems as long as the water in the mix % remained above its critical level.

Water was removed by using a vacuum to pull dry air through the porous core mix. Previously all cores were made by pressurized blow machines that required excessive sealing and clamping. Once the resin was polymerized, soaking in water would not weaken the bonds. When the metal was cast, the only gasses evolved were CO and CO₂.

IMD patented its invention in Japan and assigned it to Yamato for their use. Yamato paid for the laboratory, monthly time charges, and a successful completion bonus when the technology, formulae, patent, and equipment design drawings were turned over to Yamato.

