

# Commercial News

XXVI: 4

The Showcase for American-Made Products and Services

[www.export.gov/cnusa](http://www.export.gov/cnusa)

March/April 2005

# USA

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## Commercial News USA Online

**Commercial News USA:  
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and Services**

Commercial News USA has made it easy to learn more about products and services being offered by American companies.

The new Commercial News USA online gateway includes a U.S. Exporters Directory that features information about products and services featured in the magazine, as well as direct links to the Web sites of American companies.

Register online for free access to the new and improved Commercial News USA Web site.

[www.export.gov/cnusa](http://www.export.gov/cnusa)

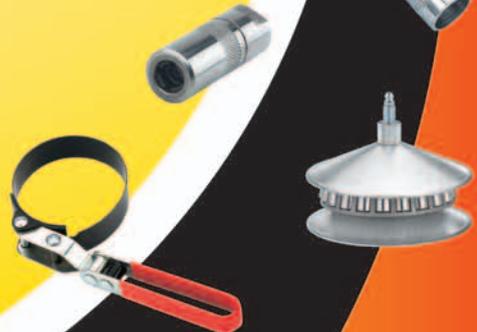


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# Letter to Our Readers

Like most issues of Commercial News USA, the March/April issue features several outstanding trade shows located in the United States that are promoted by the U.S. Commercial Service. These shows were competitively selected by the Commercial Service for worldwide promotion with you, the customer, in mind.

The International Buyer Program works with major U.S. trade shows to introduce and support international attendees at each of its nearly 40 events annually. Each event selected for the program is one of the leading world-class trade shows in its industry. As such, it provides attendees with an opportunity to see the latest and most competitive products and services available from the United States. In many countries, the Commercial Service organizes delegations of business executives to travel to the show where they receive a range of value-added counseling and practical assistance to help them achieve their business objectives.

Each event features an international business center including interpreters, communication facilities, and trade counselors to help international business visitors find prospective U.S. suppliers and business partners. An export interest

directory of the exhibiting U.S. firms is prepared for each event and features contact information for U.S. companies seeking overseas distributors, agents, and partners. If you are looking to grow your business, find solutions for your clients, or meet new business partners from the United States, consider joining a delegation or attending an International Buyer Program-supported trade show.

We hope you enjoy this issue of Commercial News USA – a great source of information about U.S. products and services, and U.S. companies interested in doing business abroad. If you would like more information about the shows promoted in this magazine, or other shows promoted by the U.S. Commercial Service, please log on to [www.export.gov/tradeevents.html](http://www.export.gov/tradeevents.html)

Sincerely,



Rhonda N. Keenum

Assistant Secretary for Trade Promotion and Director General of the U.S. Commercial Service

## Commercial News

March/April 2005

USA

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Official Magazine

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# Commercial News

XXVI: 4

The Showcase for American-Made Products and Services

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March/April 2005

# USA

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### Request Free Information

Profit from finding an American business partner. Request information directly from the companies you want to do business with today. Or fax back the free Reader Service form on Page 29 to request information from many different companies.

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**Natural Products Expo West**

**Natural Products Expo West**

Natural Products Expo West is the largest trade show for the natural and organic products industry. The show, held each spring in Anaheim, California, USA, highlights innovative finished products including organic and gourmet foods, dietary supplements, personal care, pet, natural home and more. New Hope Natural Media also produces Supply Expo, Nutracon, and Natural Products Expos East, Europe, Asia and Japan.



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**EXPORTER OF THE YEAR™ AWARD**

ThinkGlobal Inc., publisher of Commercial News USA, is seeking nominations for the 2005 ThinkGlobal/Commercial News USA Exporter of the Year awards.

Awards will be given to U.S. companies in all of the categories included in the magazine. The list of categories corresponds with the Table of Contents on Page 5 of the magazine. (See Page 28 for more details).

Nominate your American partners for this prestigious award. The deadline for responses is May 31st.

Nomination forms can be downloaded from the Commercial News USA Web site at [www.export.gov/cnusa](http://www.export.gov/cnusa)

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GEAR EXPO visitors are CEOs, CFOs, senior engineers and purchasing agents for major manufacturing companies around the world – the people who play vital roles in the buying process: evaluating, recommending and purchasing products, equipment and services.

*More information is available online at [www.gearexpo.com](http://www.gearexpo.com)*



**Kurt Medert, Vice President and Show Manager**  
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# While you're at the IFE, make it a point to attend one or all of these special Symposia

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## Symposium 1:

### The A To Z's Of Buying A Franchise

Presented by: John P. Hayes, Ph.D.,  
President/COO, HomeVestors of America

#### Dates:

Starts Saturday – April 9, 2005 - 9:00 am to 11:00 am  
Continues Sunday – April 10, 2005 - 10:00 am to 12:00 pm

#### Rates:

Advance - US \$180.00 On-site - US \$210.00

**Over two days, this symposium will look at:**

- Introduction to Franchising
- How To Investigate The “Ideal” Franchise System
- Understanding the UFOC and Franchise Agreement

#### Who Should Attend:

This symposium focuses on the most important topics and issues related to buying a franchise in the United States. Subject matter will appeal to prospective franchisees and franchisors, as well as existing franchisors, consultants, and others who want to know the basics of exploring franchising and how the relationship works between franchisors and franchisees.

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## Symposium 3:

### Selecting, Negotiating and Operating a Master Franchise

Presented by: Carl E. Zwisler, Attorney, Franchise and Distribution Law Practice Group of Haynes and Boone, LLP

#### Dates:

Saturday – April 9, 2005 - 9:00 am to 1:00 pm

#### Rates:

Advance - US \$300.00 On-site - US \$330.00

- How to Evaluate a Master Franchise
- How to Negotiate a Master Franchise Agreement
- How to Negotiate Fees

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## Symposium 2:

### Franchising Your Business

Co-Moderated by: Michael H. Seid and Kay Marie Ainsley,  
Managing Directors, Michael H. Seid & Associates, LLC

#### Dates:

Starts Saturday – April 9, 2005 - 1:00 pm to 4:00 pm  
Continues Sunday – April 10, 2005 - 10:00 am to 12:00 pm

#### Rates:

Advance - US \$300.00 On-site - US \$330.00

**Here are some of the topics this symposium will look at over two days:**

- Benefits/risks of franchising your business
- Difference between licensing and franchising
- Franchise Feasibility
- Retrofranchising
- Tactical Business Planning
- Using the Business Overlay®
- Technology
- Setting Fees
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- Retail Advertising

#### Who Should Attend:

Anyone looking to grow their business or seeking information on the use, benefits and risks associated with an indirect method of distribution such as franchising.

#### Who Should Attend:

International investors seeking franchises which can be introduced into the investors' countries; international franchisors; consultants, brokers, franchise association leaders, lawyers and government officials who wish to learn more about how to facilitate sound investment and franchising into their countries; franchisors desiring to increase their understanding of issues affecting investment decisions made by international franchise investors; and owners of master franchises seeking a better understanding of how to address common issues which arise in a master franchise relationship.

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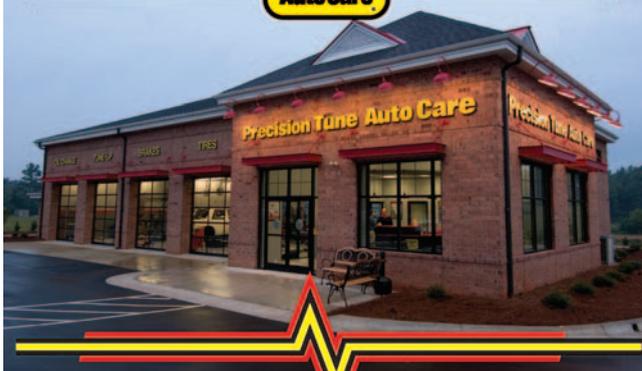
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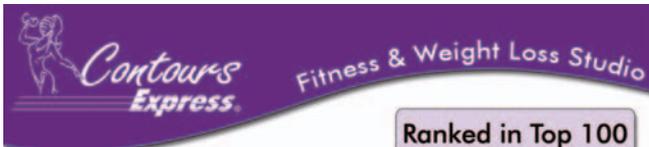
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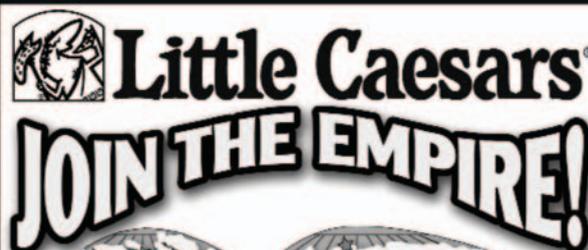


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# Mr. Tumee Vitamins Prove Popular with Kuwaiti Children and Their Parents

Mr. Tumee vitamins are gaining market share in Kuwait thanks to the efforts of Ali Abdul Wahab Sons & Co. The company is its Kuwaiti distributor of the vegan, no gelatin, all-natural children's vitamin line from Vitamec USA Inc., a subsidiary of Moba Inc. in California.

Alamaldin Adi, general sales manager of Ali Abdul Wahab Sons & Co., learned about an opportunity to distribute the Mr. Tumee product line after reading about the products in Commercial News USA, the official export promotion magazine of the U.S. Commerce Department.



"Thanks to the magazine, Mr. Tumee has now been introduced to Kuwaiti children by a renowned distributor in Kuwait," said Joe Schlah, vice president of Moba Inc. "Sales of Mr. Tumee have been increasing tremendously since its introduction in Kuwait in 2002. In 2005, we expect export sales of more than \$200,000 to our partners in Kuwait."

Adi said that the Mr. Tumee line has proven successful in Kuwait because it is an all-natural, gelatin free vegetarian product. "The delicious fruit flavors, combined with vitamins and minerals, have proven to be irresistible to the children of Kuwait," said Adi. "It has also made life easier for parents who want their children to take vitamin supplements every day."

At the Kuwait Child Expo held in November 2004, the Mr. Tumee booth was a shining star in the exhibition hall. Children and their parents sampled the company's vitamins at the Expo, and were treated to Mr. Tumee promotional items, such as tattoos, balloons and autographed posters.

The Mr. Tumee dietary supplement for children and adults was developed by Los Angeles-based Vitamec USA, Inc. Thanks primarily to the worldwide visibility it receives in Commercial News USA, Vitamec is now selling its patented vitamin products in over 40 countries worldwide. "More than 80% of our annual sales are now coming from export markets we have developed as the result of using Commercial News USA as our exclusive global marketing tool," said Schlah.

Since the early 90's, the Vitamec USA R&D team has been manufacturing and distributing natural products worldwide under the Vitamec label. The Vitamec vitamin line is available in a vast variety of formulas for adults, and is available for private label as well.



**Joe Schlah, vice president of Moba Inc. (right), with Alamaldin Adi, general sales manager of Ali Abdul Wahab Sons & Co.**

"We are dedicated to providing supplements that kids love," said Schlah. "Our research team has recently come up with a new multivitamin and mineral antioxidant, fruit and vegetable with fiber product. This is considered a breakthrough by all standards in the children's vitamin industry. Since the gelatin-free gumees contains no animal products, it is ideal for vegetarian families."

With new innovative products in the pipeline, Vitamec continues to seek new distribution partners worldwide. For more information, visit the following Web sites: [www.mrtumees.com](http://www.mrtumees.com) or [www.vitamec.com](http://www.vitamec.com)

*More information about Ali Abdul Wahab Sons & Co. is available by sending e-mail to [alam@3cwe.com](mailto:alam@3cwe.com) or online at [www.aaw1.com](http://www.aaw1.com). More information about the Mr. Tumees product line and Vitamec USA Inc. is available by sending e-mail to [info@MrTumees.com](mailto:info@MrTumees.com) or online at [www.mrtumees.com](http://www.mrtumees.com)*

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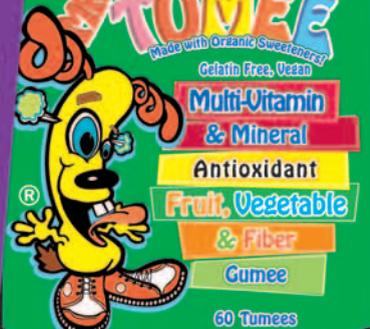
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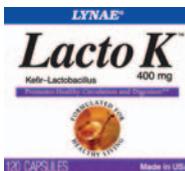
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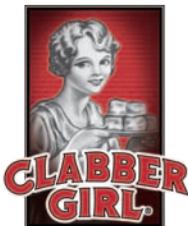
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AGM	Paul Bonovich Consolidated Inventory Supply, Inc. 3485 Northbend Circle, Dept. CN Alcoa, TN 37701 USA TEL: 865-379-9705 FAX: 865-379-9706 sales@cisinc-usa.com www.cisinc-usa.com	1047

**AgraCo Technologies International**

**Agricultural Technologies**

AgraCo Technologies Int'l. is currently featuring new products. The Extend-a-Life and Product/Floral Saver line of ethylene absorption filters and sachets absorb ethylene gas, a natural gas given off by fruits that starts the ripening process. By absorbing the gas, the shelf-life of most fruits and vegetables can be extended by 2 to 4 weeks longer than normal. Other products, Fly Traps and Wasp Traps, are safe and non-toxic to use near animals, livestock and people. It is not a pheromone; instead, it attracts both the male and



female flies, thus reducing additional flies in the future. AgraCo specializes in agricultural technologies, consulting and management, as well as NitroMax Microbial fertilizers that are natural and effective.

AGS	David M. Webster, President and CEO AgraCo Technologies International, Dept. CN 543 Cedar Drive Lafayette Hill, PA 19444 USA TEL: 610-825-7800 FAX: 610-825-4772 dwebster@agraco.com www.agraco.com	1049

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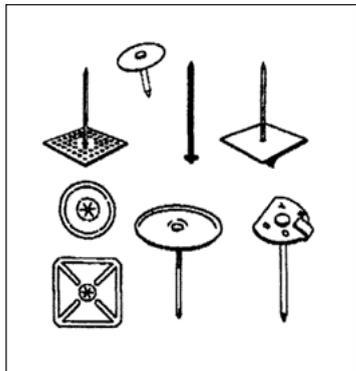
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**Insulation Fasteners**

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ACR	Richard Ripley GEMCO, Dept. CN P.O. Box 846 Danville, IL 61834 USA	1052
	TEL: 217-446-7900 FAX: 217-443-2582 rjripley@worldnet.att.net www.GEMCOinsulation.com	

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ICS	Richard L. Bashore, President Reading Consumer Products Inc., Dept. CN 80 Witman Road Reading, PA 19605 USA	1053
	TEL: 610-939-9716 FAX: 610-929-1670 rbashore@readingelectric.com www.motor-scrubber.com	

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GIE	Bob Schlehr, VP Sales & Marketing Oxygen Generating Systems Intl., Dept. CN 70 John Glenn Drive Amherst, NY 14228 USA	1054
	TEL: 716-564-5165 FAX: 716-564-5173 bschlehr@ogsi.com www.ogsi.com	

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**Nielsen-Kellerman**

**Kestrel Pocket Weather Meters**

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ACR	Tony Maglione, International Sales Director Bradford White Corporation, Dept. CN 725 Talamore Drive Ambler, PA 19002 USA	1059
	TEL: 215-6441-2105 FAX: 215-641-9750 tmaglione@bradfordwhite.com www.bradfordwhite.com	

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GIE	John Perez Super Radiator Coils P.O. Box 73450 Richmond, VA 23235 USA	1061
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Recreatives Industries Inc., Dept. CN  
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Rainbow Play Systems, Dept. CN  
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Los Angeles, CA USA

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Golight, Inc., Dept. CN  
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**APS** Ron Hudnell, Vice President  
Rostra Precision Controls, Inc., Dept. CN  
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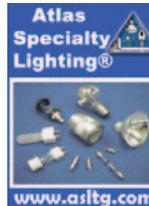
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MED

Eva Salazar, Int'l Marketing Manager  
Atlas Specialty Lighting, Dept. CN  
1111 West 22nd St.  
Hialeah, FL 33010 USA  
TEL: 305-885-8941  
FAX: 305-888-2973  
export@asltg.com  
www.asltg.com

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MED

Customer Service  
The Gebauer Company, Dept. CN  
4444 E. 153rd St.  
Cleveland, OH 44128 USA  
TEL: 216-581-3030  
FAX: 216-581-4970  
international@gebauerco.com  
www.gebauerco.com

1086

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  - Balance and call detail
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<b>TEL</b>	Gene Williams GlobalTel, Dept. CN 1801 N. Military Trail, Suite 203 Boca Raton, Florida 33431 USA	<b>1088</b>
	TEL: 561-999-9116 ext 112 FAX: 561-999-0518 CNUSA902@GlobalTel.com <a href="http://www.CallMeBack.net">www.CallMeBack.net</a>	

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<b>CSF</b>	Tom T. Havas, Director Bechtel Software Inc., Dept CN 50 Beale St. San Francisco, CA 94105 USA	<b>1089</b>
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<b>CPT</b>	Chuck Chen Ocean Interface Company, Dept. CN 21221 Commerce Pointe Dr. Walnut, CA 91789 USA	<b>1092</b>
	TEL: 909-595-1212 FAX: 909-595-9683 chuck@oceanusa.com <a href="http://www.oceanusa.com">www.oceanusa.com</a>	

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<b>CPT</b>	Johnny Johnson Johnson Marketing & Management Co. 1249 N Laverne Ave., Dept. CN Chicago, IL 60651 USA	<b>1091</b>
	TEL: 773-379-0127 FAX: 773-379-0309 jjohnson@webjmc.com	

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**1071**

**Nominations Sought for 2005 Exporter of the Year Awards**

ThinkGlobal Inc., publisher of Commercial News USA, is seeking nominations for the 2005 ThinkGlobal/Commercial News USA Exporter of the Year™ awards.

Awards will be given to U.S. companies in all of the categories included in the magazine. The list of categories corresponds with the Table of Contents on Page 5.

A grand prize winner will be chosen from among all industry segments based on the total number of documented export deals completed in 2004.

More information about the awards is available on the Commercial News USA Web site.

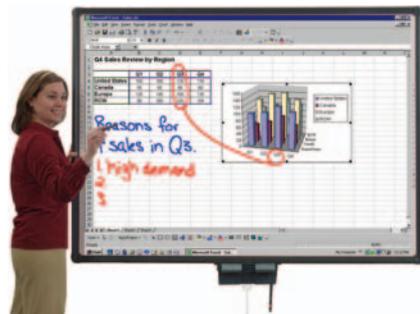
Winners in each category will receive certificates and an award logo for use online and in printed material. The overall Exporter of the Year also will receive an award plaque.

Deadline for responses is May 31st. Winners will be announced in the September issue of the magazine. Nomination forms can be downloaded from the Commercial News USA Web site at [www.export.gov/cnusa](http://www.export.gov/cnusa)

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<b>CPT</b>	Amanda Childs, International Marketing Rep Numonics Corporation, Dept. CN 101 Commerce Drive Montgomeryville, PA 18936 USA	<b>1093</b>
	TEL: 215-362-2766 FAX: 215-361-0167 mandyc@numonics.com <a href="http://www.interactivewhiteboards.com">www.interactivewhiteboards.com</a>	

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Yes, I want to continue receiving Commercial News USA

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E-mail \_\_\_\_\_

Web Site Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please indicate the business categories you are interested in (check all that apply):

- Agricultural
- Automotive/Aviation/Marine
- Building/Construction/Hardware
- Business Services
- Consumer Goods
- Electrical/Electronics
- Environmental
- Health & Beauty/Fashion
- Food/Food Processing
- Franchising
- Hotel & Restaurant Equipment
- Industrial Equipment, Services & Supplies
- Information Technology
- Materials
- Medical/Scientific Products & Equipment
- Security & Safety
- Sports & Recreation
- Telecommunications
- Trade Shows

**1. What is your company or organization's principal business activity?**

- |   |  |                                       |
|---|--|---------------------------------------|
| <input type="checkbox"/> Wholesaler                 | <input type="checkbox"/> Dealer                        | <input type="checkbox"/> Agent/Broker |
| <input type="checkbox"/> Industry (Purchasing)      | <input type="checkbox"/> Manufacturer                  | <input type="checkbox"/> Service      |
| <input type="checkbox"/> Representative/Distributor | <input type="checkbox"/> Export Trading Company/Broker |                                       |
| <input type="checkbox"/> Trade Association          | <input type="checkbox"/> Government                    | <input type="checkbox"/> Other        |

**2. How many employees work for your company?**

- 1    2-10    11-50    51-100    101-500    Over 500

**3. How comfortable are you reading documents written in English?**

- Very comfortable    Comfortable    Somewhat comfortable  
 Not very comfortable    Not comfortable at all

**4. Where does your company currently import products from?**

- |  |   |                                 |
|--|---|---------------------------------|
| <input type="checkbox"/> United States | <input type="checkbox"/> European Union | <input type="checkbox"/> China  |
| <input type="checkbox"/> South America | <input type="checkbox"/> Asia Pacific   | <input type="checkbox"/> Mexico |
| <input type="checkbox"/> Middle East   | <input type="checkbox"/> Canada         | <input type="checkbox"/> Other  |

**5. Do you personally make purchasing decisions?**

- Yes    No

**6. Do you share your copy of Commercial News USA with other people?**

- Yes    No (If you check this, skip #7)

**7. How many people in your company read each issue of Commercial News USA?**

- 2    3    4    5    6    7 or more

**8. How would you rate the relevancy of Commercial News USA to your business?**

- Very relevant    Somewhat relevant    Not relevant

**9. Have you made purchases from companies you contacted after reading about them in Commercial News USA?**

- Yes    No (If you check this, skip #10)

**10. How many purchases have you made from companies you read about in Commercial News USA?**

- None    1    2-3    4-5    6-10    More than 10

Please circle the Reader Service request numbers for any advertisers from whom you would like to receive more information about their products or services. Reader Service numbers appear on the bottom of each display ad and in the contact information box for listings. These numbers also appear in the alphabetical index on Page 30.

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