

# Commercial News

XXVI: 3

The Showcase for American-Made Products and Services

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January/February 2005

# USA

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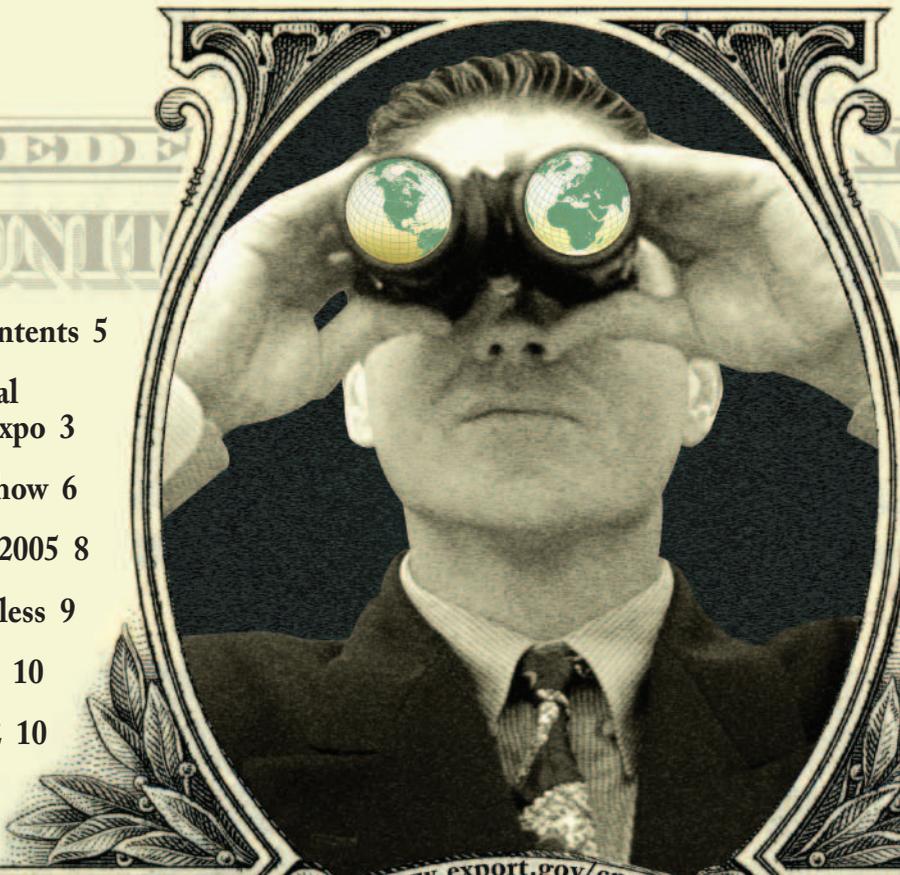
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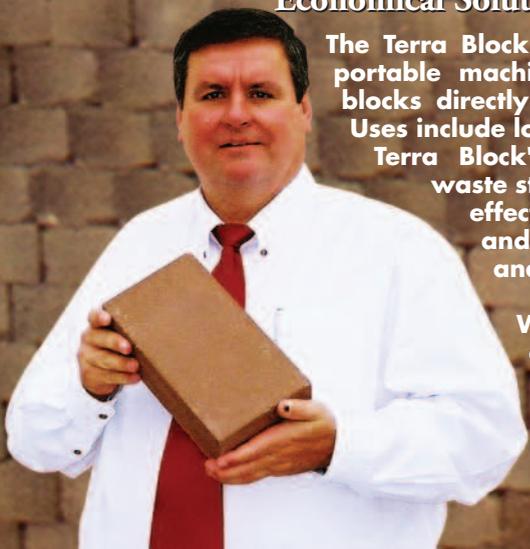
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See page 18 for additional information.

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# Letter to Our Readers

Many partnerships facilitated by the U.S. Commercial Service are generated through this magazine. After seeing an ad for Duraclean in the Commerce Department's official export promotion magazine, Shoufang Hua, owner of Qingdao Sen Industrial Company Ltd. in Qingdao, China, contacted the U.S. company about a franchise license for China.

The result: Qingdao Sen Industrial Company is now a successful Duraclean Master Franchisee, with substantial revenue and a steady return on investment.

Duraclean International Inc. is an Illinois-based multi-service international franchisor that specializes in scheduled commercial cleaning plus the environmental cleaning of ventilation ducting. (See Duraclean's ad on Page 16).

Both Duraclean and Qingdao Sen Industrial Company are clients of the U.S. Commercial Service. Duraclean has been working with the U.S. Commercial Service's Export Assistance Center in Chicago since 1998 to develop and implement its export strategy. While Qingdao Sen Industrial has been working with the U.S. Commercial Service office in Beijing.

After reading about Duraclean in Commercial News USA, Mr. Hua of Qingdao Sen Industrial Company sent three representatives to the 2003

International Franchise Expo as part of an International Buyer Program delegation from China. He also met with Vince Caffarello of Duraclean during the show and went on to visit the company's Chicago headquarters. A few months later, Mr. Hua signed a master franchise agreement with Duraclean.

As Qingdao's experience demonstrates, Commercial News USA offers an unparalleled opportunity for businesses around the world to identify partners from the United States. For more information on any company in this issue of the magazine, contact the company directly or fax back the Reader Service form on Page 29.

Finally, you may have noticed that we have changed the design of the Commercial News USA covers. This month's cover represents a U.S. company that is looking for partners around the world. We hope you like the new design and encourage you to send your feedback to the publisher.

Sincerely,



Timothy C. Thompson, Jr.  
Executive Director, Office of Global Trade Programs-U.S. Commercial Service

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January/February 2005

USA

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# International Retailers To Receive Premier Service at the FMI Show, May 1-3 in Chicago

The red carpet will be rolled out for international retailers who attend the FMI Show, sponsored by the Food Marketing Institute, May 1-3, 2005, at McCormick Place in Chicago.

The FMI Show is the industry's premier annual international exposition. It will attract attendees from the U.S. and around the world. The 2005 show will provide new and enhanced services for international attendees, such as an International Group Advantage Program that offers special benefits and rate discounts, a fully staffed International Trade Center, a show floor organized by supermarket segments, and a host of focused education sessions.

An International Reception on the first day of the show will welcome international attendees and provide opportunities to meet and to network with exhibitors interested in exporting.

FMI's International Group Advantage Program makes it easy for international attendees to enjoy special benefits, such as discounted registration rates, exhibitor appointment scheduling and hotel room block assistants for groups of 10 or more. Groups of 30 or more are eligible for group conference suites on the show floor with exhibitor appointment scheduling.

The International Trade Center at FMI offers an array of services to assist international attendees in exchanging information with peers and meeting with U.S.

suppliers to transact business. For example, attendees can meet with consolidators to arrange the exportation of products purchased at the show. The center will offer translators fluent in Mandarin Chinese, Korean, Japanese, French, Portuguese, and Spanish. Accessible, user-friendly GlobalConnect computers in the Center will allow visitors to access exhibitor product and services listings.

Representatives from both the U.S. Commerce Department and the U.S. Dept. of Agriculture will be available to answer questions and facilitate transactions.

Translation services are provided for all 'Super' sessions and for "SPEAKS," the state-of-the-industry address, which will be given this year by Michael Sansolo, FMI's senior vice president of education.

"FMI is actually five shows in one location," said Sansolo. "The show includes the FMI Show, The U.S. Food Export Showcase, the United Produce Expo and Conference, the Spring Fancy Food Show, and All Things Organic. International visitors will be particularly interested in the U.S.



Food Export Showcase, which will feature producers, processors, and suppliers eager to export American food and beverage products to customers in other countries."

For previous attendees, the most visible difference in the 2005 show will be the reorganization of the show floor itself. Exhibitors will be arranged in coherent groups representing major supermarket segments. Segments will include General Merchandise, Health and Beauty Care, Meal Solutions, Technology, and Ethnic, an organization that will provide a more focused and efficient experience for attendees.

The FMI Show also features a wide range of programs, including Super Sessions, Learning Labs, and Close-up Sessions. Super Sessions are "big-picture" strategy presentations on current industry trends and issues. Learning Labs are hands-on, tactical discussions where attendees can meet with peers to exchange practical ideas that they can take back to their stores and implement. Close-Up sessions are focused, in-depth explorations of specific industry topics.

International industry professionals interested in the 2005 FMI Show should complete an application for a letter of invitation to the show in order to apply for a visa. Show organizers also advise international visitors to make travel and hotel arrangements as soon as possible.

*Information about the 2005 FMI Show, including special rates offered through the Group Advantage Program, is available at [www.fmi.org](http://www.fmi.org) or by calling 202-220-0807.*



Food Marketing Institute  
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# World's Communications Professionals Will Gather at InfoComm 2005 in Las Vegas

More than 25,000 attendees and nearly 700 exhibitors will gather at InfoComm International 2005, the world's largest conference and exhibition for information communications and audiovisual professionals. The conference will take place June 4-10, 2005 with the trade show running June 8-10 at the Las Vegas Convention Center.



International Buyer Program

InfoComm International and its sister trade shows around the world are the leading business-to-business marketplaces for display, projection, audio, videoconferencing, Internet streaming and networked presentation and communications systems. Conference participants and exhibitors represent leading manufacturers such as Bose, Canon, Hitachi, HP, JBL, JVC, Meyer Sound, Mitsubishi, NEC, Panasonic, Philips, Pioneer, Polycom, Samsung, Sanyo, Sharp, Shure, Sony, Tandberg, Telex and Yamaha.

Attendees will include systems integrators and design consultants, as well as professional end-user buyers in corporate, government, military, education, worship, healthcare and other markets.

Recently, the U.S. Department of Commerce selected InfoComm International as an International Buyer Program (IBP) participating trade show. The IBP brings international buyers together with U.S. firms by promoting leading U.S. trade shows in industries with high export potential. The IBP program also provides practical, hands-on assistance to U.S. exporters, such as export counseling and market analysis. The Commerce Department made the selection on the basis of InfoComm's export potential, international interest, U.S. exhibitor offerings, stature, exhibitor interest, overseas marketing efforts, logistics support and willingness to fulfill the program's goals.

## infoCommAcademy

The conference portion of InfoComm 2005 includes a variety of programs, seminars, training workshops, and forums. The Institute for Professional Development offers intensive three-day courses for industry professionals. Current industry topics are the focus of Super Tuesday, which features comprehensive six-hour training sessions. Basic, intermediate, and advanced technology-focused workshops are offered through the InfoComm Academy Seminars program. Manufacturers' training sessions and industry forums will be presented and hosted by individual manufacturers and industry councils.

InfoComm also will include pavilions for collaborative con-



More than 700 exhibitors and 25,000 buyers are expected to attend InfoComm 2005 in Las Vegas from June 4-10. The exhibition includes nearly 350,000 sq.ft. of exhibit and special event space.

ferencing, streaming media, and digital signage. A highlight of the show will be the Large Venue Display Gallery, a demonstration of the latest projection and display technologies in a gallery of huge screens for corporate, sports, and entertainment events.

Online InfoComm registration at [www.infocommshow.org](http://www.infocommshow.org) begins in January 2005. See the association's web site, [www.infocomm.org](http://www.infocomm.org) for industry news, show information and events.

### International Attendees!

Look forward to the following special treatment at InfoComm 2005!

- International Business Center, including lounge, Internet access, presentations, and more.
- International Reception offering a chance to meet exhibitors, distributors, integrators and buyers from around the world.
- First-Timers Orientation, offering breakfast and a preview tour before the exhibition opens, translated into 5 languages.

For more information or to join a delegation to InfoComm, contact the Commercial Section of your nearest U.S. Embassy or Consulate ([www.buyusa.gov](http://www.buyusa.gov)).

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## CTIA WIRELESS 2005

From its days as a small spring meeting of communications industry insiders, the CTIA expo has grown to become the premier international gathering of Wireless communications professionals. CTIA WIRELESS 2005 will be the industry's largest show and exposition and it will mark the 20th anniversary of the event.

"Everything Wireless" will be the focus of CTIA WIRELESS 2005, produced by CTIA-The Wireless Association, March 14-16 (pre-conference day on the 13th) at the Ernest N. Morial Convention Center in New Orleans, Louisiana USA. More than 30,000 attendees will gather to network, transact business, and socialize in one of America's most exciting cities.

"CTIA is an international organization that represents all sectors of the wireless communications industry, from tower to end users" said Steve Largent, NFL Hall of Fame football player, former Oklahoma congressman and new president and CEO of CTIA.

Concurrent with CTIA WIRELESS 2005 will be the 2005 Tower Summit and Trade Show, a showcase for tower and infrastructure providers, and the IEEE Wireless Communications & Networking Conference. Educational sessions and seminars are scheduled both before and during the three-day conference. A highlight of CTIA WIRELESS 2005 will be a Tuesday evening gala featuring entertainment by Jay Leno, Emmy Award-winning host of the "Tonight Show."

Delegations of foreign attendees are encouraged to attend the show. International attendees to CTIA WIRELESS 2005 who will need a visa must complete the "Invitation Letter Request Form." Delegations are eligible for free "Platinum" passes to the exhibit hall and keynote sessions.

Information about CTIA and CTIA WIRELESS 2005 is available at [www.ctia.org](http://www.ctia.org) or by calling 202-785-0081.

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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.

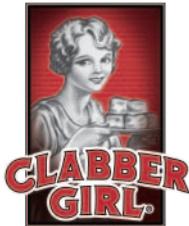


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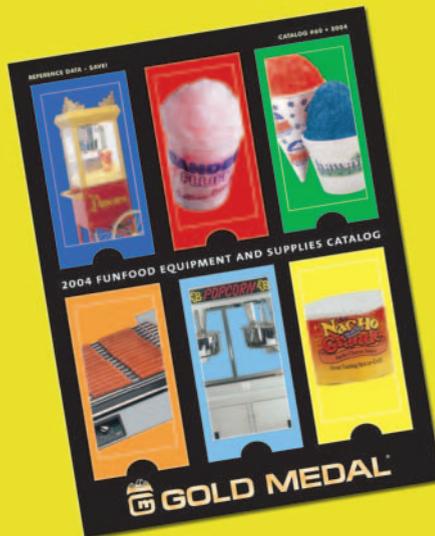
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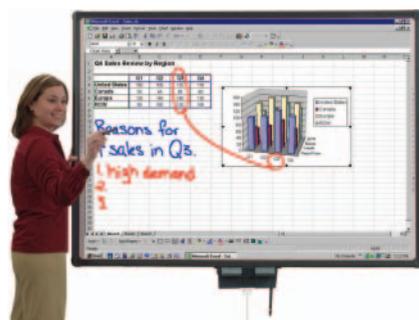
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# TERRA BLOCK™ Solves Global Building Problem With Innovative Building Blocks

To say that Terra Block can manufacture building blocks from ordinary soil right on a job site is not an exaggeration. Using its technology and portable machinery, the innovative company with offices in Orlando, Florida makes energy-efficient and durable blocks that can be used to build affordable residential, commercial, military and storage structures.

The company has developed and refined the unique Terra Block System of manufacturing building blocks from common soil. Because 98% of the world's soil will work to make the blocks, the Terra Block System has been used to build potato storage facilities, mushroom farms, hospitals, churches, schools and – most importantly – houses. The technology is adaptable to virtually all climate conditions. Structures have been built in intensely cold climates and in wet, humid coastal areas – even in desert areas of the Middle East.

“Our very first building was a storage facility on the Orlando golf course of professional golfer Arnold Palmer,” said Robert Gross, the technology's co-founder and a former NASA engineer. “But it was clear to us the greatest application of the technology would be in the construction of affordable houses, particularly in developing countries where building materials are sometimes scarce and almost always costly to ship to a building site.”

The company has had reports that its Terra Block technology results in cost savings of approximately 15% - 30% over standard construction methods and materials.

Guatemala is a country in which the Terra Block System is being used to help reduce an acute housing shortage. Government officials estimate the country's housing shortage at 3.5 million units.

Almost 200 Terra Block machines have been sold worldwide, Gross added, most in the countries of the former Soviet Union. Russian planners estimate the housing shortage at 60 million units in that market alone.

Terra Blocks are easy to manufacture, they require no post-construction maintenance and, at about \$0.12 per block, they



Michael Gross

are inexpensive to produce compared to fired brick or concrete block. They are dry-stackable and need no curing or mortar. What's more, they are bullet proof, fire proof, extremely energy efficient, and earthquake resistant – and they can withstand hurricane winds of more than 200 miles per hour.

Terra Block technology also provides a solution to another important global issue: the proper storage of hazardous waste. Using the Terra Block System, governments and private companies can solve the problem of hazardous waste disposal, and they can do so safely and affordably.

“This application of our system is a billion dollar market just waiting to be tapped,” said Michael Gross co-founder of the Terra Block technology. “I call it ‘the billions of dollars nobody wants.’ It’s a huge market just waiting for the right people to see the potential.”

A Terra Block waste storage facility was built in Central America last year and discussions are under way currently for the construction of several such facilities in the region.

“Our goal is to set up a global network of financially and politically strong joint venture and distribution partners to capitalize on our 25 years of building, research, and development experience,” said Gross. “The Terra Block system provides needed solutions to some of the world’s housing problems while at the same time creating jobs, stimulating economies and helping to solve pressing global problems; and imagine: we’re doing it all with dirt.”



Michael Gross  
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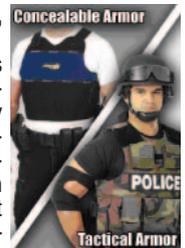
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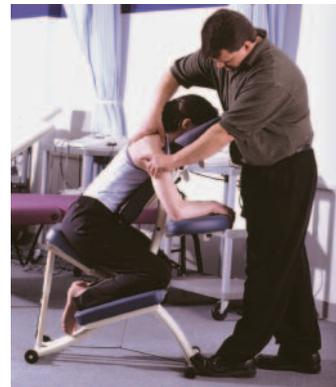


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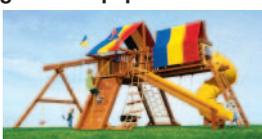
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Recreatives Industries Inc., Dept. CN  
Depot St.  
Buffalo, New York 14206 USA  
TEL: 716-855-2226  
FAX: 716-855-1094  
galenreich@yahoo.com  
www.maxatvs.com

1083

## Rainbow Play Systems

## Redwood Playground Equipment

Rainbow Play Systems, a manufacturer of "Redwood Playground Equipment", is currently awarding distributorships to qualified individuals or companies in select international markets. Upon meeting the requirements, you may be chosen to join this organization and its growing network throughout the world. Rainbow Play Systems is a worldwide company of owners, partners and business people working together toward a common goal: success.



SPT

Leonor Houston, Director  
Rainbow Play Systems, Dept. CN  
25930 IH-10 West  
Boerne, TX 78006 USA  
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1086

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Certified Golf Course  
Equipment

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1089

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## Flexible Specialty Foams

Specialty open cell reticulated, non-reticulated and closed cell flexible foams are engineered to meet design requirements in a variety of production functions, including filtration of air and liquids, reservoiring (holding and transferring liquids), cushioning (sealing and applying) and noise reduction. These foam materials are available in buns, sheets, rolls or fabricated parts for use in medical, aerospace, printing, cosmetic and numerous other industrial and consumer goods markets.



PMR

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FAX: 949-458-1673  
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www.enmurray.com

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Environmentally Safe  
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Blue Gold Industrial Cleaner is a non-toxic, non-corrosive aqueous cleaner that meets OSHA requirements. It offers 26 years of testing by independent labs and major companies and has a proven high-cleaning effectiveness. Blue Gold is economical, has an indefinite shelf life, and is recyclable. It may be used in a variety of applications and gas-related cleaning projects. Seeking distributors.



GIE

Nancy Burger, President  
Modern Chemical, Inc., Dept. CN  
P.O. Box 368  
Jacksonville, AR 72078 USA  
TEL: 501-988-1311  
FAX: 501-988-2229  
bluegold\_cleaners@email.com  
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1087

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## Thin, Electric Heating Panels

CalorIQ thin film electric heating panels are used in residential buildings for primary heating. CalorIQ radiant electric thin film panels provide energy efficient heating. Advantages of CalorIQ radiant floor or ceiling heat:

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- each room zoned • clean – does not dry air
- maintenance free. Thin film heating panels available in different sizes, wattages and voltages. Seeking distributors and representatives.



ACR

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Equipment

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1085

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1088

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Replacement Parts

High quality, low cost adhesive applicator replacement parts for Nordson, Slautterback and ITW Dynatec adhesive systems. Keystone stocks hand-guns, automatic heads, modules, hose, filters, RTDs and modules at a savings of 50% or more. All parts are 100% guaranteed, and fit all systems. All products offer same warranty as the original equipment manufacturer. Seeking distributors and agents experienced in packaging machinery, hot melt adhesive or related industry. Buyers welcome.



GIE

Marc J. Carson, President  
Keystone Industries, Dept. CN  
745 West Winder Industrial Pkwy, Suite A  
Winder, GA 30680 USA  
TEL: 770-586-5990  
FAX: 770-586-5991  
sales@keystone.com  
www.keystoneparts.com

1091

# Lubri-Loy: Worldwide Manufacturers of Innovative Lubricants

## An Interview with Lubri-Loy Chairman and Chief Executive Officer David Graham

**Why is this a "ground floor" opportunity, as your ad on the back cover suggests?**

Lubri-Loy has been in business for 56 years and has sold products worldwide. Our Revive, Diesel Fix, Impact Grease and HQ2000 products represent the latest standard – concentrated state-of-the-art versions of our technologically advanced products.

**Are your products environmentally friendly?**

Yes. Our products are designed to decrease harmful emissions and promote fuel economy. In fact, Lubri-Loy is distinguished for its technological advancements, and we are a partner in the EPA's SmartWay program.

**What type of support can a distributor expect from the Lubri-Loy company?**

Our distributors are our lifeline to the world. Ensuring their success is our priority, so we provide all the important tools, from training to sales material to certified test results and testimonials.

**Does Lubri-Loy allow companies to private label?**

Yes. Many companies successfully distribute our products under their own brand. We simply make our technology available to them. A company that manufactures a "finished" motor oil, for example, can add our Revive oil fortifier to it and create a "super" oil that is even more effective than a synthetic.

**What is the profit potential for distributors?**

The opportunities are endless. Imagine distributing a product that helps the environment, increases fuel savings, and reduces maintenance and downtime. Now imagine these products can be used in applications that include industrial, commercial trucking, railway, marine, utilities, automotive, agricultural and mining.

**Any final thoughts?**

Simply that we are seeking serious companies and entrepreneurs who are looking to boost their profits by taking advantage of Lubri-Loy's technically-advanced products. For more information, visit our Web site, [www.lubriloy.com](http://www.lubriloy.com)

Lubri-Loy's range of clients and customers includes industrial, commercial trucking, railway, marine, utilities, automotive, agricultural and mining.

*"The opportunities are endless. Imagine distributing a product that helps the environment, increases fuel savings, and reduces maintenance and downtime."*



Revive concentrate is a high-tech oil fortifier designed to improve performance and exponentially extend the life of any lubricated industrial equipment, from engines and gear boxes to hydraulic systems, fans, and beyond. This concentrated formulation is a 100% petroleum derivative without controversial contaminants (teflon, graphite, etc.) that is diversified in usage for all oils, regardless of application to gain exceptional results and solutions.



**LUBRI-LOY**  
Since 1949



Diesel Fix concentrate has been created to maximize diesel-engine performance. This nonmetallic diesel-fuel conditioner works to clean and maintain fuel systems and has certified proven results in significantly increasing fuel mileage as well as boosting cetane.



HQ 2000 has been designed to complement the total fuel system. This product conditions all grades of unleaded gasoline. It has been upgraded to the highest quality that can offer excellent fuel lubricity to increase efficiency regardless of the operating temperature in the upper cylinder "hot spot" area.

**IMPACT ZERO** In combination with viscosity index base oils, Impact protects against corrosion and wear while offering resistance to extreme acid and chemical conditions. It is a grease that defies water, temperature, is non-melting, and has tremendous commercial and industrial advantages, along with normal day to day less crucial maintenance care.

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1092

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Visibility Systems Company is the proud maker of Lightman xenon strobes and wide-angle industrial LED lights. LEDs in white, blue, green, amber, and red. Uses: Equipment marking and personnel safety for industry, mining, railroad, utilities, police, fire, highway construction. #1 in U.S. in portable helicopter landing zone kits. Mounting accessories for all uses. Powered by 2 AA batteries or wired 3V or 12 V. Powerful, versatile, compact lights.



<b>GIE</b>	Jeffery Priest, V.P. Sales Visibility Systems Company, Dept. CN 428 Old Stratfield Road Fairfield, CT 06825 USA	<b>1093</b>
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**Advance Products & Systems Inc.**

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<b>OGM</b>	Darla Steinborn, Sales Manager Advance Products & Systems, Inc., Dept. CN P.O. Box 60399 Lafayette, LA 70596-0399 USA	<b>1094</b>
	TEL: 337-233-6116 FAX: 337-232-3860 sales@apsonline.com www.apsonline.com	

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SpeedAlloy bonds to virtually any rigid surface, including metals and plastics. It can repair pipes, tanks, sumps, casings, etc. in minutes. The non-shrink system resists chemicals, cures at low temperatures and exhibits outstanding flexural and compressive strengths and extraordinary adhesion. Enecon supplies a complete range of high-performance materials for repairing/rebuilding equipment damaged by erosion/corrosion. Also available: non-chemical fluid treatment systems designed to prevent mineral scale build-up in pipes and equipment.

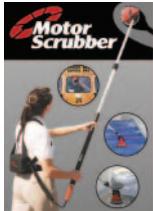


<b>GIE</b>	Andrew A. Janczak, President Enecon Corporation, Dept. CN 700 Hicksville Rd., Enecon Center, Suite 110 Bethpage, NY 11714 USA	<b>1095</b>
	TEL: 516-349-0022 FAX: 516-349-5522 enecon@enecon.com www.enecon.com	

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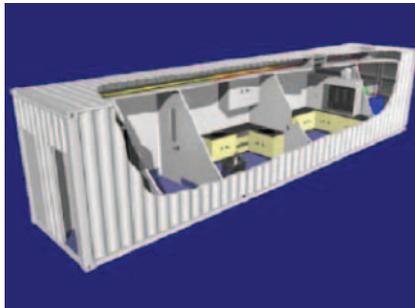


<b>ICS</b>	Richard L. Bashore, President Reading Consumer Products Inc., Dept. CN 80 Witman Road Reading, PA 19605 USA	<b>1096</b>
	TEL: 610-939-9716 FAX: 610-929-1670 rbashore@readingelectric.com www.motor-scrubber.com	

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**Modular Clean Rooms**

This product provides affordable, flexible and readily deployable clean room facilities based on a common set of interdisciplinary ISO standards. Iso-Unit™ is based on ISO 20' and 40' dry freight high-cube (9'6") cargo containers. Interconnecting units may be combined in various arrangements. Applications are vast. Each application segment is subject to rapid increases in demand that cannot readily be met using conventional clean room construction techniques. Iso-Unit™ is a design developed and patented to meet that demand.



Iso-Unit™

Applications: For all procedures requiring maximum contamination control of airborne particles and biological agents, including semi-conductor manufacturing, surgical, ER, pharmaceutical processing, biotechnology, bio-security, military, forensic and sterile filling.

<b>GIE</b>	William D. DeMayo, President Xenotec Ltd., Dept. CN 511 Hazel Drive Corona del Mar, CA 92625 USA	<b>1097</b>
	TEL: 949-640-4053 FAX: 949-644-2275 xenotec@adelphia.net www.xenotec.com	

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Model CFP-650  
Oxygen Cylinder Filling Plant

<b>GIE</b>	Bob Schlehr, VP Sales & Marketing Oxygen Generating Systems Intl., Dept. CN 70 John Glenn Drive Amherst, NY 14228 USA	<b>1098</b>
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- Franchising
- Hotel & Restaurant Equipment
- Industrial Equipment, Services & Supplies
- Information Technology
- Materials
- Medical/Scientific Products & Equipment
- Security & Safety
- Sports & Recreation
- Telecommunications

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- Wholesaler                       Dealer                       Agent/Broker
- Industry (Purchasing)         Manufacturer             Service
- Representative/Distributor     Export Trading Company/Broker
- Trade Association               Government               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  
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**4. Where does your company currently import products from?**

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- South America     Asia Pacific         Mexico
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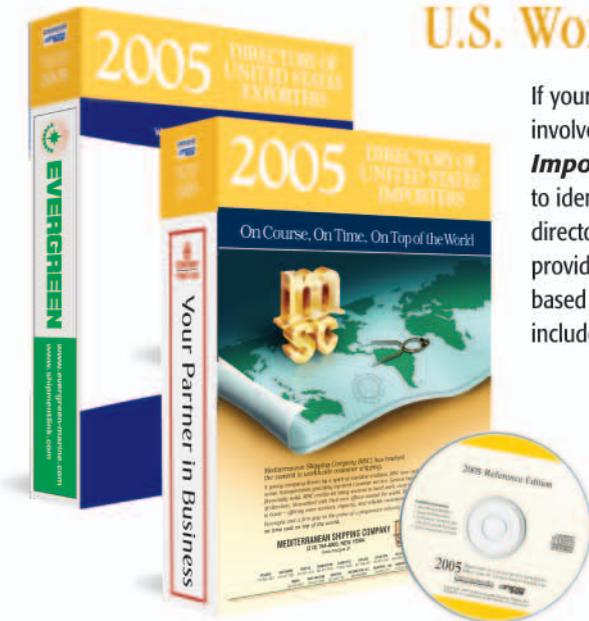
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Since 1949, Lubri-Loy  
has been a worldwide manufacturer  
of innovative lubricants, petroleum fortifiers  
and fuel enhancers.

**REVIVE.**

- Extends life of all moving parts
- Increases load carrying capabilities
- Maintains efficiency at extreme temps.
- Increases fuel economy

**diēselfix**

- Increases fuel economy
- Boosts cetane
- Reduces black smoke and other emissions
- Cleans dirty injectors

**IMPACT ZERO**

- Non-melting friction modifier
- Allows for high temperature usage
- Protects against corrosion
- Resists extreme acid and chemicals

**hq2000**

- Increases fuel economy
- Removes deposits
- Lubricates upper cylinders and valves
- Reduces exhaust emissions



**LUBRI-LOY®**  
Since 1949

FOR INFORMATION ON BECOMING A DISTRIBUTOR SEE PAGE 26  
PLEASE CONTACT US - WE PROVIDE ALL THE IMPORTANT TOOLS - FROM TRAINING TO  
SALES MATERIALS TO CERTIFIED TEST RESULTS

**The Lubri-Loy Company**

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