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New Agents & Distributors Expand EPI's Global Presence

From July 7 to 9, 2010, five agents and distributors representing four countries including **Italy, Thailand, Syria** and **Iran**, joined EPI at Vancouver headquarters to participate in training.

EPI staff and the new agents and distributors were honoured to have in attendance a member from EPI's International Scientific Advisory Board (ISAB), Professor Emo Chiellini from the University of Pisa in Italy.

"To have a member from ISAB in attendance at our training session who is highly regarded within the biodegradable polymers and plastics industry, truly highlighted our dedication for

knowledge and drive for success to grow our global presence," said Adelene Ong, EPI's Training Coordinator.

The comprehensive three day session provided EPI's agents and distributors with essential information and resources in order to strengthen their knowledge and become key members of EPI's global sales team. Such topics included reviewing the benefits, challenges and environmental claims EPI encounters in different disposal environments as well as, review of logistics procedures and technical support. Sales and marketing strategies were also discussed to assist the agents and distributors in promoting EPI's

technology within their own territories.

The new agents and distributors along with EPI's newest staff members visited the research laboratory in Langley, BC where Lolita Santos, EPI's Lab Manager, explained the testing methods, procedures and standards employed by EPI. The training concluded with the opportunity for agents and distributors to discuss their feedback and thoughts directly with Joseph G. Gho, Chairman & CEO of EPI.

Below (left to right):
EPI Agents and Distributors:
Mr. Kayvan A. Hesabi, Iran
Ms. Patricia Murray, Thailand,
Mr. Ahmad Fouzi Joudieh, Syria



Above: Agents & Distributors, EPI Management & Staff



Above (left to right): Luca Landini (Ecopol), Professor Emo Chiellini (Italy), Joseph G. Gho (EPI)



Above: Agents and Distributors Visiting EPI's Lab

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Global Business Development & Marketing Team Grows

EPI Focused on U.S. and Canada

Ron Ossea has joined EPI in our Vancouver Head Office as the Business Development Manager for the U.S. and Canadian markets. Ron began his career in Toronto with CHUM Broadcasting and City TV and has since worked in a variety of sales and business development positions in a number of diverse industries including broadcast and entertainment, language services, and others.

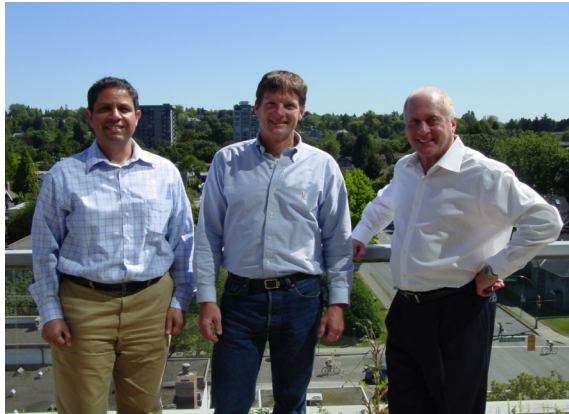
Ron has recently returned to Canada after spending the last ten years in Los Angeles where he specialized in helping start-up companies sell into Fortune 500 corporations. Ron was drawn to EPI because he is passionate about environmental issues and he welcomes the opportunity to contribute to EPI's efforts towards a cleaner and greener environment.

Growth Planned for Egypt and Middle East

Sam Garwani has recently joined EPI's Vancouver office as Business Development Manager to oversee Africa, Saudi Arabia, Egypt as well as, part of the Middle East. Sam brings with him experience working as a Sales Director at Nile Online, a leading data network carrier (recently

merged with Etisalat, a global Telco operator) where he created sales and project management teams and transferred them into top performers. Sam also hired and coached more than 100 resellers for internet, data communications and datacenter managed services throughout Egypt to deliver services from

big



Above (left to right): Sam Garwani, Ean Jackson and Ron Ossea

cities into small villages. Sam travelled frequently through the Middle East region to develop a regional network of partners and resellers. Recently, he was an account manager for a leading Vancouver based Software developer, managing major accounts within Western Canada and USA, for both the retail and hospitality markets. After spending time in other countries, Sam now calls Vancouver his home and

fits right in with the locals as he is a devoted supporter of the local hockey team, the Canucks. Sam is very eager to utilize his business network in other countries to help EPI gain global reach and awareness for oxo-biodegradable plastic technology.

EPI Grows Marketing Team

Ean Jackson has joined the EPI

team as Marketing Manager. Ean brings to EPI over 20 years of sales, marketing and business development experience in the technology services and licensing sector. He has worked with large multinationals such as IBM, Oracle and Sprint International, as well as startups and his own companies. While at IBM, he won Golden Circle recognition as one of the top sales producers worldwide. During his tenure at Sprint, he introduced the commercial Internet to Canada and

developed a thriving reseller channel. Over the past 10 years, Ean has been the principal consultant for Analytics Marketing and a lecturer in the business faculties of 3 universities. Working with growing mid-sized companies as a management coach and mentor, Ean developed and executed marketing programs, built and managed sales teams, developed channel strategies, written business plans that have been funded and managed major account relationships. He has taught entrepreneurship, international marketing and internet marketing at the undergrad and MBA level.

Proud to be a "greenie", Ean is looking forward to make the world a better place by helping to resolve the problem of plastic waste. His first goal is to implement a sustainability program at EPI. You should know that Ean is a former national team athletic coach and has represented Canada on two national athletic teams. Like Forrest Gump, he likes to run...but you are more likely to see him riding his bike to work.

Enviro Cover Continues Global Growth

EPI's Enviro Cover Division continues to grow its global presence with the recent sale into a new territory- **Ireland**. Purchased by Quinn Environmental, part of the Quinn Group (specializes in property, plastics', packaging, hotel, energy, and finance) for the Lisbane landfill in Northern Ireland.

EPI continues to seek new business by implementing Agents and Distributors in this territory. France continues to be a hot spot for EPI's Enviro Cover System with France's 3rd largest Waste Management Company, "Covered," now using the Enviro Cover

System. Both the largest and second largest Waste Management Companies in France (and also happens to be the two largest landfill companies in the world) are using EPI's landfill system. The development of our **Mega Deployer Model 800** is on schedule and on budget. The Deployer Model 800 developed for the Mega size landfills globally is expected to be tested and trailed in August and September 2010 at our local **Vancouver Regional Landfill**. EPI is very pleased to announce the first order of our Model 800 Deployer system was confirmed by Puente Hill

Landfill in Whittier, California (one of America's largest landfills). Marketing and additional sales for the new deployer will commence later this year.

Discontinuance of CFA and Purge Agent Due to low market demands and margins in North America, EPI has initiated a phase out plan for our Chemical Foaming Agent (CFA) and Purge Compound Business however, we

foresee an opportunity in other global markets in selling or licensing our technology.



EPI Exhibiting At World's Largest Plastic & Rubber Trade Fair

For the first time, EPI will be exhibiting at **K Show**, the world's largest plastic and rubber trade fair held in Düsseldorf, Germany, October 27 - November 3, 2010.

The K Show exhibits every three years and in 2007 the trade fair generated 242,000 visitors predominately from Europe and Asia. This year, the 18th edition of K Show promises to promote and attract buyers for products and services of raw materials,

including oxo-biodegradable additives.

"Without a doubt, it's vital that EPI has a presence at K Show, the world's largest trade fair specific to our industry. This event is a positive platform to help grow our business and to educate other countries about EPI's oxo-biodegradable technology and the environmental benefits," says Joseph G. Gho, EPI's CEO & Chairman.

EPI encourages our agents, distributors and business partners to visit us at **Booth 5A43** located in the **British Plastics Federation (BPF)** section of the Düsseldorf Fairgrounds. In attendance will be personnel from EPI's Vancouver and UK offices and our Agents & Distributors to discuss and develop business opportunities with our current customers and new prospects.



Turkey Sparks Positive Environmental Change

Since 2009, **Triosel Ltd. Co.** led by Dr. Resat Yuksel, had been campaigning eco-friendly solutions and wider adoption of EPI oxo technology in Turkey, including government sectors and municipalities. In collaboration with the team at Kadıköy Municipality lead by the honourable Mayor Av. Selami Öztürk, Triosel conducted a promotional campaign to introduce EPI's oxo

-biodegradable technology and provided TDPA™ bags for the Mayor to distribute to local bazaars and retailers. In April of 2010, Kamsani (Zak) Wahid, Business Development Manager for EPI, travelled to Turkey to visit Mayor Av. Selami Öztürk and presented him with our Ambassador certificate for adopting EPI's technology in his municipality. A local magazine specific for the retail market in Turkey included the visit with the Mayor in their April 2010 issue. The magazine highlighted EPI's technology

and the influence Triosel made with major retailers and manufacturers to expand our TDPA™ product lines into biodegradable applications. "In their promotional campaign, Triosel really focused on public awareness and environmental benefits of EPI's oxo-biodegradable technology and as a result, more retailers in Turkey (such as Migros and Teknosa) make the change and adopted our technology. More exciting news will come from Turkey....," noted Kamsani (Zak) Wahid, EPI.



Hong Kong International Printing & Packaging Fair

On April 27 to 30, 2010, Hong Kong hosted the International Printing and Packaging Fair bringing together exhibitors in Packaging and Printing including Packaging Materials, Equipment and Systems, and Digital Printing Equipment and Services.

Nicole Environmental Services Company was the only oxo-biodegradable distributor exhibiting at the fair and only 20-30% of visitors had basic knowledge of oxo-biodegradable plastic technology which provided Nicole a great opportunity to educate visitors about EPI's TDPA™ additive and

technology. "There are more and more Hong Kong and Chinese visitors who care about using eco-friendly plastic materials. During the peak hours, there were over 15 people in our booth at one time! Visitors were aware TDPA™ could be applied to plastic but didn't know they could apply it on PP, PE and PS. The fair was a good chance to explain in detail," noted Cindy Kwong, Marketing Manager of Nicole.

"There are more and more Hong Kong and Chinese visitors who care about using eco-friendly plastic materials"

Cindy Kwong, Marketing Manager,
Nicole Environmental Services Company



Triosel Creates an Impact in Konak Municipality

Triosel Ltd. Co., EPI's distributor in Turkey, has influenced Konak Municipality, the largest and central Municipality in İzmir to promote oxo-biodegradable bags within the municipality border.

A press conference was held in the centre of the city and a stand was constructed to display two bags; an oxo-biodegradable plastic bag manufactured with EPI's TDPA™ technology and a standard PE plastic bag. The municipality wanted to show the public that oxo-biodegradable bags will degrade in a limited time while the conventional bag will remain in the environment for years.

Triosel provided the municipality with TDPA™ bags with EPI's logo printed on them free of charge for the Mayor to distribute to the public after the press conference. The municipality is working with Triosel to introduce oxo-biodegradable technology to the public and beginning in October of 2010 the municipality will ban the use of conventional bags and enforce the use of oxo-biodegradable bags.

[View](#) press article and pictures of the Mayor of the

Konak Municipality promoting oxo-biodegradable technology.

Right: Dr. Resat Yuksel, Manager of Triosel Ltd. Co.

