



Bionetix Newsletter

January, 2016

Happy New Year from Bionetix®! Looking back on 2015, we wish to thank all of our customers and friends and wish you all a prosperous, healthy, and joyous New Year!





Bionetix® Celebrates 2nd Bi-Annual World Sales Meeting!

The Bionetix® World Sales Meeting was held at the Hotel 10 in Montreal, Canada from September 19th - 21st, 2015. The event was an excellent opportunity to introduce new technologies and have distributors share their success stories. Attendees included sales representatives and distributors from 11 different countries including: Chile, Dubai, Mexico, Japan, China, Thailand, India, Croatia, USA, Canada, and UK.

The Bionetix® World Sales meeting was kicked off by Cliff Cracauer, Cortec® Vice President of Sales, with the state of the company and its direction, followed by presentations given by Diana Di Marco, Technical Sales Manager, and the technical team at Bionetix®, Julie Archambault and Tina Poljak. Luis Mackenna with Max International in Chile received the #1 Bionetix® distributor award. Max International has been doing great work over the last year in the HI&I market - success that can be echoed all over the world.

Topic presentations and round table discussions were focused on Waste Water Treatment, Feed for Livestock, Probiotics, HI&I cleaners, and Biopesticides. All attendees were free to choose and participate in diverse discussions. Many of them contributed with questions, comments, success stories, applications, competition, and ideas on how to enter the market and promote Bionetix® products.



Education Corner

Wastewater Treatment - Is This an Opportunity or Not?

It can be quite difficult to figure out how we can offer our wastewater treatment programs to large scale industrial operations. In order to determine if there are any sales opportunities, here is a list of questions you should be comfortable with:

- Do you treat your wastewater with biological methods?
- Are you struggling to keep the BOD levels below the regulated limits?
- Do you have odor or sludge?

Generally, if they answer yes to all these questions, then you are in luck, and have a good opportunity to offer a program to help them deal with this efficiently and economically. But it doesn't end there. There are more questions to ask in order to recommend the correct product and provide correct specifications. Remember, it is not simply adding a product to wastewater that will treat the



problem; it is looking at the whole picture for how to make sure the bacteria will LIVE and THRIVE in the wastewater. The next list of questions will help define that program.

- What is the size of the tank and flow rate?
- What are the C:N:P ratios?
- What is the temperature?
- What is the pH?

Providing that all the parameters are in check, a bioaugmentation program can be easily recommended. If all of this is quite fuzzy for you, or you are completely new to this and want to learn more, **join us for our next webinar February 5th at 10 AM EST**. If you wish to join the webinar, please contact Diana at ddmarco@bionetix.ca to receive details.

Featured Product

Bionetix® Bio-Tab 1T: Enhance Water Biology in Septic Systems!

A poorly maintained septic tank can lead to many headaches and costly service calls. Over time, inert solid materials build up in the bottom of your septic tank forming a layer of sludge. To keep your septic system healthy and functioning, this undigested sludge should be treated regularly with Bionetix® Bio-Tab 1T. Each tab contains a 1 trillion count of bacteria as well as enzymes effective in aerobic and anaerobic conditions. Biological nutrients and stimulants enhance the water biology in your tank by helping bacteria to biodegrade organic material comprised of proteins, fats, carbohydrates, and toilet paper. Bionetix® Bio-Tab 1T is especially efficient after toxic shock such as the use of strong bleaches or other harmful chemicals like root killers for removal of roots in pipelines. Septic system maintenance with Bionetix® Bio-Tab 1T:

- Reduces septic tank pumping frequency
- Improves pipe purification
- Reduces sludge
- Improves drain seeping
- Reduces odors and methane production
- Prevents pipe and drain blockage
- Nourishes after shocks of bleach agents and detergent
- Does not attack plastic or metal pipes
- Replaces chemical products
- Biodegrades paper, oils, greases, and waste faster

Septic tank maintenance with Bionetix® Bio-Tab 1T is simple: add two tabs to your tank in the first month, followed by one tab every month for maintenance (as well as one tab after any toxic treatment) to ensure a healthy septic system.





New Product

Enza 4EL - Add a New Power to Your Detergent!

Bionetix® has developed ENZA 4 EL concentrate to increase the cleaning efficiency of countless detergents. When added to multipurpose cleaning products in restaurants, cafeterias, garages, clinics, hospitals, and other industrial situations, ENZA 4EL can turn formulations into high performance stain fighters. For laundry detergents, this means offering superior cleaning efficiencies at lower temperatures. For dishwashing detergents, the blend is optimized to work at typical dishwashing pH and temperature, leaving dishes clean and shiny.

ENZA 4 EL is a fully balanced enzyme which works by targeting different types of stains with different enzymes. The enzymes help break down and remove starches, oils, greases, blood proteins, food stains, and more. This shows many advantages over chemicals because of enzyme selectivity, specificity, and compatibility with the environment. The addition of ENZA 4 EL to cleaning formulations will result in a noticeable improvement in cleaning efficiency and speed for a variety of situations. Say good bye to fatty stains, grease stains, and more with ENZA 4 EL!

Bioaugmentation with ENZA 4 EL can be used in formulations for

- All purpose cleaning products
- Dental appliance cleanser
- Clinics and hospital disinfectant cleaners
- Carpet cleaners
- Drain maintenance
- Odor control
- Washrooms



Coming Soon

Dental 5/95

Bionetix® has formulated a brand new blend of enzymes to be used in your dental appliance cleaners! DENTAL 5/95 is formulated to take care of blood, saliva, prophy paste, gel debris, and mucus on dental appliances and evacuation lines. The product is non-foaming with a neutral pH and is safe for glass, plastics, and metals.

Main Applications:

- Ultrasonic baths
- Cleaning non-porous instruments
- Cleaning appliance surfaces

Trade Shows

WWETT INDIANAPOLIS
FEBRUARY 17-20, 2016 BOOTH#2333
INDIANAPOLIS, IN



AWT 2016
SEPTEMBER 07-10, 2016
SAN DIEGO, CA



ISSA/ INTERCLEAN
MAY 10-13, 2016 BOOTH#02.425A
AMSTERDAM, NETHERLANDS



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