

July 2016

# Bionetix® Newsletter

## Bionetix's Global Impact Continues to Grow!

The natural bioremediation products of Bionetix® have been making their way around the globe, offering environmentally safe solutions to cleaning, waste treatment, and agricultural industries in many countries. Here's a snapshot of what that looks like today.

In Europe, demand for Bionetix's biological cleaning products has been growing with increasing sales of industrial and institutional concentrates to European distributors. Local warehousing and distribution has helped improve the distribution line for customers. This should advance even more with the recent purchase of CorteCros by Bionetix's parent company, Cortec® Corporation. CorteCros opens up a whole new warehouse to Bionetix® in the duty free zone of Split, Croatia, with opportunities available for local blending of concentrates.

The shrimp feed business is booming in Asia thanks to a better understanding of Bionetix's Aqua-Feed product. Distributor interest is growing, and the all-natural feed additive is being used to boost the health of aquatic livestock in at least 50 Asian shrimp farms so far. Customers value the technical support available and have a greater confidence in the quality of Bionetix's products.

In Central and South America, Bionetix® has been able to address the great need for biological waste treatment and enhancement in small scale, industrial, municipal, and agricultural applications. Last year, Technical Sales Manager Diana Di Marco held a seminar in Chile to spread the word about bioremediation, and interest has continued to build as more and more success stories come out.



In the U.S. and Canada, Bionetix® is making its way to retail market shelves through its convenient private label program. The program gives companies easier access to the retail market by eliminating the time consuming process of manufacturing biotechnology products, a task at which Bionetix® excels. An increasing number of well recognized companies have already started putting their brand name on environmentally friendly products produced by Bionetix®.

Last but not least, Bionetix® is grateful to the many global distributors that are helping Bionetix® have such a far reach. Thanks to their efforts, the natural products of Bionetix® are making their way into over 35 countries around the world!



## Welcome, New Talent!

Bionetix® International has recently welcomed two new inside sales representatives: Tonya Decterov and Oscar Caceres. Both individuals started in June 2016 and bring with them a wide range of experiences.

### Tonya Decterov



Tonya holds a degree from Lomonosov Moscow State University in Soil Science with a specialization in Soil Chemistry. She also has a graduate certificate in Environmental Engineering and Waste Management from Concordia University. Before joining Bionetix®, Tonya worked at Levitt-Safety Ltd, a Canadian distributor of health and safety products across Canada. She has more than 10 years of experience in instrumentation sales and technical support to government agencies and industrial and commercial customers across Canada. She has been responsible for instrumentation products used in Industrial Hygiene, Occupational Health and Safety, and Environmental Monitoring. Tonya has also coordinated government projects for sales and service.

Tonya will concentrate on supporting Bionetix's product lines for wastewater treatment and soil bioremediation. In addition, she will be supporting existing customers and developing markets in Russia, CIS countries, and the Middle East.

Tonya commented, "I am really happy to join Bionetix® International, the company that is very concerned about protection of the environment and is looking for natural and green solutions."

Tonya Decterov can be reached at (514) 235-5202 or [tdecterov@bionetix.ca](mailto:tdecterov@bionetix.ca).

### Oscar Caceres



Oscar holds a Bachelor's degree in Industrial Engineering from Táchira's University in Venezuela and a Master's in Sales and Marketing from IESA Institut. His experience includes 10 years of working with Proctor & Gamble's sales department in Venezuela immediately after school. He then moved to the USA to work in the same field with Orthodontic Centers of America.

Oscar will be working on developing the Bionetix® market in Latin America and the Caribbean, contacting new and existing customers to meet and exceed sales objectives. He will monitor competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc. Oscar will also become knowledgeable on our Industrial and Institutional line of products.

"I am so please to join the Bionetix®/Cortec® family," said Oscar. "For me [it] is a dream come true to work with such an amazing team, to learn and to provide my experiences in behalf of the growing of our company."

Oscar Caceres will be located at Bionetix® International's office in Montreal, Canada, and can be reached at (514) 836-2793 or [ocaceres@bionetix.ca](mailto:ocaceres@bionetix.ca).



## Raising Biotechnology Awareness at ISSA/INTERCLEAN 2016

Bionetix® International continued to raise awareness about biological cleaning solutions at the ISSA/INTERCLEAN exhibition in Amsterdam, May 10th-13th, 2016. This is the largest international exhibit for cleaning professionals—a great place to meet current distributors and new contacts!

During the four day event, the team at the Bionetix® booth (Diana Di Marco – Bionetix®, Cliff Cracauer – Cortec®, Mario Albano – Bionetix® Europe, Ivan Rogan – CorteCros, and Rakhee Dagggar – Lake Chemical) had a great response from the numerous visitors that stopped by. Many were new to the concept of biodetergents, so there were plenty of opportunities to explain the environmentally friendly biotechnology of the HYGIEA and ABC concentrates on display. A number of visitors were also interested in the unique distributor and private labeling opportunities with Bionetix®.

Bionetix® would like to express special thanks to the loyal distributors and customers who visited the booth and helped make Bionetix's second visit to ISSA/INTERCLEAN Amsterdam a positive experience!



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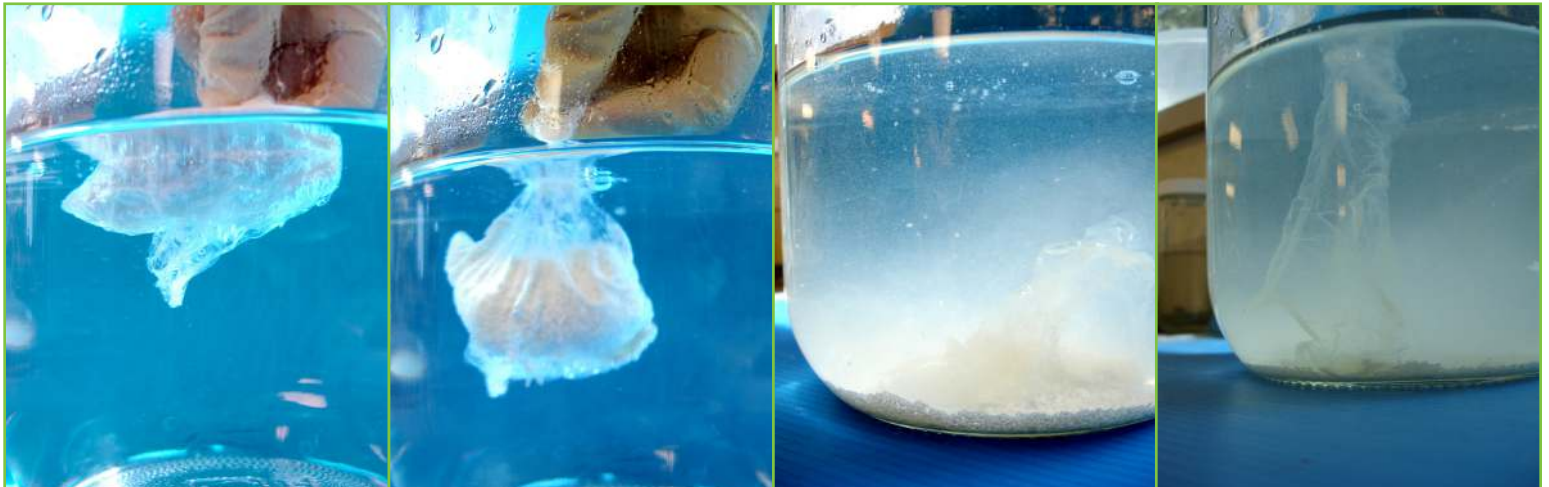


Diana Di Marco representing Bionetix® at ISSA/INTERCLEAN 2016

## Bionetix® Implements High Quality EcoSol® Film from Cortec® Corporation

Quality is important at Bionetix®. Not less so in its water soluble packaging for powdered bioremediation products. In the last year, Bionetix® introduced EcoSol®, a water soluble film produced by Bionetix's parent company, Cortec® Corporation, for use in its 250 g sized pouches. It has turned out to be a more dependable film that does not quickly turn dry and crackly like competitors' products, resulting in a better experience for the customer.

EcoSol® is a water soluble, biodegradable film that dissolves into a non-toxic aqueous solution of polyvinyl alcohol when immersed in water. It further degrades into carbon dioxide and water about 30 days after being exposed to



After a few minutes of immersion in water at the right temperature, the EcoSol® film will dissolve.

common microorganisms like those at water treatment plants. The film is an excellent companion to the natural bio-remediation products that Bionetix® offers. Biotechnology powders packaged in EcoSol® can simply be thrown into the target treatment area and released to do their natural work as the surrounding film biodegrades.

Walter Luis, the production manager at Bionetix®, has seen an obvious difference in the film compared to the one supplied by a competitor. “The Cortec® film is better, superior.” A couple of years ago, he began to informally test EcoSol® by running some samples and placing them in a bucket by his desk. Every once in a while he checks the samples and always finds them in good condition. He began ordering the film for Bionetix® in November 2015 and has great confidence in the product. “We don’t have to worry. We can put it on our shelf...and when we open it it’s just as fresh as the day you bought it,” said Luis.

Tim Bliss, the production manager at Cortec® Advanced Films (CAF) sheds some light on why this confidence is possible. “It’s beneficial because we have control over quality here.... Boris [Miksic, CEO] likes to have all of our products made in house so we have quick delivery time, and we can really watch the quality of our product. We’re not really held hostage by some other people.” CAF packs the film in special moisture barrier bags to protect it for two years if stored intact in a dry place at room temperature.

Customers can continue to look for more quality improvements as Bionetix® hopes to add another size of EcoSol® packaging to its products in the future!

Cortec® EcoSol® conforms to ASTM D6988 (Caliper), ASTM D882-02 (Breaking Factor, Tensile Strength at Break, Elongation at Break, and Yield Strength), ASTM D1709-04 Test Method A (Dart Drop Impact Resistance), ASTM D-1922 (Tear Test), and ASTM D-3420-95B (Impact-Puncture).

## All-Natural Plant Bio-Stimulant and Soil Microbial Enhancer Has Potential to Boost Crop Health

Crop disease is not only discouraging but results in financial loss. This can be due to lower crop sales or reduced efficiency from extra time and labor put into sorting diseased produce. Destructive fungal diseases often must be treated with harmful fungicides, but a highly effective natural biostimulant soil amendment containing biofungicidal properties has shown promising results for defeating crop disease in a friendlier way.

Organic Plus SP Soil Amendment helps control the zoospores that can attack everything from beets and carrots to strawberry plant leaves. Organic Plus SP also boosts soil fertility and crop yield while helping to deactivate toxic chemicals and chelate fertilizers. The high concentrations of humic and fulvic acids, rhamnolipids, marine plants, and micronutrients in Organic Plus SP work together to stimulate healthy microbial activity in the soil, increasing plant nutrient uptake while suppressing various harmful microbes. It can be used as a seed soak or fogged on plants as they develop. Another option is adding Organic Plus SP to nutrient solutions in hydroponic operations, which are especially prone to fungal infection.



Sugar beet leaves with fungal disease called powdery mildew



An AgriBiotech Institute in Japan tested the use of Organic Plus SP on three farms where potato scab was an issue. Each of the three farms experienced a reduction of common scab. Although scab was only a cosmetic problem that did not affect the quality of the potatoes, common scab had reduced efficiency on at least one farm where workers had to slow down the harvester in order to sort potatoes. When a diluted version of Organic Plus SP was used, the processing workload dropped significantly.

Another trial has been performed on strawberries. Organic Plus SP solutions at two different dilution strengths were applied to mildew on the strawberry plant leaves. The plants were observed after seven days. Mildew had turned to a solid plaque on the leaves treated with Organic Plus SP diluted 1,000 times. The presence of dew on the leaves indicated good plant metabolism reminiscent of excellent strawberry yield in the past. As a seasonal short-term comparison, the plants treated with a higher concentration of Organic Plus SP produced larger fruit than those plants treated with Organic Plus SP diluted twice as much.

Organic Plus SP has been approved for organic agriculture by Quebec Vrai (OCQV), an organic certification organization in Canada. All-natural components of Organic Plus SP make it an attractive replacement for traditional chemicals used to control disease and stimulate growth. By harnessing the natural strength of Organic Plus SP, it is possible to boost crop health and decrease losses in a more ecologically friendly way.



Organic Plus SP solutions on strawberry farm

Organic Plus SP solutions on strawberry farm  
Organic Plus SP solutions on strawberry farm stimulate growth. By harnessing the natural strength of Organic Plus SP, it is possible to boost crop health and decrease losses in a more ecologically friendly way.

## Clearing the Grease for Papa John's

Client: **Papa John's Franchise in Russia**

Distributor: Individual Businessman Kashirskaya

A Papa John's restaurant chain in Russia was facing problems associated with sewer operations. The pipes were consistently blocking due to pizza residues and fats, and it was taking too much time to clean the pipes.

Application of bio-product BCP 22 and HYGIEA 2400 FF 10X not only took care of the fat, oil, and grease blockage, but was environmentally friendly. The franchise continues to use these products in their pipes and has started application in grease traps, as well. They are witnessing a decrease in fat residue and odors in the grease traps through the use of these natural products.



PHOTO IMAGE COURTESY OF GOOGLE

## FEATURED PRODUCT

### BioSurf (Updated PDS)

BioSurf is made up of biosurfactants that are extracted from plants. Its dispersing power makes it a great non-toxic alternative to commonly used synthetic surfactants and dispersants. Our all natural rhamnolipid dispersant is designed to be sprayed onto oil slick, and oil spills on soil and hard surfaces, to accelerate the process of natural dispersion and biodegradation. Our dispersant has molecules which have an affinity for two distinct liquids which do not mix, attacking the interfacial tension between them. A part of the surfactant molecule has an attraction to oil; the other part has an affinity to water. This allows for the dispersing power, and increases the bio-availability to the natural microorganisms that will biodegrade the contaminants. View the updated Product Data Sheet at [http://www.bionetix-international.com/products/industrialwaste/BioSurf\\_7-7-2016%20ENG.pdf](http://www.bionetix-international.com/products/industrialwaste/BioSurf_7-7-2016%20ENG.pdf)



## NEW PRODUCT

### EN-Z-CLEAN Laundry Detergent Concentrate

EN-Z-CLEAN is an enzyme-based liquid detergent for industrial laundry use. It contains lipase enzyme that can withstand extreme temperatures, making it ideal for industrial and commercial laundry applications where high temperatures are necessary. Because lipase targets and digests fat and oil residues, EN-Z-CLEAN Laundry Detergent Concentrate is particularly suited to washing uniforms, linens, and other soiled fabrics used in greasy environments such as repair garages and restaurants.



## COMING SOON

**BCP 55 – For Starch Degradation**

**Macro 10/18 – Macro Nutrient Blend for Wastewater Treatment**

**Porta Treat P Plus – Bluer and More Fragrant Version of Porta Treat**

## UPCOMING WEBINARS

**Getting to know Bionetix's Industrial and Institutional Line of Products**

In this webinar we will present the different products from our Industrial and Institutional cleaning line. We will be describing their main characteristics, qualities, and





benefits as well as packaging, application instructions, and product strengths against competitors. We will also cover how to find new opportunities and will elaborate on approaches and techniques in order to increase our market share. The main focus of this webinar will be how to present our products and how to relate to the customer; it is intended to address those crucial moments leading up to the sale.

Plan to join us for this webinar August 8th, 2016 at 9 a.m. EST.

For further information on how to join this webinar, please contact Oscar at [ocaceres@bionetix.ca](mailto:ocaceres@bionetix.ca).

### **Soil Bioremediation and How Bionetix Products Fit In?**

The solution to many contamination issues can be found in natural (biological) processes. Bioremediation is becoming a popular approach and a promising technology for the treatment of soil and groundwater contamination. It proves to be very effective for cleaning petroleum contaminated sites.

This webinar will cover a review of the current bioremediation product line, its applications, and the possible markets you can tap into.

Join us for the next webinar September 27, 2016 at 9 a.m. EST.

If you wish to join the webinar, please contact Tonya at [tdectero@bionetix.ca](mailto:tdectero@bionetix.ca) to receive details.

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## **Trade Shows**

### **AWT 2016**

SEPTEMBER 7-10, 2016 BOOTH #300  
SAN DIEGO, CA  
[www.awt.org](http://www.awt.org)



### **ISSA**

OCTOBER 25-28, 2016 BOOTH #5114  
CHICAGO, IL  
[www.issa.com](http://www.issa.com)



### **WWETT 2017**

FEBRUARY 22-25, 2017  
INDIANAPOLIS, INDIANA  
[wwettshow.com](http://wwettshow.com)



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Created: 07/2016



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