



MIGRATING CORROSION INHIBITORS  
FROM GREY TO GREEN

# Newsletter

September 2009

## United Corrosion Technologies sells record amount of MCI®!

United Corrosion Technologies (UCT), Cortec's distributor in the Middle East for MCI® materials, received an award at the World Sales Meeting this past June, recognizing them for their hard work and effort in promotion of the MCI® product line. They had almost two million dollars in MCI® purchases so far during our current fiscal year, and is the first distributor to exceed one million dollars in purchases of MCI® during a single year! The theme for this year's World Sales Meeting was Cortec® Rock Stars and UCT is certainly one of them!

Mr. Iyad Al Alami was our keynote speaker for the luncheon on Friday, June 12. Iyad prepared a presentation on How to Build a Successful Business Selling MCI® Technology. The techniques UCT has used to build their business are relevant for MCI® distributors worldwide and we would like to highlight them for you here:

### 1. Know Your Product

- Develop an understanding of the entire MCI Product line.
- Diversify efforts by learning and promoting multiple products and application types (new construction, repair, lay-up/on-hold projects).

### 2. Know Your Market

- Know the needs for your market in terms of corrosion protection.
- Understand where opportunities exist.
- Know who the market players are (owners, engineers, regulators, concrete suppliers, academia).

### 3. Know Your Competitors

- Both locally and internationally
- Establish yourself as a technical advisor versus "only" a salesperson.

### 4. Establish Credibility

- Join the same conferences and organizations as those people you want to sell to (engineers/specifiers, owners, ready mix suppliers).
- Don't try to lecture or sell – approach technically.

### 5. Build Relationships/Service Your Customers

- Box Lunches
- Presentations
- Marketing – PR for the types of MCI opportunities in your area (for instance UCT recently launched a successful campaign discussing the various MCI products that can be used to protect steel on projects that have been put on hold).



Iyad Al Alami of United Corrosion Technologies, pointed out how actions can have global implications – many engineers working in the Middle East have offices worldwide. Their success can help you with opportunities in your own back yard!



Iyad Al Alami (first on right) of United Corrosion Technologies, accepting an award at Cortec's World Sales Meeting 2009.

## Rebuild of Bridge B998 Wins Fulton Award!

Stefanutti Stocks Civils Pty Ltd. was recognized this spring for their work on the rebuild of Bridge B998, also known as the Brune Bridge. The bridge is located near Witbank Mpumalanga, approximately 200 km from Johannesburg, South Africa. Sefanutti purchased 5 Star Grout containing MCI® 2006 NS for use on this project from Cortec's distributor, StonCor. The specifying engineer on the project was Nyeleti and the customer was the Mpumalanga State Government.

This project involved application of ingenuity, engineering, and use of alternative methods and products for a successful conclusion. When giving the award, the judges cited the innovative thought processes of the design engineers to conserve the natural and historical heritage of the bridge. Re-furbishment of the bridge versus demolishing and rebuilding provided both cost and environmental benefits. The judges also noted the complexity of the work and the manner in which it was completed without negatively impacting the aesthetics of the existing bridge. The judges were also impressed by the concrete spall repair systems used and by the fact that some of the work was performed underwater, all with extensive quality control procedures. Cortec® extends their congratulations to Stefanutti Stocks and thanks StonCor for their promotion and use of MCI® in their materials!



## CONCRETE TECHNO PLAZA 2009 SAPPORO, JAPAN

The 31st Japan Concrete Institute (JCI) Annual Conference was held at the Sapporo Convention Center, Hokkaido, Japan from July 8th-10th, 2009. The CONCRETE TECHNO PLAZA 2009 was held at the same time, with 51 suppliers introducing their new technologies at exhibition. There were approximately 9,300 people that visited over the three day period. Cortec® Distributor, Nissei Kyoeki and Miwa Tech joined this exhibition as Cortec® Corporation to introduce MCI® technology in the Japanese marketplace. Mr. Yajima of Nissei Kyoeki also presented MCI® technology and products during the technical introduction session.



Cortec® Booth



From left, Mr. Kaminishi of Miwa Tech, Mr. Tatejima, Mr. Giga, and Mr. Yajima of Nissei Kyoeki



MCI® presentation (Left : Mr. Yajima)

# Cortec MCI® Registered in Saudi Arabia

On June 1, 2009, the phrase Cortec® MCI® became a registered trademark with the Trade Marks Registration Department of the Kingdom of Saudi Arabia on Register No. 1072, Page 3. This registration extends for ten years and is seen as a huge step in the right direction. Cortec® MCI® has been approved for use on Class 1; Chemical preparation for use in reduction of corrosion of steel. With this trademark, Cortec® will build even more of a presence in Saudi and the Middle East. Cortec® continues to attain global growth and has proven itself in the world market.



## MCI® Creteskin™

MCI® Creteskin™ has been recently used in a few trials in Ohio and Wisconsin. MCI® Creteskin™ was applied to city maintenance trucks and a few concrete ready mix vehicles. We are excited to receive feedback from these trials, as we are sure they will be a great success. Cortec's MCI® Creteskin™ is our newest addition to the MCI® family. It is an industrial strength release agent containing Cortec's Migratory Corrosion Inhibitors (MCI®). Creteskin™ is designed to protect equipment, vehicles, and forms in the construction industry. This clear protective coating inhibits the adhesion of concrete to painted and unpainted metal surfaces. We have included (below) some great questions to ask potential and existing customers who purchase MCI® Creteskin™.



## MCI® Creteskin Questions

### Prior to application:

Are you seeing any corrosion on the vehicle?  
How often is the vehicle cleaned?  
How long does this cleaning usually take?  
What types of chemicals are used for cleaning?  
What types of cleaning methods are used?

### After application:

Are they seeing corrosion on the truck after the application?  
How often is the vehicle cleaned?  
Have their costs for cleaning and touch-up decreased on this vehicle?  
What is the time reduction that they estimate to easily clean this vehicle?  
How much hazardous waste is reduced by not using harsh cleaners?  
Are there any areas in which a touch up of MCI® Creteskin™ is needed?  
Do they view this as a cost and time saving product?





# PTC Emitters

Cortec® Corporation is pleased to introduce PTC Emitters to the MCI® product line. PTC Emitters are constructed from breathable Tyvek® which allows for an efficient, clean, dry, and easy method of corrosion protection. The unique construction of PTC Emitters allows Vapor phase Corrosion Inhibitors (VpCI®) to be emitted through the Tyvek® pouch. The inhibitor can then form a protective layer on all metallic surfaces and recessed areas providing corrosion protection to both ferrous and non-ferrous metals.

PTC Emitters are ideal for the protection of bridge tendons, post tensioning cables, tubular structures, as well as parts and equipment during shipment and storage. PTC Emitters are available in two stock sizes, 6"x7" and 6"x10", for the protection of 1 m<sup>3</sup> and 3 m<sup>3</sup> (1.3 yds<sup>3</sup> and 3.9 yds<sup>3</sup>), respectively, and are packaged 50 pouches per carton.

Tyvek® is a registered trademark of DuPont



## Upcoming Tradeshow

Cortec® Corporation is dedicated to its existing customers and continuously strives to expand its current consumer base. Because of this, tradeshow attendance has been a big focus, and will continue to be. Here are some of the upcoming tradeshow which Cortec will be attending.

### **U.S. Green Building Council's Mississippi Headwaters Chapter Meeting**

October 20th and 21st / Minneapolis, MN

### **International Concrete Repair Institute's Fall 2009 Convention**

October 21st to 23rd / Tempe, AZ

### **American Segmental Bridge Institute Annual Convention**

October 25th to 27th / Minneapolis, MN

### **American Concrete Institute's Fall 2009 Convention**


November 8th to 12th / New Orleans, LA



Cortec President/CEO, Boris Miksic on site for the inspection of Unamua Bridge in Hawaii.

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