

## **Cool & Associates signs Consultant Agreement with Biomin for development of International Business Model**

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Waterford, MI – October 25, 2005 - Cool & Associates Inc., a Waterford-based international business development/consulting company has signed a Consultancy Agreement with Biomin, Inc. an Oak Park-based manufacturing company to retain its President, Joseph P. Cool as International Business Development/Export Director. This Consultant Agreement is for the development and execution of an “International Business Model” to successfully market/sell the oil and water separation products of Biomin into selected geographical areas of the global marketplace. The initial market selected is the Gulf Cooperative Council (GCC) and as delivery contracts are successfully signed, additional geographical/functional areas will be identified and developed.

### **About Cool & Associates**

Cool & Associates (C&A) effectively assists small-medium sized businesses for their entry, maintenance and expansion into the global marketplace. Having worked in 54 countries throughout the world, Joseph P. Cool, President and Founder brings a unique view of the many varied cultures that all organizations must adopt in an effort to enter, maintain and expand in the global marketplace. Cool was also born and raised in the City of Pontiac. During his extensive international career, Cool has developed extensive contacts of key-decision makers in the GCC and will develop a Seminar based on Biomin’s product line to be conducted in Manama, Bahrain in 2006. “Having worked in many of the GCC countries throughout my career including a Consultant contract with Saudi ARAMCO, the Kingdom of Saudi Arabia oil company and GUPCO, the Gulf of Suez Petroleum Oil Company (Egypt), I can bring the expertise required for successful implementation of this International Business Model for Biomin’s oil and water separation products”, says Cool. Cool further stated “I am looking forward to re-connecting with former business colleagues in the GCC for development of Biomin’s market share and additionally, potential opportunities for SE Michigan-based small-medium size businesses”.

### **About Biomin**

Biomin manufactures state-of-the-art water filtration media and flocculants for removal of oil, grease, and other organics (i.e. PCBs, PNAH, PCP, and color/tannin) from water. Biomin's products include OilSorb™, ColorSorb™, Clayfloc™, EC-300, and EC-400. Biomin filtration products are used throughout the world and have been approved for use by the U.S. Army Corps of Engineers, U.S. Environmental Protection Agency, U.S. Department of Defense, U.S. Department of Energy, the Iowa Department of Transportation, and other State environmental protection departments. “Biomin also designs, installs and maintains filtration systems and adds value to our line of products by consulting with customers on a technical basis” says George Alther, President and

Founder of Biomin. Based on his vision, Alther has dedicated over 35 years to building a company that is viewed not only as a maker of an excellent product but also as a provider of valuable technical information. “I am excited about working with someone who understands how to do business in the Middle East”, said George Alther. “And Joe has the credentials to help Biomin market our state-of-the art oil and water separation products and technology”.

Additional information on Biomin, Inc. can be found at [www.biomininc.com](http://www.biomininc.com).

For more information please contact Joseph P. Cool, President of Cool & Associates at 248-683-1130 or [jcool@cool-associates.com](mailto:jcool@cool-associates.com) or visit [www.cool-associates.com](http://www.cool-associates.com).

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