

Request for Proposal

Storage, Distribution and Sales of Elcosorb – New, Natural Oil Absorbent Powder



Purpose of RFP:

EUSA Consulting, LLC (called “Company” hereafter) is an international Consulting firm that specializes in connecting the dots between European (EU) and US (USA) companies. The “Company” represents Eltico AG, a European-based manufacturer of an oil absorbent product called Elcosorb, an absorbant powder used to remove (50+) unwanted petroleum based products on both land and water. We are seeking an experienced product distribution partner (called “Distributor” hereafter) to launch the Elcosorb product in the U.S. as a master distributor. The successful bidder (s) must demonstrate the financial strength to buy product by the container load and must have proven distribution success in the US. The successful bidder must demonstrate the ability to leverage relationships and account business, to quickly create sales activities and ensure widespread market penetration within the continental US. Currently, the product is being distributed and sold in 17 different countries and enjoys an astounding market share of 70% in Europe.

Requirements

Qualified bidders will be financially secure and have established business operations with adequate facilities to perform the sale, storage and distribution of Elcosorb. Ideal candidates will have experience in selling products within the Oil Spill Industry and will have successfully launched new products lines in the past and warrant timely and adequate services as customary in wholesale/retail sales including existing distribution channels, logistics and warehouse infrastructure. The “Distributor” will be required to obtain all necessary licenses and permits to sell and market Elcosorb and may train and set up sub-dealers under him and must carry sufficient inventory to serve local markets.

The “Distributor” must be familiar with import procedures and international business in general. An existing customer base will be required to leverage relationships and account business, to quickly create sales activities and ensure widespread market penetration.

The “Distributor” will be able to buy Elcosorb directly from Eltico AG at the global wholesale price, as long as orders meet the minimum order and order quantity requirements. The “Distributor” will be able to sell products to end-user’s directly, at a price of their own choosing, with no price restrictions set by Eltico AG. Furthermore, the “Distributor” will be advertised as an official Master Distributor for Eltico AG in the United States and will receive a limited amount of sales materials, catalogs, detailed technical training and ongoing technical support from Eltico AG.

Select Target Markets are: Military and it’s Agencies, Federal Municipalities, Hydroelectric Power Stations, Factories, Petroleum Storage Areas, Oil Refineries, Coast Guard Vessels, Supply Shops, Offshore Oil Stations, Fish Plants, Printing Companies, Dry Docks, Auto Repair Shops, Ship Yards, Pipeline Industry, Airports, Gas Stations.

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Requested Services

Scope of Work:

The initial Distribution Agreement will run for five (5) years as long as minimum sales amounts are reached, and can be renewed for an additional 3 years. The minimum sales amount to maintain exclusive Master Distributor status are as follows:

- 1) min. of one (1) 40 foot container ordered with execution of Distribution Agreement
- 2) min. of six (6) 40 foot containers ordered within first 12 months of execution of Distribution Agreement
- 3) min. of (3) 40 foot containers ordered per month following the 12th month of execution of Distribution Agreement
- 4) min. of (4) 40 foot containers ordered per month following the 24th month of execution of Distribution Agreement

“Company” reserves the right to offer geographic regions or exclusivity to sell in geographic regions of the United States to multiple bidders of this RFP. Should “Company” decide to award contract to multiple, regional distributors, the minimum sales amounts to maintain exclusive regional distributor status will be modified from the above minimums.

The global distributor pricing is (EUROS) €11,90 per bag of Elcosorb powder, excluding shipping costs. This is a flat, fixed price, non-negotiable and the same for all global distributors. The suggested retail cost in Europe currently ranges between €45-78 per bag. A 40’ Container with 34 Euro- Pallets, each holding 42 Sacks of product would equate to 1428 Bags of Elcosorb. The bag dimensions are 50 Liters weighing 7 kg (14 lbs) each. One 40 foot container of Elcosorb, excluding shipping charges, would run approximately €17,000 (\$22k) with a retail value of €65,000 to €110,000. (\$84k-\$143k)

Response Requirements

When responding to the RFP, the bidder should elaborate on key strengths of its operation but also convey a realistic approach on how it will approach the US market and achieve success in bringing Elcosorb to market.

Please include the following in your submission:

- Brief overview of your proven distribution chain
- Sales and marketing plan to establish significant market share
- Internet and media marketing availabilities
- Benchmarks that review progress of sales growth within first 12 months
- Ability to furnish all necessary licenses and permits to sell and market Elcosorb
- Financial ability to purchase product by the container
- Qualifications of the company to be the best suitor to earn exclusive distribution rights
- References of similar past product launches

Proposals should be prepared simple, providing a straightforward, concise delineation of the approach and capabilities necessary to satisfy the requirements of the RFP. Technical literature and elaborate promotional materials, if any, should be submitted as individual attachments and in pdf format.

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Responses should include:

I. Cover Letter

Signed by Proposer representative authorized to bind the proposing firm contractually.

II. Table of Contents

III. Executive Summary

A one-page high-level overview of the solution being proposed.

IV. Client References

Include samples of past product launch campaigns with descriptions on outcome and success. Electronic and print files will be accepted. Please provide more information than is currently profiled on your website.

Provide at least three relevant client references Include:

- Client name
- Contact name and contact information
- Contract name
- Types of services provided

V. Staff Information

Provide key staff member's contact information, role and responsibilities.

VI. Proposed Work

Explain how you will complete the scope of work as described in the Scope of Work section in this RFP. Include approach, proposed timeline, solution, and other information showing how requirements will be met.

VII. Financial Commitment

Please include a detailed financial proposal that includes:

- Company Financial Overview
- Initial investment commitment
- Ability to build significant market share
- Marketing commitment
- Internet SEO investment

VIII. Formal Application

Please include completed Exhibit A form

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Proposal Evaluation Process

Evaluation Procedures: Proposals will be evaluated by a team. The team will consider the completeness of the RFP response and how well the proposal meets the needs of the manufacturer. Proposals will be evaluated using the criteria as outlined below. All proposals will be evaluated using the same criteria and possible points.

Evaluation Criteria

	Possible Points
• Responsiveness/Completeness of Proposal (i.e., was proposal well written and organized? Was all requested information provided?)	10
• Experience/Qualifications (i.e., What is proposer's level of experience for requested service? Has proposer provided similar service to municipal organizations?)	25
• Scope of Services (i.e., Does the proposer understand what it will take to successfully achieve the goals and objectives of the requested services?)	30
• Functionality (Did the response address the requirements of the RFP?)	10
• Financial (i.e., does the proposer have the ability to invest for product launch)	25

Total Points Possible: 100

"Company" reserves the right to contract with more than one product distribution partner in the United States provided the responses to this RFP do not meet the requirements set by Eltico AG and "Company". In addition, "Company" reserves the right to re-issue this RFP should no suitable distribution partner(s) be identified from the responses received within this RFP. Alternatively, "Company" may offer geographic regions or exclusivity to sell in geographic regions of the United States to multiple bidders of this RFP. "Distributor" is welcome to apply for specific territories, regions or specific market segments should company feel that this would strengthen their overall response to this RFP or their ability to market and distribute the Elcosorb powder successfully.

Submittal Information

Proposals should be submitted by 4:00 PM EST on June 18, 2012 in electronic format to: eltico@eusaconsulting.net. Questions are to be submitted in writing only and will not be considered if received after the cutoff time and date listed below. Questions are to be emailed to: eltico@eusaconsulting.net.

Proposals submitted after the due date and time may not be considered. Proposers accept all risks of late delivery of electronic proposals regardless of fault. EUSA Consulting, LLC, Eltico AG and its affiliates will not be responsible or held accountable for any costs associated with responding to this RFP.

Tentative schedule dates are:

Schedule: RFP Issue Date:	06/11/2012
Proposer Questions Due:	06/15/2012 5:00 pm EST
Answers Returned:	06/18/2012 5:00 pm EST
RFP Due Date:	06/22/2012 4:00 pm EST
Announce Apparent Successful Bidder:	06/28/2012 4:00 pm EST
Contract negotiations completed and signed by:	07/09/2012
Anticipated project start date:	08/01/2012

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Exhibit A – COMPANY PROFILE

Please complete this application and return together with your RFP response.

Company Name _____

Company Structure (Inc., LLC, Ltd.) _____

Name of Beneficial Owner _____

Name of Contact Person _____ Position with Company _____

Address _____

Email _____ Phone _____ Fax _____ Website _____

Years in Business _____ Number of employees _____ Size of Facility (sqm) _____

Warehouse Space (sqm) _____ Retail Showroom(s): Yes No

How many Locations _____ Annual Sales _____ US Dollar

Existing Customer Base that would buy Elcosorb Oil Absorbant Powder: Yes No

Explain:

Signature: _____ Date: _____ Print: _____

Title of Person submitting RFP: _____

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Exhibit B –

ELCOSORB®, OIL-ABSORBENT PEAT MATERIAL SAFETY DATA SHEET*

1. PRODUCT DESCRIPTION

Product Name: „ELCOSORB“
Chemical Synonyms:
ENVIRONMENTAL ORGANIC
ABSORBENT
Chemical Family: SPHAGNUM
PEAT
Emergency Telephone Number:
In Switzerland Basel ++ 41 61
272 43 44

2. HAZARD RATING

Least 0 Slight 1
Moderate 2 High 3
Extreme 4
Health: 0
Fire: 1
Reactivity: 0

3. INGREDIENTS

Composition Exposure
Limits %
PEAT NUISANCE
PARTICULATE 10
mg/m³ 91,5%
MOISTURE N/A 8,0%
MISC. INERT N/A 0,5%

4. HEALTH INFORMATION

CHRONIC AND ACUTE EFFECTS OF
OVER EXPOSURE
Inhalation: MAY CAUSE SLIGHT
IRRITATION WITH VERY HIGH
CONCENTRATIONS
Ingestion: NO KNOWN HAZARD
Eyes: DUST PARTICLES MAY CAUSE
MINOR EYE IRRITATION
Skin: NO KNOWN HAZARD
Applies to unused „ELCOSORB“
Toxic Data: ESTABLISHED NON-TOXIC

5. PERSONAL PROTECTION INFORMATION

Ventilation: ADEQUATE VENTILATION SHOULD BE AVAILABLE TO KEEP DUST CONCENTRATIONS BELOW EXPOSURE LIMITS
Respiratory Protection: A NIOSH APPROVED DUST RESPIRATOR SHOULD BE WORN WHEN DUST STANDARDS ARE EXCEEDED.
Eye protection: SAFETY GLASSES WITH SIDE SHIELDS ARE RECOMMENDED.
Skin Protection: PROTECTIVE CLOTHING IS NOT NECESSARY FOR „ELCOSORB“, BUT MAY BE REQUIRED TO HANDLE ABSORBED
HYDROCARBONS.
Other: WASHING FACILITIES SHOULD BE AVAILABLE

6. EMERGENCY & FIRST AID PROCEDURES

Inhalation: Ingestion: Eyes:
REMOVE TO FRESH AIR, DO NOT INDUCE VOMITTING, FLUSH EYES WITH RUNNING WATER TO REMOVE PARTICLES
Skin: WASH IRRITATED AREAS WITH MILD SOAP AND WATER IF IRRITATION OR DISCOMFORT PERSISTS, CONSULT A PHYSICIAN
Note to Physician: SYMPTOMATIC TREATMENT

7. FIRE & EXPLOSION HAZARDS

Flash Point & Method Used: Lower Flammable Limits in Air %
By Volume
N/A N/A
Auto Ignition Temperature: 265° - 289°
Extinguishing METHOD: USE MEDIA NEEDED TO CONTROL
SURROUNDING FIRE
Special Fire Fighting procedures STANDARD FIRE PROTECTION
& Precautions: EQUIPMENT
Unusual Fire & explosion Hazards: DRY (UNSATURATED)
ELCOSORB MAY WICK PETROLEUM-BASED PRODUCTS TO AN
OPEN FLAME.

8. PHYSICAL DATA

Bolling Point: Melting Point: Vapor Pressure:
N/A N/A N/A
Vapor Density: Solubility in H₂O: Appearance Odor:
N/A NOT SOLUBLE LOOSE BROWN, FIBROUS
pH: % Volatile by Weight Evaporation Rate:
3,5 -4,5 N/A N/A

9. REACTIVITY

Stability: Hazardous Polymerization:
STABLE NOT KNOWN TO OCCUR
Conditions & Materials to Avoid: STRONG ACIDS/ BASES
Hazardous Decomposition Products: NONE KNOWN

10. SPILL OR LEAK PROCEDURES

Emergency Action: SWEEP UP AND CONTAINERIZE IF UNUSED
Waste Disposal: OF SPEC. OR UNUSED ELCOSORB IS NOT HAZARDOUS. DISPOSE OF USED ELCOSORB ACCORDING TO LOCAL
REGULATIONS COVERING MATERIAL ABSORBED.

11. STORAGE & TRANSPORTATION REQUIREMENTS

Emergency Actions: STORE IN DRY PLACE TO PREVENT UNWANTED HYDRATION
Other Precautions: NONE
Transportation Requirements: NORMAL FREIGHT

*Due to the variety of liquids and chemicals involved in spills, the manufacturer cannot recommend disposal procedures or guarantee the performance of Elcosorb other than to replace such quantity of product proved to be defective. Elcosorb disclaims any liability for loss or damage incurred in connection with the use of this substance.

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Exhibit C – ELCOSORB® Overview and Characteristics

Sample Picture of one Euro Pallet containing 42 sacks of Elcosorb Powder



Product Characteristics:

ABSORPTION RATE	APPROX. 600-800 % OF MOST OILS / OILBASED LIQUIDS
PHYSICAL APPEARANCE	Treated cleaned natural fibres; brown, cornsize, approx 0,5-4 mm
STORAGE	In dry area, will not freeze, non-combustible
SHELF LIFE	Indefinite
DISPOSAL	Buried or burned, biodegradable
REACTION TIME	Immediate
COMBUSTION TEMPERATURE	350°C; can be incinerated
ASH CONTENT	Less than two percent (2%)
APPLICATION	Manual or with mechanical blowers
RETRIEVAL	Mechanical suction devices or with skimmers / brooms
TOXICITY	Non-toxic, environmentally safe
USE	On solid surfaces and on water
FLOTATION TIME	Up to 72 hrs

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Exhibit D –

Select List of Oils and hydrocarbons that Elcosorb Powder will absorb

Acetone	Isopropanol
Acetonitrile	Jet Fuels
Amyl Acetate	Kerosene
Benzene	Methanol
Bromodichloromethane	Methylene Chloride
Butanol	Methyl Ethyl Ketone
2-Butanone	Methyl Phenol
Bunker C	Motor Oils
Canola Oil	Naphthalene
Carbon Disulfide	Oil Based Paint
Carbon Tetrachloride	Oil Based Ink
Chloroform	Oil Based Drilling Fluids
Chloromethane	Paraffin Oil
Corn Oil	Pentane
Cutting Oils	Pentachlorophenol
Cyclohexane	Phenol
Dichloromethane	Propanol
1-2-Dichloroethylene	48% in acetone
Diesel Fuels	Scintillation Liquid
Ethanol	Silicone Oil (100cs)
Ethyl Ether	Styrene
Ethylbenzene	Tetrachloroethane
Ethylene Glycol	Tetrachloroethylene
Gasoline	Tetrahydrofuran
Heptane	Toluene
Hexane	Trichlorophenol
Hexachlorobenzene	Trichloroethylene
Hexachlorobutadiene	Varsol
Hexachloroethane	Vinyl Acetate
Hexene	Vinyl Chloride
Isobutanol	Xylene
Isoprene	