



Q&A with Joe Wilson, CEO of Bio-Response Solutions, Inc. providing an Effluent Decontamination System for Pharmaceutical, University, Federal and State Government Bio-Containment Facilities and Alkaline Hydrolysis Cremation Equipment for the Pet and Human Funeral Industry



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“It is a great sense of satisfaction for us to make a machine that someone can use to make a living.” - Joe Wilson

Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: Mr. Wilson, would you tell us about Bio-Response?

Mr. Wilson: We have two major market areas. One is bio-hazardous waste water management systems for bio-containment facilities. These can be federal or state facilities, university facilities and pharmaceutical companies who are

making vaccines and they make viruses, so they must make sure they do not put all of that virus out into the sewer system after they are finished making their vaccines and we make systems that that goes through to make sure everything is dead and cleaned up before it goes out into the sewer system. Bio-containment facilities work with dangerous microbes in things like Ebola, tuberculosis or anthrax, to develop anecdotes or vaccines, to learn more about them and new diseases such as avian flu. Things like that are worked with in very tightly contained facilities called bio-containment facilities and anything coming out of the bio-containment facility must be sterilized. We cover two areas, we cover carcasses such as mice, rats, rabbits etcetera that might be used in the processes of an animal facility, or we also cover the liquids that come out. Wastewater and carcass disposal make up half of our business; we call this the scientific side of our business. The other side is Alkaline Hydrolysis Equipment for pets and for funeral industry and institutions. We build systems of different sizes for pets from 400 lb. capacity which is our most popular Alkaline Hydrolysis System; up to equipment of 2500 and 4000 lb. sizes. We do institutional systems for universities or pharma companies of different sizes up to 10,000 lbs. for Alkaline Hydrolysis to dispose of animal carcasses, and we do systems for institutions doing willed body, where you donate your body to medical research or training of medical students in surgery, then when they are finished those bodies can go through either a cremation process, be buried or go through alkaline hydrolysis. We make that kind of equipment and then we make systems for the funeral industry for individual bodies of family members who choose not to be buried and who choose not to be cremated by fire. They have a third option now which is new, which is water and we make the water system that uses alkaline hydrolysis.

CEOCFO: Do most people really care about how they are cremated?

Mr. Wilson: Yes, the living do. Cremation by fire is much more environmentally acceptable than burial. Burial is going to be a thing of the past because there are too many people and limited land. You can look at Japan of a perfect example of where we are headed. Japan is 99.97% cremation. They literally do not have a burial option in Japan. If they do it is a multi-hundred thousand dollar option. Now the US this year crossed the boundary of 50% cremation so 50% of those who perish are cremated rather than buried and in 20 years that will be 80% according to the National Funeral Directors Association and the Cremation Association of North America.