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Green, Biodegradable Products That Work In Water Is What Flexible Solutions Is About – With Biodegradable Pool And Reservoir Covers And Now Biodegradable Poly Aspartic Acid Products As Detergent Additives And Oil Field Scale Control

Basic Materials
Specialty Chemicals
(FSI-NYSE)

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Daniel B. O'Brien
President and CEO, Director

BIO:

Daniel B. O'Brien is the CEO and a Director of the Company. The Company has employed him since its inception. His responsibilities include coordinating strategy, planning, and product development. He has been involved in the swimming pool industry since 1991 at which time he founded a private company called Flexible Solutions Ltd., which was purchased by the Company, through the share exchange in August 1998. Prior to his involvement with Flexible Solutions Ltd., Mr. O'Brien was a teacher at

Brentwood College where he was in charge of Outdoor Education.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: Mr. O'Brien, you have been with Flexible Solutions since the start: what was the vision of the company when you began, and where are you today?

Mr. O'Brien: "The vision when my father and I started the company in 1991 was to start a company to do two things; be good to the environment and make money. Today, we are not only producing and selling the products that we thought we would be, but we are living the dream and we are producing 100% of our products environmentally sound and sustainable. We are making money."

CEOCFO: Would you tell us about your product lines?

Mr. O'Brien: "We have two product lines. We originated swimming pool covers that are monolayer films and biodegradable. We took those biodegradable films and we expanded them, so they could also be used on reservoirs for saving water. That is the smallest portion of our business now; it is only 10% of our sales. In 2004, we acquired another company out of bankruptcy that has become 90% of our sales. It produces biopolymers, which is in our case the polymerization or joining together of multiple aspartic acid units into poly aspartic acid. Poly aspartic acid has several uses and is fully biodegradable, and we are in the process of opening a factory to make our raw materials from sustainable sources."

CEOCFO: What is poly aspartic acid?

Mr. O'Brien: "Aspartic acid is an amino acid that is present in every living animal. It is necessary to human life and it is extremely safe since it is part of us. Aspartic acid is normally manufactured from fractions of oil by-products, in particular benzene. When you polymerize it into a polymer or a long chain, it has very different properties while still retaining all its safety and biodegradability. If you take a polymer of aspartic acid it has some abilities, such as it can keep scale from forming on the inside of pipes. Its irritating form is when your kettle gets that white skim on the internal heating element. But if this were happening in your oil field recovery pipes, where the scale from the water that comes up with the oil is plating out on the side of pipes, your oil well may plug with scale before you get all the oil out and it is extraordinarily expensive to remove scale after it occurs. Poly aspartic acid is approved in the Norwegian offshore oil industry for being a biodegradable scale preventative and currently our biggest sales are into the offshore oil industry in Denmark, Norway, and Sweden where they prefer to use biodegradable products if they are available. Another interesting use for a long polymer of aspartic acid is that you can substitute that biodegradable aspartic acid into detergents for either phosphates or the acrylic acid component, which doesn't biodegrade. The result is an equal performance laundry or dishwashing detergent that doesn't release large quantities of non-biodegradable acrylic acid or large quantities of phosphates into the water supply. We are selling this product already for certain biodegradable detergents. We have a company in the United States called Method that sells through Target and they are using our biodegrad-

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