

KFA NEWS RELEASE

KFA in collaboration with KSA signs *exclusive* Middle East business development & representative agreement with Hyperseal, Inc.



Left to right: Colonel Ronald R. Savin (US Air Force Retired) Chairman Hyperseal, Inc., Khodr I. Saab President K. I. Saab & Associates and Keith Fryer President Keith Fryer Associates Ca, Inc.

February 15, 2016 Rancho Mirage, California, USA: Keith Fryer Associates CA, Inc., aka **KFA Marketing Consulting** provides clients in the USA, GCC Middle East countries and China with a wide range of marketing & project management consulting services; based on more than 25+ years of experience gained in these markets focused on recycling, construction materials and other related projects.

KFA in collaboration with its close associate K. I. Saab & Associates has signed an exclusive Middle East representation agreement with Hyperseal, Inc., and Ronald R. Savin the holder of patented product applications relating to recycled rubber, SBR and other coating applications. This is the culmination of many years of market and product development and represents a long standing strong business relationship between the parties.

Messrs. Fryer and Saab are traveling back to Dubai and Jeddah Saudi Arabia next month for an extended trip to progress several ongoing tire recycling projects; as well as progress ongoing negotiations to secure license agreements for a range of Hyperseal recycled rubber non-toxic GREEN product applications for roofing membranes, caulking, truck bed liners, pool liners, marine industry paints and a wide range of anti-corrosion products.

About Hyperseal, Inc., – Hyperseal Patented Paints and Coatings is a specialist coatings development Company led by its Chairman Colonel Ronald R. Savin (US Air Force Retired). Col. Savin holds bachelor's degrees in Chemistry and Literature from University of Michigan, with postgraduate studies at Columbia University and the University of Paris (Sorbonne). During his military service Col. Savin developed Aerospace and anti-corrosive coatings, contributing to professional journals as well as working with the Paint laboratory of the Air Force Systems Division at Wright Patterson AFB on Air Force development projects. He is a member of the Steel structures Painting Council, National Association of Corrosion Engineers, Federation of Paint Technicians, Federation of Coatings Technology, Air Force Association, Reserve Officers Association, and the Army Navy Club. Col. Savin retired from the Air Force to run his own paint and coatings development company, Premium Finishes, Inc. In 1991, he sold the company to Hunting PLC, a British development conglomerate for anti-corrosion and aerospace coatings.

For his contributions to the scientific community, Col Savin is continually listed in the Who's Who in America, Who's Who in the World and the Who's Who in Science & Engineering, Finance in Industry. Col. Savin is a chemical engineer specializing in anti-corrosion coatings. His career has included the development of over 400 coatings for both private industry and military applications. Col. Savin has approximately 20 patents in the field, Col Savin was frustrated by his high air conditioning bills and the constant need for repair on the equipment. After setting up a laboratory, Col Savin developed a coating that could meet California's high environmental standards while also significantly cooling his roof and patio.

Using his extensive knowledge of chemical engineering, Col Savin began experimenting with combinations of the reflective properties of white paint and glass. After a series of experiments, Col Savin emerged with a revolutionary method of formulating hollow glass microspheres into a non-toxic acrylic coating. He has been awarded a US patent for the method and trademarked it Hyperglass®. www.hypersealinc.com

About KFA – Keith Fryer President of KFA (established in California in 1992) has been associated with the tire recycling & the GFRG related construction industry sector for many years and has been involved with market development work in Germany and the Middle East Gulf States - where Keith spent more than 5-years living and working in Riyadh, Saudi Arabia as General Manager of GRC (Saudi Arabia) Ltd. Strategic alliances have been established and a new KFA focus is being developed in collaboration with K. I. Saab & Associates to introduce new technologies and know-how in Europe, the Middle East and elsewhere around the world based on 20+ years tire-recycling & construction industry project management experience. www.kfa-ca.com

About KSA - With 20+ years of international experience (including building the first tire recycling plant in Dammam, Saudi Arabia) associated with the tire recycling sector, KSA is pleased to be closely affiliated with KFA and our group can collectively bring specialist knowledge and expertise to the table and advise clients in all areas of the tire recycling business; from initial feasibility studies, design and development, technology transfer programs, project management and other associated services covering all aspects of the tire recycling arena. www.kisaab.com

**For more general information contact –
Keith J. Fryer / President**

Keith Fryer Associates, CA, Inc. / KFA Marketing Consulting

Orange County, Southern California, USA

Tel: 949-413-9190

Email: Kfryer@kfa-ca.com Web: www.kfa-ca.com