

CASE STUDY #6

The Company

Stanley Environmental Sciences Inc.
as part of Stanley Technology Group Inc.
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Founded in 1954, the Stanley Technology Group comprises 15 operating companies which provide a variety of professional consulting services for industrial, commercial, government, institutional and international clients. Representing one of these 15 companies, Stanley Environmental Sciences Inc.(SESI) was formed in 1988 to market and implement advanced wastewater treatment systems.

- Employees: 40, with support from 1200 Stanley Technology Group employees
- Sales: \$4-5 million

The Product

Stanley's product is a biological nutrient removal technology designed to work in the low strength, low temperature wastewaters common to Canada, the United States and Europe. A key component of this technology has been the development of the unique primary sludge fermentation (PSF) system. The system removes nutrients more effectively than traditional chemical technology without producing any chemical sludges. The system is designed to be utilized as an "add-on" to existing wastewater plants, or incorporated into the design of new plants.

Achieving Success

Stanley was alerted to an International symposium on wastewater technologies being held in Copenhagen. They quickly decided to prepare a presentation of their technology for the symposium in hopes of attracting clients.

To help fund the costs associated with presenting at a symposium Stanley received a \$25,000 PEMD grant.

Within months of the symposium Stanley was commissioned by the municipality of Frederiksvaerk, Denmark to design a new biological treatment plant using the PSF system.

As Stanley's process was desired by the client they had the luxury of choosing a local partner to work with. A careful survey of potential engineering partners was undertaken to determine the best fit for Stanley. Carl Bro Inc. of Denmark was chosen as the partner for the Danish venture.

Successful joint venture with Carl Bro has provided Stanley with potential future business in various Western European countries.

Due to their success within Denmark, Stanley has been pursuing the German, U.K. and Swedish markets. Partners have been located for the Swedish and U.K. markets, and pilot projects have been established in Sweden to illustrate to potential clients the effectiveness of the product.

Sales for 1990 equalled \$100,000 for the Western European market. It is anticipated that sales will increase as Stanley becomes more entrenched in other Western European countries.

The Barriers

The major barrier was overcoming an "in-house" belief within Stanley that the Europeans must already have developed similar technology to Stanley's and therefore time and money were being wasted on preparing for the symposium.

The existing standards for effluents still result in chemical processes being cheaper to operate than Stanley's biological process. However, as the standards for nutrient removal are increased, Stanley's process is more economical as well as more environmentally acceptable.

An additional barrier was the German belief that a product not developed or produced in Germany is not worth considering.