

Integral Technologies, Inc. Has Created A Moldable Material That Can Shield Or Carry Electricity Just Like Metal



Technology
Electrically Conductive Plastic
(ITKG-OTC: BB)

William S. Robinson
Co-Founder, Chairman and CEO

BIO:

William Robinson, Chairman & CEO, is the co-founder of Integral Technologies. Robinson drives the development and implementation of company strategies. Robinson's background includes extensive experience in the mining and petroleum industries and includes over 20 years of experience as President of other publicly traded companies.

Company Profile:

Integral Technologies, Inc. is the sole owner of ElectriPlast TM and we focus the majority of our resources on researching, developing and commercializing our ElectriPlast TM technologies. ElectriPlast is a patented non-corrosive, durable, conductive plastic pellet that replaces the metallic component currently used in electro active shielding and conductive devices, thus creating applications never before possible and with weight reductions of up to 60%. ElectriPlast can be tailored to meet each customer's specifications in ways not possible with other conductive plastics. ElectriPlast can be fabricated into virtually any shape or dimension and has a much shorter devel-

opment and design cycle versus metal. Integral has a full staff of Technical and Design Engineers and is capable of manufacturing through its partner, Jasper Rubber Inc. of Jasper Indiana.



ElectriPlast TM Material

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

CEOCFO: Mr. Robinson, what was your vision when you founded Integral Technologies and where are you today?

Mr. Robinson: Our vision originally was that we started as a small antenna company and it was during that brief building of flat-panel antennas for a satellite company in the Virginia area, we needed a part and phoned around to a lot of the different plastics companies, which led us to where we are at today. We ended up creating a new material called ElectriPlast™. So our vision was flat-panel antennas, but it morphed into a plastic pellet company to where we are now manufacturing pelleted materials for different companies. It kind of grew because we needed a part, but nobody else had the right plastic and from that we developed ElectriPlast.

CEOCFO: What is ElectriPlast?

Mr. Robinson: ElectriPlast is a manufactured pellet that allows a company to have a tremendous amount of either shielded properties from electrical current or magnetic current. In addition, it will carry electrical current through the plastic like aluminum; like a metal. So basically we have created a moldable more extrudable material once it is put into an extrusion machine or a molding machine that can shield or carry electricity just like metal.

CEOCFO: Why do we need the ElectriPlast instead of metal?

Mr. Robinson: The nice thing about our ElectriPlast pellet material is that the cheapest method of manufacturing, bottom-line, is injection molding. You can have an injection molded cavity of thirty or forty parts at one time, where if you were to do it with metal you have to stamp it with metal, which is a tremendous amount of cost, because stamping metal your parts wear out very quickly. With an injection molded machine it carries on not quite forever, but a lot further and your bottom-line costs to injection molding are a lot cheaper than metal.

CEOCFO: Who is using your product today?

Mr. Robinson: Right now we have five different companies that are using the product. We are at a point where they have done a lot of research and development on their own with our help and over the next probably quarter, you are going to see those companies that we put out news releases about that are going to start ordering material. I can't really name names because we are under non-disclosure agreements with those companies because they want some insight into their business areas. However, just to give

you an idea of some of the diversity, one is a hearing aid company that wants to use it for a little antenna on their hearing aid. I don't know what else they want to do with it, but I am going to guess that they want to use it for communicating to a blackberry or a hand-held device wirelessly at the same time as getting a hearing aid working for the patient. We have another company in southern California with a large defense contractor, and they wanted it for shielding high tension wires. We have two other car manufacturers actually putting it through its paces right now on crash tests for implementation on some cars that are coming up. A lot of the hybrid cars that are going to start being manufactured over the next twenty years are going to need materials light-weight, strong, that do shielding and they are looking at ElectriPlast. It is a fascinating area of diversity. We have a couple of antenna companies that are using the material now for wireless communications, so it works in everything.

CEOCFO: What is your marketing strategy; is it partnering or licensing?

Mr. Robinson: We manufacture a pellet and that pellet is often customized to their needs, so sometimes it is loaded very heavily to carry electrical current, sometimes it is loaded heavily to protect against electrical current. Whatever the customer needs is how we manufacture it. Once they have determined what they want then the business model is yes, we then license them a particular use for that license. So if they need it for an antenna we will give them a license to use our material in their confines or in their particular part. Right now we are doing that for \$1 because of course like anybody who knew and brings a technology to the forefront, we want to make sure that everybody starts using the material. If you take it the other way and license them and have an upfront fee which we do, which would not allow anybody else to use the material, if that is the case then we would have to charge a big upfront fee to make sure they were the only people that would be able to use our ElectriPlast. There are two ways to do it and we felt that the smartest way to do it is to get

everybody else to use ElectriPlast now, get it into their products, and once they started doing that they never turned back and use metal again.

CEOCFO: Where do you do the manufacturing?

Mr. Robinson: For our manufacturing, we have a contractor down in Jasper, Indiana called Jasper Rubber. They help us do everything from soup to nuts when it comes to making the pellets and blending the pellets. They manufacture, they blend the material, and they ship it for us. It is a great company and has been around since the late 1940's, just after the war it started up; great town, good people, hard-working people, 350,000 square feet of manufacturing area, eight hundred employees depending on how well the economy is doing. We felt that we liked the management, and we liked the people that were involved down there. As you

At the end of the day we are going to find ourselves into a lot of these hybrid car markets, we are going to find ourselves into hand-held devices, laptop computers, and the story about ElectriPlast and its simple pellets and the way you can extrude or mold things is going to morph into a heck of a story over the next several years. - William S. Robinson

know in the Midwest they still know how to get their hands dirty and that is important when you are doing something new like this, because it took a lot of trial and error to figure it all out, and it is in the United States.

CEOCFO: With a wide range of potential customers; where do you focus?

Mr. Robinson: A lot of companies get into a big problem in that regard because they get that kind of shotgun approach and they are all over the place. That same thing happened to us in a funny way, and by that I mean we have never done any outsourcing or any emails or contacted any customers. We have never made an outgoing phone call, it has literally been word of mouth or the occasional magazine article or a great interview like this. We have basic knowledge of the material through word of mouth. We have never put anything out into the system, we have never rented any space in a magazine, and we have never done anything like

that. It is growing in regards to that because of the diversity and need of new material in electronics, and people are looking to replace things now days. They are looking for a new technology that is simple and we have managed to create that. So just by absolute luck we have now over 350 non-disclosure agreements, with 350 different companies. We are probably working with about thirty of those companies right now, supplying the materials so that they can come up with a part to replace whatever part they are currently using. Most of those parts they are replacing are metal, and we offer a 40% savings in weight over aluminum and a 50% to 55% weight savings over copper. If you take those sort of things into play looking at a plastic that does the same thing as metal, makes a lot of sense.

CEOCFO: Are you working strictly with US companies, or is there global interest?

Mr. Robinson: We are working with a lot of US companies. We also have a couple of Canadian companies we are working with, and we are working with two or three overseas companies. All of a sudden, all of those non-disclosure agreements are starting to pay off and materials are getting shipped out. As

I said, people are doing their own research and development on it, but since we just came up with our eight different fact sheet on different blends that we have now for the company, we have noticed a huge rise in people questioning what we are up to and how can they get some materials to do some testing. So it was really a huge step forward once we got all those eight blends put out onto the marketplace. Engineers are the people that are going to read those things first and if they get excited about it, they will take it to their mid-management people and say hey let's have a look at this material because we might be able to use it in the future product.

CEOCFO: Research and development is always expensive; what is the financial picture like for integral Technologies today?

Mr. Robinson: R&D of our own has been an ongoing scenario for the last six

years. It has been expensive just to protect ourselves in regards to the base technology, which is the ElectriPlast Pellet and all the different uses of that pellet. We have had to take the time and hire patent lawyers and that was a tremendous amount of money, several million dollars to get where we are at today. We currently have 49 patents approved, and we have another 30 or 40 that will be added onto that over this next eighteen months. We are continuing to expand ourselves and add more patents over the next year; so you are right, it is very expensive. Along the way we have managed to do some private placements. We have never done a public raise to date, but we are looking at doing something with the economy turning around a little bit, the money is starting to come around a little bit with some of the bankers and things like that. I think we will probably have to do something here in the fall or early winter. The difference is the last year and a half to two years has been terrible in the economy, but we feel very good about what we are doing and the product and we are going to start having some sales. Once we start meeting with some of these big corporations that we are dealing with, they are going to diversify into more and more use of ElectriPlast and then what is going to happen is that is going to open a lot of doors for us in the private banking

sector. Therefore, we will be able to get whatever money we need to do to expand our company and keep moving forward.

CEOCFO: In closing, why should potential investors pick Integral Technologies out of the crowd?

Mr. Robinson: We have survived. We survived probably the worst three years in market history and for a long time I remember back in the 1980's and 1990's that was pretty bad, 1987 was terrible and the mid-1990's was awful, but this past three years has been pretty bad and we have survived. Look at all the companies that have gone under; there were tens of thousands and now there are just a few thousand. I think if somebody was looking at something that was interesting, we don't quite meet that needle in a haystack, but as far as survivors go, we sure meet that premise. The other interesting thing is we have a technology that is very simple, but works like a charm. At the end of the day we are going to find ourselves into a lot of these hybrid car markets, we are going to find ourselves into hand-held devices, laptop computers, and the story about ElectriPlast and its simple pellets and the way you can extrude or mold things is going to morph into a heck of a story over the next several years. I mean here is a perfect example: when the Apple phone had its' problems over the

last month, I knew exactly what the problem was and what they did was the engineers created antenna that radiated off of the back plate, which is metal. Well the problem with metal is the minute you do that you have grounded the metal into your hand and that is why the phone isn't working. If you use ElectriPlast and you don't have that same problem; it doesn't ground out, it is because of all the tiny little fibers inside the plastic. I am not saying we are going to be in Apple iPhone or a Blackberry phone or anything like that, but I think once we start to get bigger and better, engineers are going to have a look at us and say gee whiz, there is a very interesting material out there you can mold it into an antenna. You can mold it into the back plate of a phone, computer, or anything like that and create a wireless device without having any problems. People are going to take notice, so it is just like anything; you start talking about something and you are out having a drink in the back patio with people and the next thing you know they start talking about this interesting new material. That is how things happen. We are well on our way to making that happen because of all the hard work that everybody has done, and the future holds a lot of fun stuff.



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