

### BACKGROUND

Brimrock Group is a consulting and technology firm with expertise in sulphur processing and facility design. The company has been in operation since 2006.

In addition to servicing the fuel, lubricant and transportation industries, Texas-based Martin Companies provide trading, transporting and terminalling of sulphuric acid and U.S.-produced molten sulphur operations for the export market. Martin Companies are also involved in the manufacturing of sulphuric acid and sulphur-based fertilizers. Annual revenues are in excess of \$1B.

### BUSINESS NEED/OPPORTUNITY

Brimrock Group aim was to get international exposure by expanding into new export markets and possibly get acquired by a multi-national firm. The CED team has been assisting Brimrock in getting international exposure since 2008 such as introducing them to National Oil Companies. The CED team has also been instrumental in getting them connected to a Middle Eastern engineering firm for JV opportunities in that region.

### GOAL/OBJECTIVES

Brimrock's goal was to get as much international exposure for their product and services as possible.



## STRATEGY & IMPLEMENTATION

To achieve the above goals and objectives, Brimrock has been introduced to the following:

- Saudi Aramco: August 2008 and March 2009
- ADNOC: March 2008 and June 2008
- Pemex: April 2008 and September 2008
- Petrobras: October 2009
- SOFCO: November 2008

## OUTCOMES

As a result of these introductions, Brimrock has made major gains with establishing their place in the supply chain of global national oil companies. Brimrock has successfully increased their staff from four to 11 and their square footage from 1000 to approximately 3000.

In September 2009, Martin Companies acquired Brimrock for an undisclosed amount and hence achieved Brimrock's goal of linking their firm with a major player. CEO of Brimrock, John MacDonald believes the acquisition was a direct result of Brimrock's international successes that were in big part supported by the efforts of the CED team.

## CONTACT DETAILS

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