

PRESS RELEASE

Adsorptech's Flaherty Appointment to NJDEC

FOR IMMEDIATE RELEASE

Middlesex, NJ July 18, 2016 –Recently Adsorptech's President & CEO James Flaherty was appointed by the US Secretary of Commerce Penny Pritzker ([www.export.gov](http://www.export.gov)) for a four-year term to the New Jersey District Export Council (NJDEC – [www.njdec.org](http://www.njdec.org)) to contribute leadership experience in support of the Nation's joint industry/government export expansion effort. The NJDEC is a group of 25 business professionals specialized in the international export arena.

According to Jim Flaherty, "Not that long ago, Adsorptech was trying to enter the export market for the first time with a new oxygen production technology and was overwhelmed identifying what were the most urgent priorities to get going in a reasonable amount of time. By working immediately with the US Commercial Services and the NJDEC, years were shaven off Adsorptech's successful export product launch. With the steep learning curve fresh on my mind, it is now time to provide the lessons learned to those with similar export ambitions without a track record. An export focus is critical to US companies to achieve sustainable growth ambitions". Michel Wouters, NJDEC Chair, comments, "Adsorptech is a valuable addition to the NJDEC with their expertise in exporting specialized equipment to worldwide destinations". Susan Widmer, Director, Northern NJ Export Assistance Center, US Department of Commerce comments, "We see ample evidence that international diversification helps US companies weather economic downturns better than their domestically oriented competitors. When it comes to developing sales strategies, the biggest risk is often the failure to consider markets outside the U.S."

Adsorptech, [www.adsorptech.com](http://www.adsorptech.com), is a manufacturer of industrial scale new adsorption-based oxygen production equipment, a service provider for troubleshooting, upgrade and relife of existing adsorption-based industrial gas production equipment and a consulting engineer for any gas separation technology from simple feasibility studies to fabrication and installation services.