

OdorChem

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Maximum Yield recently sat down with OdorChem to talk about how they're working to eliminate odours—big or small—in an environmentally friendly way...

Maximum Yield (MY): How did your company get started? Did it evolve out of something else, or has combatting odour always been the company focus?

Ray Therrien: Our founder and president, Shane Lander, was a fire fighter who specialized in hazardous materials when he became interested in finding a safe and natural method for eliminating the nasty odours these chemicals left behind after a major fire.

Soon afterward Shane established both a business relationship with a chemist who would eventually perfect our special formula (now a trade secret) that is strong enough to use in industrial applications, yet safe to use around people, pets and plants.

Originally, the company focused solely on industrial applications; however we then found out that one of our commercial customers had introduced ONA—the brand for commercial and residential applications—into the hydro industry and we never looked back.

MY: How do your products actually work? What are the chemical processes involved?

Ray: ONA is an essential-oil-based technology that utilizes 32 essential oils to neutralize a wide spectrum of odours. There are three mechanisms of action that can occur:

Absorption: the process in which molecules of a substance are attracted, absorbed and distributed uniformly within ONA molecules.

Adsorption: the process where substance molecules are attracted and held on the surface of ONA by chemical bonds.

Chemical Reaction: the process where two or more odours can cancel each other out when they attract and permanently bond.

MY: What is the environmental impact of your products?

Ray: The compounds that are used in ONA odour neutralizers are high-grade quality, derived from plant materials and safe for the environment. Essential oils are non-toxic and have a long history of being used in things like cosmetics, incense, and food.

ONA's packaging materials are also all made of recyclable materials.

MY: Some of your products come in pails with fans built right in to them—is this a new development in odour removal? Does this approach work on a large scale?

Ray: It may appear that our fans are built into our products, but we actually make our fans to fit on top of our four litre and 20 litre pails. This gives customers the option to use a fan if they need a higher rate of ONA dispersed into the air or need to neutralize odours in a larger room. Our gel products dispense ONA into the air by evaporation, so airflow is important for larger scale applications since ONA will only neutralize odour molecules it comes into contact with.



MY: Who is responsible for coming up with new products?

Ray: Fulfilling our customers' needs continually drives new product development here at Odorchem. For example, our product development in commercial applications—like those used in the hydro market—is primarily focused on fans and dispensers that help our customers use our products more cost effectively.

Whether we are developing chemicals or equipment, our product development team always includes our sales and production teams, our chemists and senior management. This strategy helps ensure that we are providing a solution that best meets our customers' requirements.

MY: What is the largest commercial application you've seen your products used in? What are some of the challenges associated with large commercial projects?

Ray: Sewage treatment plants and food rendering plants generally require the largest volumes of odour neutralizer. Larger commercial or industrial applications all have their own unique challenges and there isn't one simple step or product or dispenser to solve problems. We customize our formula if needed and custom build dispensing system that will deliver the exact amount of odour neutralizer needed to resolve their odour problem.

In many applications ONA is used only as a backup system for



ONA'S production line

emergencies. For example, we were once called in when raw sewage had backed into the overflow ponds. We loaded a plane with our chemical and sprayed the overflow ponds. On its first pass the pilot reported that he almost vomited in the cockpit; however, on his second pass he couldn't smell the sewage at all.

Regrettably, the largest application where ONA has been used was at ground zero after 9/11. Shane volunteered and flew to New York to set up large spray systems that provided odour and dust control to help workers with the enormous task of cleaning up debris.

MY: What have you got in R&D? What's going to be the next big thing in your corner of the industry?

Ray: We have several projects currently in R&D. For many years we have been working on developing new scents that are more consumer-friendly. ONA only comes in three different scents and the reason for this is that our core neutralizer is so strong that it neutralizes most of the scents we try to add to it. To be successful with this particular mission, we're relying heavily on leading-edge advances in chemistry. **MY**

