



Request for Proposal: Technical Consultancy

Perlite Institute: Background

The Perlite Institute was founded in 1949, a year in which it is estimated only 80,000 tons of perlite ore was mined throughout the world. The unusual properties and advantages of this virtually new material had been known for some time, yet recognition and acceptance was impeded due to a lack of reliable technical data, uniform commercial standards and sufficient public information.

What was needed was a coordinated effort, a continuing campaign to secure the future of the perlite industry - an industry of highly promising but largely unexploited potential. Miners of perlite ore and perlite expanders combined efforts and resources in order to help themselves individually. The Perlite Institute was founded.

Its most important task was to evolve, through approved investigation and research, a greater technical and engineering knowledge of perlite and then to communicate the facts and data to producers, specifiers and users of the product. The Institute would increase the public's awareness and knowledge of perlite through well-organized and effective programs of publicity and advertising. It would provide a forum for discussing common problems and for their solution through cooperative thinking and efforts. It would assist the perlite producer in marketing, sales promotion and sales training.

Finally, the Perlite Institute would act as headquarters for the industry by dispensing appropriate information, technical advice and guidance, as well as fostering a strong liaison with allied industries and associations. Responsibility for these tasks was vested in an elected Board of Directors and its staff. Today there are excellent prospects for a steadily increasing perlite market throughout the world. Expanded perlite is being used in many applications, particularly in the construction, horticulture, and industrial fields. Demand is strong and the supply plentiful. The future continues to look promising for the worldwide perlite industry.

However, over the years, the Perlite industry has lost key individuals who were able to provide technical knowledge and advice about this versatile product. That has led to a diminishing benefit for members of the Perlite Institute and a less-than-impactful ability to respond to competitive product claims.

Overview: Scope of Work & Deliverables

This proposal encompasses three distinct scopes of work requirements. We recognize that these three areas may or may not be able to be provided by the same individual, individual(s), or firm; therefore, we are open to receiving proposals for any combination of these three scopes, as follows:

Technical

The intended audiences for this area are the members of the Perlite Institute and their customers, and potential members of the Perlite Institute. The items that fall under the technical scope of work are:

- Contact members and potential members to determine their technical needs
- Drive research and development, focusing on new and existing products
- Answer technical questions about the uses and applications of perlite
- Document and publish test methods

Regulatory

The intended audience for this area are standard-setting organizations and governmental entities, as well as members of the organization. The items that fall under this scope of work are:

- Provide information on health, environmental and regulatory issues and how their impact specifically relates to members of the industry
- Communicate codes and regulations affecting the industry, know about (and be in a position to influence) pending or proposed changes to codes and regulations
- Represent the Perlite Institute at standard-setting organization meetings

Marketing

Utilizing the technical information provided, the marketing aspect of this proposal is related to sharing the information garnered from the other two areas above and includes the following items:

- Develop, with task force assistance, product guides
- Produce a quarterly article for the newsletter
- Attend and make presentations at meetings of the Perlite Institute
- Develop and maintain a list of competing products in each application, and track potential competitive products
- Review and report on trends within the industry
- Represent the Perlite Institute at consumer and industry shows, if approved
- Communicate activity with Board through a quarterly report

Technical Requirements/Criteria for Selection

The skill sets and qualifications of the successful candidate(s)/firm(s) would be:

- Proven research and experience in minerals
- Effective writing skills and published
- Effective communication skills
- Minimum master's degree
- Minimum five years' experience within the minerals industry, preferably perlite
- Ability and willingness to travel internationally

Timeline

The successful candidate(s)/firm(s) will be awarded a two (2) year contract, during which time the relationship will be evaluated by each party.

Format & Proposal Timeline

Those interested in submitting a proposal should do so by indicating which of the three scope(s) are being addressed through the proposal, submitting a detailed document outlining how the various items under each scope will be accomplished, the estimated timeline needed for each activity, a biography of the person(s) who will be assigned to work on this proposal and their backgrounds, the cost to provide the services being addressed, and any other information that would be helpful in our search.

Proposals will be due by October 30 and reviewed by the Board for interviews to be conducted in November and December. The proposed start date of the contract(s) will be January 1, 2020.

Principal Point of Contact

Completed proposals should be emailed to info@perlite.org or sent to: Perlite Institute, 2207 Forest Hills Drive, Harrisburg, PA 17112. Questions may be submitted via email to info@perlite.org.