

# TRANSFORMING INDUSTRIES: THE US MARKET AS A CATALYST FOR INNOVATION

CTP Environment's journey from Canadian success to U.S. market dominance involved establishing a subsidiary that expanded their market share, navigated complex regulations, and built a strong local presence, crucial for thriving in a competitive landscape.





**What motivated CTP Environment to establish a subsidiary in the US, and what impact has it had on your business?**

*After a couple of successful years in Canada, CTP Environment was motivated to establish a subsidiary in the US to pursue growth in North America.*

*The US market, particularly the Gulf Coast, was perfect for our operations due to the growing demand for energy-saving solutions, heat efficiency improvements, and sustainable water treatment solutions.*

*The US is a significant market with stringent environmental regulations and a strong emphasis on sustainability, making it an ideal location for expansion. The impact on our business has been substantial, allowing us to tap into new customer segments, increase our market share, and enhance our global presence.*

*The US subsidiary has also facilitated closer relationships with American clients, leading to tailored solutions that better meet their specific needs.*

**Can you share a success story from your US operations that illustrates the benefits of this expansion?**

*Two notable success stories from our US operations illustrate the benefits of this expansion:*

- A LNG plant in the Gulf Coast faced a critical challenge: cleaning 820 fin fans for the first time after five years of operation without using or producing any effluent (water or foam). Recognizing the importance of maintaining efficiency, preventing equipment damage, and ensuring safety, the customer started a rigorous selection process of a reliable solution provider. CTP Environment was the one chosen for the job. Successfully completing this project not only highlighted our technical expertise but also reinforced our reputation as a dependable partner in the US market.*
- A refinery was facing significant challenges with wastewater management, risking non-compliance with local environmental regulations. Our team in the US worked closely with them to implement a portable water treatment system that not only ensured compliance but also reduced their operational costs. This success solidified our reputation in the US market and demonstrated the tangible benefits of our solutions, leading to further business opportunities and partnerships.*



**What were the primary challenges you faced when entering the US market, and how did you overcome them?**

*The primary challenges we faced when entering the US market included understanding and navigating the complex regulatory environment, establishing a local supply chain, building a team and building brand recognition in a competitive market. To overcome these challenges, we invested in a thorough market research, engaged local experts to ensure compliance. Additionally, we focused on a targeted marketing campaign to build brand awareness and highlight our expertise in chemical cleaning solutions and sustainable portable water treatment solutions.*

**How has the US subsidiary influenced your company's global strategy for sustainable water treatment solutions?**

*The US subsidiary is playing a pivotal role in shaping our global strategy. The knowledge and experience gained from the American market have enhanced our ability to respond to global environmental challenges. We are building a new fleet of mobile units dedicated to the North American market, ensuring compliance with local regulations such as electricity and mechanical standards. This focus on regional needs allows us to develop more effective and tailored solutions, which are then integrated into our global practices, leading to more advanced and efficient water treatment technologies.*



## How do you see the future of CTP in the US?

*The future of CTP in the US looks promising. We plan to continue expanding our footprint by exploring new market segments and enhancing our service offerings. Innovation will remain a core focus, with ongoing investment in research and development to introduce cutting-edge sustainable water treatment technologies. Overall, our commitment to sustainability, combined with the robust opportunities in the US market, positions CTP for continued success and growth in the region.*

