

KFA NEWS RELEASE

KFA offers scrap tire & electronics packaging recycling, construction products & GRC Consulting Services



Scrap tire recycling, ModPOD® and ModPAD® composite panel products, & glass reinforced concrete GRC products

January 12, 2015 San Juan Capistrano, Southern California, USA: Keith Fryer Associates CA, Inc., aka **KFA Marketing Consulting** provides clients in the USA, Europe and GCC Middle East countries with a wide range of marketing & project management consulting services based on more than 25+ years of experience gained in these markets focused on recycling and construction related projects.

Keith Fryer is a seasoned professional with international sales & marketing skills combined with project management experience with emphasis in the field of environmental scrap tire and eco electronics packaging recycling projects, nanomaterial coatings and additives, construction sector and GRC product manufacturing based on experience gained in the UK, USA, Europe & GCC countries including; Qatar, UAE and Saudi Arabia.

Keith has worked for Lafarge Cement, Pilkington Fiberglass Cemfil® and Contracting Divisions in the UK and for 16+ years selling design/build specification services to UK architects and later exporting custom GRC architectural cladding panels to the Arabian Gulf states. In 1980 he was appointed General Manager of the first major GRC manufacturing facility in the GCC, built on a green field site in Riyadh, Saudi Arabia. Keith was also responsible for the operations of a second GRC manufacturing facility in Dammam, Saudi Arabia.

The Company GRC Saudi Arabia supplied custom made GRC cladding and sunscreen panels and supplied products on many major local projects including the King Fahd International stadium in Riyadh.

In 1985 he returned to the UK and set up his consulting business Keith Fryer Associates and worked with a number of UK based clients, including returning to consult for Pilkington Contracting Division focused on fiberglass sales to major UK landmark construction projects including the Broadgate development in London.

In 1992 Keith Fryer Associates CA, Inc., was established in Los Angeles and Keith has since worked as a project consultant, advising client companies on project research, feasibility studies, sales & marketing development programs, management consulting and project management services.

Keith is a Member of the Chartered Institute of Marketing (UK) and is also an active member of the tire recycling industry affiliated with the Rubber Pavements Association (RPA), a non-profit asphalt rubber trade association, based in Arizona; and he was an organizing committee member of the AR2012 5th International Asphalt Rubber Conference held in Munich Germany.

In 2015 Keith will continue his work in the tire recycling business and will be actively returning to the GRC international arena with several GRC consulting projects in the pipeline.

See - www.kfa-ca.com

For more general information contact –

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