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# Entrepreneurs show resiliency in tough times

## Innovation

### Philip Coffey

Managing Director, OMI Industries Inc., Long Grove

Philip Coffey believes in making a splash.

For 20 years, OMI Industries has been helping wastewater treatment and asphalt plants eliminate industrial odors naturally and without harsh chemicals.

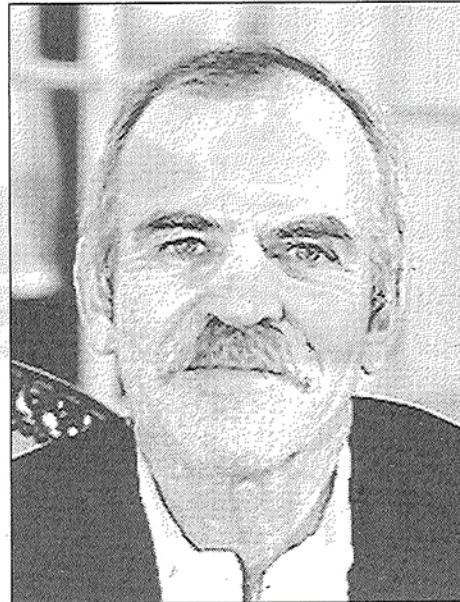
Seeing a similar niche in the consumer market, Coffey launched Fresh Wave, which relies on the same natural ingredients to control odors.

The line has made its way to a few companies you may have heard of: Bed, Bath & Beyond, Whole Foods Market, The Container Store and Ace Hardware.

And Hertz now uses Fresh Wave as part of its daily cleaning routine on its fleets throughout the world.

Under his tutelage, OMI saw revenues jump by 50 percent from 2009 to 2010. The company is poised for similar growth in fiscal year 2010. OMI's workforce nearly doubled during the same period, going from 40 employees to 72.

"Philip M. Coffey is an entrepreneur in the truest sense of the word," said Thomas J. Kelly, chief financial officer



Philip Coffey

at OMI.

"When he's not meeting with clients and distributors, attending trade shows or otherwise traveling in an effort to continue building the brand, he is reviewing sales data, penning a bi-weekly column for the company newsletter or reading trip reports from his sales crew and responding with feedback, tips and genuine appreciation for their efforts and progress."