

## **Robert G. Prince, president of Microgen, Inc. USA**



A noted marketing visionary in surface chemistry and entrepreneur, the following highlights are particularly noteworthy. He received a Bachelor of Science Degree from Fairleigh Dickinson University. During the 1980 to 1998 timeframe, he was an owner, director and corporate officer of Gibraltar Laboratories, a contract testing organization providing safety and efficacy testing services to the specialty chemical, food, cosmetic, device, pharmaceutical and biotechnology industries. His major functional responsibilities included sales and marketing, administration and testing operations. Under his stewardship, company sales increased 800%. He founded Microgen, Inc. in 1987 and set to the task of transforming the specialty chemicals industry, such that disinfectants were seen by the market as premium products as opposed to the traditional perception of seeing disinfectants as mere commodities. In 1991 he orchestrated the largest efficacy

generation project in the history of the specialty chemical industry with the launch and eventual approval by US EPA, FDA and OSHA of Microgen's Human HBV disinfectant testing study using the In vivo chimpanzee model performed on formulations D-125 and Public Places. Which lead to the updating of the 29 CFR 1910.1030 (d) (ii) (A) OSHA Bloodborne Pathogen Rule in 1996. Thus, he changed the historical disinfectant paradigm by carefully listening to customer needs, designing customized labels and skillfully shepherding regulatory submissions through the registration process. This culminated in the launching of high gross profit End Use Products (D-125, CCX-151 Super Concentrate, Public Places RTU and Wipe) that contain still to this day, the largest library of substantiated efficacy claims in the entire global surface chemical industry. He continues to move Microgen and its cadre of sub-registrants into new world market segments, new use sites, new claims and new distribution networks. On average a typical Microgen sub-registrant generates per annum in excess of one million dollars per formulation.

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