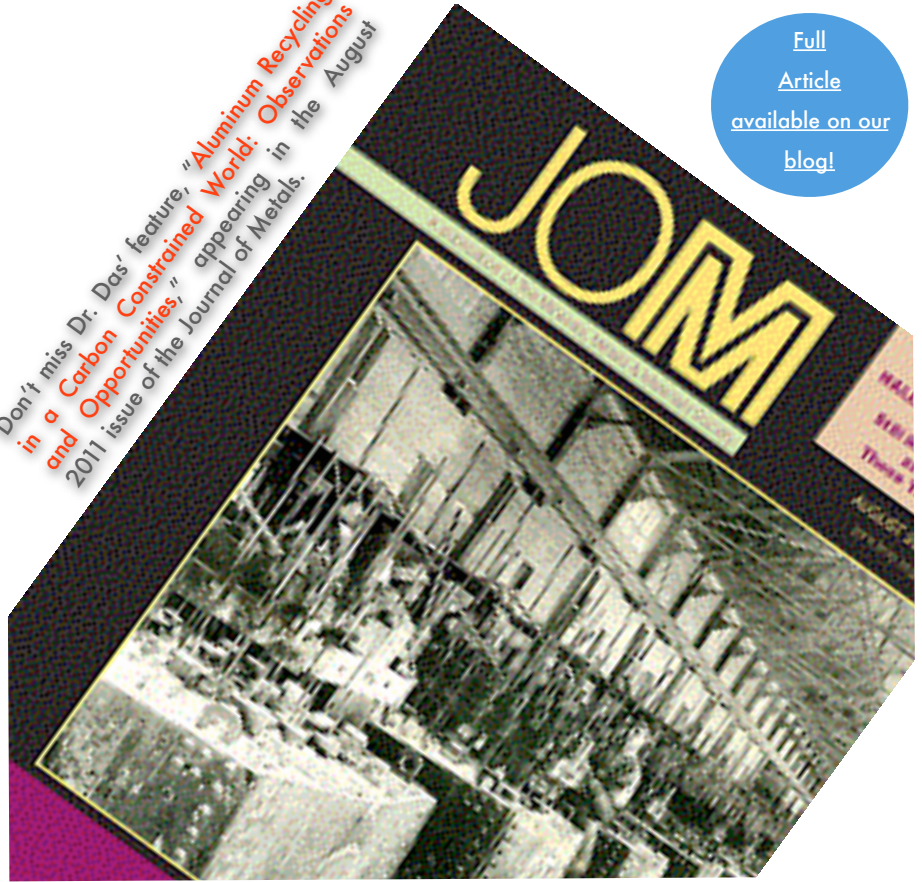


QUARTERLY
NEWSLETTER
FALL 2011

The Rising Phinix

Don't miss Dr. Das' feature, "Aluminum Recycling
in a Carbon Constrained World: Observations
and Opportunities," appearing in the August
2011 issue of the Journal of Metals.



Full
Article
available on our
blog!

John Wiley & Sons to Publish Dr. Das' Upcoming Book

Team Hopes to Complete Project in 2012

Phinix CEO, Dr. Subodh K. Das, has signed a book deal with John Wiley & Sons (publishers of the "For Dummies" series) to publish his upcoming book, [Carbon Management for the Global Metals Industries](#).

This book is the first of its kind to assess the current situation of carbon management for global metals industries. It outlines methods being currently used and suggests new ways to mitigate or minimize the carbon footprint, thereby enhancing the quadruple bottom line of social, economic, legal and

environmental sustainability of the global mining, metals and materials industries.

Metal industries leave a large carbon foot print during their manufacturing as they employ very energy-intensive processing steps, releasing high quantities of green house gases. Topics discussed in the book will include the assessment and development of low-carbon manufacturing processes, recycling-friendly & sustainable products, mitigation and minimization strategies, and the social, economic, legal, social, and environmental considerations.

The book is available for order after October 2012. For more information on this book and other TMS-Wiley titles, please visit www.wiley.com/go/tms.

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Phinix is a proud sponsor
of [Cans For Cash](#).



During the Cans for Cash contest, communities throughout the country are challenged to recycle as many aluminum beverage cans as possible throughout October. During Cans for Cash 2010, Lexington recycled 3.7 million aluminum cans. With your help, we can do even better this year!

Lexington has twice won the national community-wide contest in the large city category for "Most Innovative Ideas" to promote beverage can recycling. The contest runs throughout the month of October. Please help this wonderful initiative!

Events

Here's a look ahead at upcoming events Phinix will participate in this quarter.

September

19-20

[SBIR-KSTC
NIH Grant Writing Workshop
Louisville, KY](#)

21-24

[Idea Festival](#)

26-27

[Governor's Energy and
Environment Conference](#)

October

Annual Kentucky Coal
Association Member Meeting

1-31

Cash for Cans Recycling Event
Lexington, KY

18

[Recycling Training Program
Join us to learn about a new
recycling opportunity here in
Lexington.](#)

November

3

[Residential Energy Workshop
Learn how to make your home
more energy efficient.](#)

26

[Gobble Grease Toss
Bring your used fryer grease!
The grease will be recycled
and made into biodiesel fuel
or used for an animal feed
additive.](#)

Phinix Seals New Contract

Phinix has recently signed a contract with the U.S. Department of Energy to study production and recycling within the aluminum industry in support of the Industry Energy Futures (IEF) study.

As a component of the Industry Energy Futures (IEF) Study, the IEF team is exploring the potential to reduce energy use and CO2 emissions through greater reuse and recycling of materials. The objective is to develop a tool which tracks the current recycling practices of aluminum and other metals, and assesses the energy use and emissions reduction potential from next generation recycling mechanisms. It is anticipated that the results of this initial deep-dive analysis will feed into the larger IEF framework and will help inform future R&D funding opportunities for the Industrial Technologies Program.

The study will quantify how aluminum recycling technologies and processes for different market sectors contribute to energy savings. This study could potentially be extended to other metals in the future.

New Headquarters

Phinix recently relocated its offices to the Lexel Building (pictured right) located at 1500 Bull Lea Road, Lexington, KY. This beautiful office suite features several amenities including two large conference rooms and an on-site cafeteria. Phinix welcomes its friends and business partners to stop by and visit our new location!

Stepping Up On Social Media

In recent months, Phinix has been hard at work improving our various social media projects. These projects include Facebook, LinkedIn, Twitter, Wikipedia, and our company blog, hosted by Wordpress.

We invite all our friends to visit our various social media outlets; we'd love to hear from you! You can find the web links and other contact information on the final page of this newsletter.



Phinix, LLC recently relocated into the Lexel Building located at 1500 Bull Lea Road, in Lexington, KY.



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Phinix thanks all of its
wonderful team
members!

Jeff Hirsch
Information Technology

Austin McKinney
Social Media

Clifton Martin
Software Development



A Word From Dr. Das -

Welcome to our inaugural e-newsletter! Each quarter we want to make you aware of newsworthy information from the three companies I've formed and manage, Phinix, Fluid Management Systems, and Underground Recovery.

Here's a quick rundown of all our companies:

Phinix is devoted to enhancing the recyclability and sustainability of aluminum and other industrially significant metals.

Fluid Management Systems is developing patented wireless sensors for the pharmaceutical industry for human and animal drug medical devices.

Underground Recovery focuses on urban mining and sustainable energy production from fossil fuels.

We hope you enjoy our publication and we look forward to working with you!



Check us out on the following
social media outlets!



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[Twitter](#)



[LinkedIn](#)



[Wordpress](#)

VISIT [OUR WEBSITE!](#)

CONTACT US!

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