# RFP 24-76084

**BUSINESS PROPOSAL**

**ATTACHMENT E**

**Instructions: Please provide answers in the shaded areas to all questions. Reference all attachments in the shaded area.**

***Business Proposal***

* + 1. **General (optional) -** Please introduce or summarize any information the Respondent deems relevant or important to the State’s successful acquisition of the products and/or services requested in this RFP.

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| Brulin has been providing products and services to Correctional Industries since 1989. Brulin not only provides first rate products, but adds value to its customers experience by partnering with them to ensure their customers are successful and happy. The following is a list of services Brulin has been providing Pen Products as their current supplier of soap shop concentrates:   1. Regulatory department that assists with EPA regulations and registrations, Green Seal certifications, and MSDS generation. 2. Marketing department that develops professional label and brand sheet templates for their products 3. On-site sales and marketing training, including product knowledge and product demonstrations. 4. Back up quality control that ensures accuracy of blended products as well as assistance for any corrections to batches that need to be made. 5. An account manager who is the primary contact |

* + 1. **Respondent’s Company Structure** - Please include in this section the legal form of the Respondent’s business organization, the state in which formed (accompanied by a certificate of authority), the types of business ventures in which the organization is involved, and a chart of the organization. If the organization includes more than one (1) product division, the division responsible for the development and marketing of the requested products and/or services in the United States must be described in more detail than other components of the organization. Please enter your response below and indicate if any attachments are included.

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| Since 1935, Brulin has and remains a process chemical manufacturing residing in Indianapolis, Indiana. Our product line consists of precision cleaning chemistries for the space and aerospace market accompanied by our FCS (Facilities Cleaning Solutions) that consist of commercial cleaning chemistries designed to clean all surfaces within any environment.  Within FCS’ portfolio, Brulin features our Production Intermediate product solutions that are made for Indiana Correctional Industries. All products are developed by Brulin’s R&D team members and manufactured at Brulin’s manufacturing plant in Indianapolis, Indiana. And, Brulin’s Quality Control team provides technical support to Correctional Industries manufacturing team.  The Sale of the Production Intermediate products are managed by Brulin’s FCS Sales Director, Keith Adams who provides sales, service, and operational support to Correctional Industries manufacturing facility and its team members. In addition, Brulin’s Marketing Department provides label and packaging support to Correctional Industries, as well.  See the attached copy of Brulin’s Certificate of Authorization from the State of Indiana and also Brulin’s Organizational Chart (Sales Only).  <https://bsd.sos.in.gov/PublicBusinessSearch/BusinessInformationFromIndex> |
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* + 1. **Respondent’s Diversity, Equity and Inclusion Information -** With the Cabinet appointment of a Chief Equity, Inclusion and Opportunity Officer, on February 1, 2021, the State of Indiana sought to highlight the importance of this issue to the state. Please share leadership plans or efforts to measure and prioritize diversity, equity, and inclusion. Also, what is the demographic compositions of Respondents’ Executive Staff and Board Members, if applicable.

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| Brulin (formerly known as Brulin Holding Company, Inc.) promotes diversity, equity, and inclusion in its recruiting process through the solicitation of candidates from many sources including LinkedIn, Fathers and Families, IU/PU and KIPP. LinkedIn is one of the world’s largest sources for hiring candidates. Brulin’s Human Resources Director is a member of minority groups within LinkedIn, this is yet another way to promote hiring candidates with diverse backgrounds. Recently, Brulin has attended monthly meetings at Fathers and Families; this organization assists men with parenting skills, provides employment training skills and additional resources. During Fathers and Families monthly meetings, Brulin employees share their experience and information with potential candidates. Another avenue for recruiting is through Indiana University and Purdue University in Indianapolis. Also, Brulin is partnering with KIPP Indy, a charter school in the Martindale/Brightwood Community to offer internship opportunities for high school students.  In addition to recruiting efforts, we require all employees to participate in Diversity, Equity and Inclusion Training on an annual basis. This helps Brulin support our Corporate Values- Collaboration, Cleanliness, Compassion, Humility and Grit. Although Brulin’s products are cleaning chemistries which explicitly fulfill the corporate mission; Cleanliness extends beyond the word’s literal meaning. Cleanliness applies to actions and words, Brulin employees strive to be individuals of integrity; making good decisions when nobody is watching. A value of cleanliness promotes a culture of inclusion; others’ opinions and ideas are encouraged and respected. Brulin creates an atmosphere that is welcome to all. |

* + 1. **Company Financial Information** - This section must include documents to demonstrate the Respondent’s financial stability. Examples of acceptable documents include most recent Dunn & Bradstreet Business Report (preferred) or audited financial statements for the two (2) most recently completed fiscal years. If neither of these can be provided, explain why, and include an income statement and balance sheet, for each of the two most recently completed fiscal years.

If the documents being provided by the Respondent are those of a parent or holding company, additional information should be provided for the entity/organization directly responding to this RFP. That additional information **should explain the business relationship between the entities and demonstrate the financial stability of the entity/organization which is directly responding to this RFP.**

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| A copy of Brulin Holding Company’s Dunn & Bradstreet Business Report is attached. |  |

* + 1. **Integrity of Company Structure and Financial Reporting** - This section must include a statement indicating that the CEO and/or CFO, of the responding entity/organization, has taken personal responsibility for the thoroughness and correctness of any/all financial information supplied with this proposal. The areas of interest to the State in considering corporate responsibility include the following items: separation of audit functions from corporate boards and board members, if any, the manner in which the organization assures board integrity, and the separation of audit functions and consulting services. The State will consider the information offered in this section to determine the responsibility of the Respondent under IC 5-22-16-1(d).

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| Brulin Holding Company’s (BHC) CFO takes responsibility for the thoroughness and correctness of any/all financial information supplied with this proposal. BHC’s financial statements are audited by a national independent accounting firm, FORV/S. No member of BHC’s Board has any affiliations with FORV/S. FORV/S prepares the federal and state income tax returns for BHC but has not performed any other services for Brulin. BHC is a private company owned mostly by Charles Pollnow and his family as well as several employees. The Board is made up of 3 shareholders from the family and a retired Brulin employee/shareholder. More detailed information as to individual Board members can be made available upon request. Management and employees at BHC are expected to conduct themselves with integrity and ethical behavior. |

* + 1. **Contract Terms/Clauses** - Please provide the requested information in RFP Section 2.3.6.

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| Brulin accepts the clauses in the Sample Contract (Attachment B). attachment B is the sample contract. |

* + 1. **References** - Reference information is captured on **Attachment H** Respondent should complete the reference information portion of the **Attachment H** which includes the name, address, and telephone number of the client facility and the name, title, and phone/fax numbers of a person who may be contacted for further information if the State elects to do so. The rest of **Attachment H** should be completed by the reference and **emailed DIRECTLY** to the State. The State should receive three (3) **Attachment Hs** from clients for whom the Respondent has provided products and/or services that are the same or similar to those products and/or services requested in this RFP. **Attachment H** should be submitted to [idoareferences@idoa.in.gov](mailto:idoareferences@idoa.in.gov). **Attachment H** should be submitted no more than ten (10) business days after the proposal submission due date listed in Section 1.24 of the RFP. Please provide the customer information for each reference.

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| **Customer 1** |  |
| Legal Name of Company or Governmental Entity | Corcraft – New York Prison Industries  Great Meadow Correction Facility |
| Company Mailing Address | PO Box 51 |
| Company City, State, Zip | Comstock, NY 12821 |
| Company Website Address | [www.corcraft.org](http://www.corcraft.org) |
| Contact Person | Norman Carr |
| Contact Title | Industrial Superintendant |
| Company Telephone Number | 518-639-5516 x2345 |
| Company Fax Number | 518-639-5364 |
| Contact E-mail | Norman.carr@doccs.ny.gov |
| Industry of Company | Prison Ind – Chemicals |
| **Customer 2** |  |
| Legal Name of Company or Governmental Entity | Tricor – State of Tennessee |
| Company Mailing Address | 6185 Cockrill Ben Circle |
| Company City, State, Zip | Nashville, TN 37209 |
| Company Website Address | [www.tricor.org](http://www.tricor.org) |
| Contact Person | Jim Kropp |
| Contact Title | Director of Marketing and Inside Sales |
| Company Telephone Number | 615-289-8209 |
| Company Fax Number | Not available |
| Contact E-mail | Jim.Kropp@tn.gov |
| Industry of Company | Prison Ind – Chemicals |
| **Customer 3** |  |
| Legal Name of Company or Governmental Entity | New Mexico Correction Industry  Corrections Industry |
| Company Mailing Address | PO Box 27116 |
| Company City, State, Zip | Santa Fe, NM 87502 |
| Company Website Address | [www.corrections.state.nm.us/admin/ci.html](http://www.corrections.state.nm.us/admin/ci.html) |
| Contact Person | Brooke Sarracino |
| Contact Title |  |
| Company Telephone Number | 505-876-8418 |
| Company Fax Number | Not available |
| Contact E-mail | Brooke.Sarracino@cd.nm.gov |
| Industry of Company | Prison Ind - Chemicals |

**2.3.8** **Registration to do Business** – Per RFP 2.3.8,Respondents providing the products and/or services required by this RFP must be registered to do business by the Indiana Secretary of State. The Secretary of State contact information may be found in Section 1.18 of the RFP. This process must be concluded prior to contract negotiations with the State. It is the successful Respondent’s responsibility to complete the required registration with the Secretary of State. Please indicate the status of registration, if applicable. Please clearly state if you are registered and if not provide an explanation.

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| Brulin Holding Company is located within the state of Indiana & is registered with both IDOA and the Secretary of State & is in good standing. Our Secretary of State Business ID # is 2008050700420 and a certified copy of BHC’s Articles of Merger and its most recent Business Entity Annual Report is attached. |

* + 1. **Authorizing Document -** Respondent personnel signing the Executive Summary of the proposal must be legally authorized by the organization to commit the organization contractually. This section shall contain proof of such authority. A copy of corporate bylaws or a corporate resolution adopted by the board of directors indicating this authority will fulfill this requirement. Please enter your response below and indicate if any attachments are included.

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* + 1. **Subcontractors -** The Respondent is responsible for the performance of any obligations that may result from this RFP and shall not be relieved by the non-performance of any subcontractor. Any Respondent’s proposal must identify all subcontractors and describe the contractual relationship between the Respondent and each subcontractor. Per instructions in **Attachment J**, either a copy of the executed subcontract or a letter of agreement over the official signature of the firms involved must accompany each proposal.  
         
       Any subcontracts entered by the Respondent must be in compliance with all State statutes and will be subject to the provisions thereof. For each portion of the proposed products and services to be provided by a subcontractor, the technical proposal must include the identification of the functions to be provided by the subcontractor and the subcontractor’s related qualifications and experience.

The combined qualifications and experience of the Respondent and any or all subcontractors will be considered in the State’s evaluation. The Respondent must furnish information to the State as to the amount of the subcontract, the qualifications of the subcontractor for guaranteeing performance, and any other data that may be required by the State. All subcontracts held by the Respondent must be made available upon request for inspection and examination by appropriate State officials, and such relationships must meet with the approval of the State.  
  
The Respondent must list any subcontractor’s name, address, and the state in which formed that are proposed to be used in providing the required products and/or services. The subcontractor’s responsibilities under the proposal, anticipated dollar amount for subcontract, subcontractor’s form of organization, and an indication from the subcontractor of a willingness to carry out these responsibilities are to be included for each subcontractor. This assurance in no way relieves the Respondent of any responsibilities in responding to this RFP or in completing the commitments documented in the proposal. The Respondent must indicate which, if any, subcontractors qualify as a Minority Business Enterprise, Women’s Business Enterprise, or Veteran Owned Business under IC 4-13-16.5-1 and IC 5-22-14-3.5. [See Sections 1.21](file:///C:/Working%20Documents/Sourcing%20Documents/RFP_Bid%20Template%20Review/IDOA%20RFP%20Boilerplate%20E-BID%20v06-15-2020_rac%20review%2006292021.docx#_1.21_MINORITY_&), [1.22](file:///C:/Working%20Documents/Sourcing%20Documents/RFP_Bid%20Template%20Review/IDOA%20RFP%20Boilerplate%20E-BID%20v06-15-2020_rac%20review%2006292021.docx#_1.22_INDIANA_VETERAN) and **Attachments A/A1** for Minority, Women, and Veteran Business information.

IVOSB entities (whether a prime or subcontractor) must have a Bidder ID. If registered with IDOA, this should have already been provided (as with MWBEs). IVOSBs that are only registered with the Federal Center for Veterans Business Enterprise will need to ensure that they also have a Bidder ID provided by IDOA (please see [section 2.3.7](file:///C:/Working%20Documents/Sourcing%20Documents/RFP_Bid%20Template%20Review/IDOA%20RFP%20Boilerplate%20E-BID%20v06-15-2020_rac%20review%2006292021.docx#_2.3.7_Registration_to) for details).

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| Brulin will not be using any sub-contractors for this RFP. |

* + 1. **Evidence of Financial Responsibility** – Removed at the request of the agency. This section will indicate the ability to provide the mandatory evidence of financial responsibility. See Section 1.25 of RFP for details.

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* + 1. **General Information** - Each Respondent must enter your company’s general information including contact information.

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| **Business Information** |  |
| Legal Name of Company | Brulin Holding Company, Inc |
| Contact Name | Keith Adams |
| Contact Title | Director of Sales FCS |
| Contact E-mail Address | [kadams@brulin.com](mailto:kadams@brulin.com) |
| Company Mailing Address | PO Box 7048 Group 9 |
| Company City, State, Zip | Indianapolis, IN 46207 |
| Company Telephone Number | 317-923-3211 |
| Company Fax Number | 317-925-4596 |
| Company Website Address | Brulin.com |
| Federal Tax Identification Number (FTIN) | 26-2556190 |
| Number of Employees (company) | 64 |
| Years of Experience | 88 |
| Number of U.S. Offices | 1 |
| Year Indiana Office Established (if applicable) | 1935 |
| Parent Company (if applicable) |  |
| Revenues ($MM, previous year) | $25.2MM |
| Revenues ($MM, 2 years prior) | $24.3MM |
| % Of Revenue from Indiana customers | 3.2 % |

* 1. Does your Company have a formal disaster recovery plan? Please provide a yes/no response. If no, please provide an explanation of any alternative solution your company has to offer. If yes, please note and include as an attachment.

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| Currently, Brulin does not maintain a formal disaster recovery plan as Brulin’s Operations Team has earmarked 2024 as the year to develop the comprehensive game plan. For the interim, Brulin maintains relationships with certain “co-pack” manufacturing facilities that could produce certain products including Brulin’s Production Intermediate product line. |

* 1. What is your company’s technology and process for securing any State information that is maintained within your company?

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| All data remains exclusively stored within the United States.  Access to this data is restricted to authorized accounts and is subject to periodic audits. We ensure data security during transmission through robust encryption methods. Data at rest is also safeguarded through advanced encryption techniques. In addition, our dedicated security operations center (SOC) team operates around the clock, monitoring, detecting, and responding to potential threats. |

* + 1. **Experience Serving State Governments -** Please provide a brief description of your company’s experience in serving state governments and/or quasi-governmental accounts.

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| Brulin has been providing products and services to Correctional Industries since 1989. We currently sell and service major Correctional Industry programs in New York, New Mexico, Tennessee, Iowa, and others. Every state that has become a Brulin customer under our Correction Industry program has remained a Brulin customer over the years.  We furnish our products to Correction Industries as concentrates or components that are then manufactured to a finished product with inmate labor. The inmates then package the product and prepare it for shipping. The finished product is then sold by Correctional Industries to tax supported facilities. In some cases, they also purchase a finished product under the Brulin label, which is resold as a “pass-through”. These same “Correctional Industry concentrates” are also exported to some of our international distributors for their manufacture and resale. Brulin not only provides super concentrates to its customers, but also adds value with services. Some of the services that Brulin provides at no cost to its customers include the following: MSDS sheets, label design, brand sheet design, assistance with EPA registrations, quality control, assistance with Green Seal certifications, sales training, production, and many more. |

* + 1. **Experience Serving Similar Clients -** Please describe your company’s experience in serving customers of a similar size to the State with similar scope. Please provide specific clients and detailed examples.

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| Corcraft is the name of the Prison Industry program in the state of New York. Brulin provides them with super-concentrates that are blended by inmate labor to make a finished product. The germicidal detergent that Corcraft manufactures from the intermediates that Brulin supplies them is used in all 72 correctional facilities in the state of New York. New York has been legislated to be a “Green” state with regard to the janitorial chemicals used in all state facilities, schools and universities. As a result, Corcraft manufactures Brulin’s line of Green Seal certified concentrates.  Brulin provides Corcraft with custom electronic templates for printing their primary and secondary labels as well as brand sheets. Sales training on product knowledge, sales presentations and sales demonstrations have been provided to the sales staff in their Albany office. In-service training of end-user personnel has been done at a number of different facilities, as needed, and provided in the areas of QC/QA, labels, containers, dispensing equipment, etc. Brulin also provides guidance if corrections need to be made to batches and also provides guidance with EPA registrations and assists with any questions or issues in this area. |

* + 1. **Indiana Preferences -** Pursuant to IC 5-22-15-7, Respondent may claim only one (1) preference. For the purposes of this RFP, this limitation to claiming one (1) preference applies to Respondent’s ability to claim eligibility for Buy Indiana points. **Respondent must clearly indicate which preference(s) they intend to claim. Additionally, the Respondent’s Buy Indiana status must be finalized when the RFP response is submitted to the State.**

Approval will be system generated and sent to the point of contact email address provided within the Bidder Registration profile. This is to be attached as a screenshot (copied/pasted) for response evaluation.

Buy Indiana

Refer to Section 2.7 for additional information.

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| Yes, Brulin intends to claim the Buy Indiana points. The definition we used was:  **A business whose principal place of business is located in Indiana** |

* + 1. **Payment -** Please provide the requested information in RFP Section 2.3.15.

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| Brulin does and will accept credit card payments. Brulin will accept credit card handling fees when the PO is paid for at the time of order. Brulin expects a credit card information and payment during acceptance/entry of the PO into our system. |

* + 1. **Extending Pricing to Other Governmental Bodies** – Indicate your willingness to extend prices of awarded products and/or services to other governmental bodies per RFP section 2.3.17.

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| Brulin’s PI products on this bid are super concentrates that are blended with water, and require labeling and bottling at a manufacturing facility. Due to these requirements we cant offer these items to other governmental bodies. |