



Extreme Energy Solutions Announces Launch of its New Research and Development Division, E-Tech Performance

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Having years of experience in the fields of green tech, alternative fuel technology, and technical service processes, Extreme Energy Solutions establishes new Company division in furthering its next up and coming automotive innovation.

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It's rare a company is able to recoup its losses associated with research and development of new products or services. According to the article, "Brand Flops," published by Forbes Magazine, March, 31, 2010, well over 95% of new products introduced to the market fail according to research conducted by Acupoll.

Putting into perspective that statistic, only 5% of all cost, financial and labor hours, associated with research and development are ever recouped in the through the commercialization of a product or service.

However it seems the green tech company, Extreme Energy Solutions, seems to have unique formula for beating the statistics. Since 2010, the Company has commercialized the majority of the products it has launched under its stewardship, having five active product/service lines of the seven it had introduced to the market.

Among the top performers are the product-service lines of [Smart Emissions Reducer](#), [Extreme Cleaner](#), and Extreme Xtra Fuel Treatments. Extreme Energy Solutions has also begun to distribute H2O Energy Flow (bottled water from Wisconsin), and continues to offer finance options of its technology via Fleet Worx Leasing.

Eager to capitalize on all the knowledge it acquired from its early days as a third party research and development consulting company; Extreme Energy Solutions was able to find a use for all of the data and research related to alternative fuel delivery systems and technologies for the transportation and auto industry.

[Extreme Energy Solutions](#) recently established E-Tech Performance, an entity founded with the intent to develop solutions for bridging the gap between hardware and software dedicated for use in the automotive industry. The company has three products under development of E-Tech, including E-Missions Automotive Intelligence, a software product concept with the intent to solve the challenge of allowing new emissions equipment to operate in cinque with the current automotive vehicle products offered by car manufactures today.

Samuel K. Burlum, CEO of Extreme Energy Solutions, Inc. explains

"When we were a third party research entity, we discovered there was a need for a solution that would help hardware technology to be more adaptable to the current automotive platforms offered from vehicle manufacturers.

We observed many inventors whom would try to get the vehicle to react to their technology, when they should have been doing the opposite; they should have been tailoring their technology to the actual needs of the vehicle," continued [Burlum](#).

Establishing E-Tech Performance will allow for us to continue our research in this area of expertise, in developing our three phases of our future product line associated with emissions reduction, fuel efficiency, and engine performance, in a software platform that might be able to someday be offered to engine and vehicle manufactures.

The other option is to develop tools and a platform that will allow for aftermarket devices to become more compatible with pre-existing conditions in which such devices or apparatuses must contend with. We see both options as a possibility and viable, however they are both long term strategies and such products are not developed and released overnight."

E-Tech Performance LLC is a division of Extreme Energy Solutions, Inc., whereas the parent (Extreme) owns the majority of the start-up entity. The entity is still in its very early phases having less than 9 months in existence. E-Tech will still need additional funding dedicated to their assigned projects, staffing, and management. At this time, it is sharing services with Extreme to save cost.

E-Tech Performance will also offer consulting services to other inventors and developers in the same space. E-Tech's key asset is its former research and data from Extreme's early days as consultants to a company that dabbled in HHO technology, as well as its relationships and access to testing laboratories.

"Offering these services will help fund critical research needed for product development," added Burlum, "Again on the product side, we are only in the concept phase, as I mentioned this is a long term and endeavor."

"It was if we had to wait until the market caught up with our knowledge capital."

E-Tech Performance's overall goal is to develop a new engine management system aimed at helping the auto industry meet demands of emissions reduction initiatives while increasing fuel efficiency and performance of vehicles. E-Tech and its parent, Extreme, visions the platform as an option for engine and vehicle manufacturers to utilize in creating conditions where the software helps more of the "rubber to meet the road," and for vehicles that utilize internal combustion engines to be more environmentally friendly.

Visit <http://www.ExtremeEnergySolutions.net> for more information.

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