



ISEGEN
SOUTH AFRICA (PTY) LTD
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Isegen is the sole producer of Anhydrides and Plasticisers in Africa and is a world leader in the manufacture of food acidulants.



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HACCP SYSTEM

FAR EAST ORDER BOOK FOR ISEGEN SA

The Durban-based food acidulant manufacturer Isegen SA has made significant inroads into the Far East market following a recent visit to Japan and China by the company's Managing Director, Robert Fowlds. The company manufactures unique granular malic acid using technology wholly developed in South Africa and using 100% local raw materials. The distinctive granular product is well accepted globally because it is dust free, free flowing, and competitively priced. Malic acid is used in the food industry in the production of beverages, confectionery, sauces, cider, wines, juices, jams and many other food products.

“In China we supply malic acid to a number of major sweet and candy manufacturers. It is ironic that so many South African food processors import citric acid from China at unrealistically low prices while their counterparts in China use Isegen malic acid. Unfortunately, despite the generally accepted physical and chemical benefits of malic acid over citric acid, many South African manufacturers only look to the cheap cost of the imported citric acid. Small quantities of food acids are used in the end product, so consumers would not be unduly affected cost-wise by a change to malic acid, but the end product would be superior in many ways, and a South African industry would be supported, and the country would save on foreign exchange. Of all the citric acid currently imported into South Africa, 90% is from China at export prices half that from reputable manufacturers in the West. This surely tells a story”, says Robert Fowlds

“It is significant that our malic acid is able to compete against citric in China. This is because the Chinese food technicians understand the benefit and synergy of combining malic acid and citric acid, even though malic acid is more expensive“ Fowlds said.

A special pure grade of malic acid required for the electronics industry has already been shipped to Japan. This is expected to lead to repeat orders around R5 million annually.

In Asia, China and the Far East the company is represented mainly by Connell Bros., who have been operating in the regions for over 100 years.