

FOOD AND BEVERAGE REPORTER MARCH 2007

CORPORATE FEATURE

Far East order book for Isegen SA

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 its MD, Robert Fowlds. The company manufactures unique granular malic acid using technology wholly developed in SA, 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 production of beverages, confectionery, sauces, cider, wines, juices, jams and many other food products.

Says Fowlds: "In China we supply malic acid to a number of major sweet and candy manufacturers. It is ironic that so many SA 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 SA 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. Also, an SA industry would be supported and the country would save on foreign exchange. Of all the citric acid currently imported into SA, 90% is from China at export prices half those from reputable manufacturers in the West. This surely tells a story."

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

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 of around R5m/year.

In Asia, China and the Far East, Isegen is represented mainly by Connell Bros, which has been operating in the region for over 100 years.

*Isegen: Tel 031-913-3200; info@isegen.co.za ;
website: www.isegen.co.za*

 **ISEGEN**
SOUTH AFRICA (PTY) LTD



VECTOR APRIL 2007

Plastic insulation

PVC is used for insulating (the layer of plastic covering the copper conductor) or jacketing on multicore cables. PVC powder is mixed with the plasticiser to "soften" the PVC to ensure that it can melt without burning and to afford the cable the required level of flexibility for easy handling.



Durban-based Isegen, manufacturer of a wide range of food acidulants, has upgraded its factory in Germiston. This plant makes phthalic anhydride (PA) and phthalates which are used as a plasticiser to soften the plastic used to make cable insulation and other products. Products are being exported to Zimbabwe, the Middle East, the USA and South America. Aberdare Cables uses some 3000 tons of phthalate plasticiser annually to produce a wide range of electrical cables varying from housewire used to electrify homes to flame-retardant multicore cables used in factories and electrical substations.

Contact Hans Lombard, Isegen, Tel. 011 476-6926,
hanspro@iafrica.com Δ

Growing demand for plasticiser

D URBAN-BASED Isegen, manufacturer of a wide range of food acidulants, has upgraded its Phthalic Anhydride (PA) Germiston factory with a R2 million injection to streamline production.

The Germiston plant specialises in the production of phthalic anhydride (PA) and phthalates (which are produced from PA). More than 2000 tons are produced at the factory monthly.

Phthalates are utilised as a in the plastics industry to soften plastic used for the manufacture of i.a. electric cables, gumboots, tarpaulins, motor cars, toys, hose-pipes, floor tiles, conveyor belts and adhesives. PA is used in the paint and fibre-glass industries.

"With the growing South African economy, especially the motor vehicle manufacturing and building construction preparing for the 2010 soccer world cup, demand for these products is escalating and we had to streamline our Germiston plant to meet local and growing export demand," says Mark Holtes, director of the company with responsibility for Plasticisers

and Anhydrides.

Products are being exported to Zimbabwe, the Middle East, the USA and South America. The plasticiser is supplied to, among others,

all the cable manufacturing companies in South Africa. One of the major end-users is Aberdare Cables.

"We use some 3000 tons of phthalate plasticiser annually to produce a wide range of electrical cables. These vary from housewire used to electrify homes to flame-retardant multicore cables used in factories and electrical substations," says Denise Venter, compound technologist of Aberdare



Cables.

PVC is used for insulating (the layer of plastic covering the copper conductor) or jacketing on multicore cables. PVC powder is mixed with the plasticiser to "soften" the PVC to ensure that it can melt without burning and to afford the cable the required level of flexibility for easy handling.

ENQUIRY NO: 86