

FOR IMMEDIATE RELEASE

Chryso Appointed Adfil Construction Fibre Distributor In Africa

In a considered move and one which underpins the strength of Chryso Southern Africa's position on the African continent, the Adfil Construction Fibre division of the UK based Low & Bonar Group has announced it is partnering with this leading supplier of concrete and cement admixtures and ancillary products as a vehicle for the growth for its fibre business into Africa.

"Many countries in Africa have huge infrastructure programmes to build roads, water systems and power stations to meet the demands of the world's second most populous continent. Adfil recognises the growth opportunities and chose Chryso as its preferred partner with the view to increase our fibre market share in Africa," Mark Mitchell, technical sales manager for Adfil Fibres, explains. Adfil has almost three decades of experience in the development, production and distribution of fibres in over 60 countries.

Adfil will also be doing a lot of development work with a South African company called Oxyfibre – who has treated and supplied fibres to Chryso Southern Africa for nearly 20 years. Oxyfibre has developed patented surface technologies and nano technologies for polypropylene fibres thereby offering the construction and mining markets bespoke fibre solutions for every application.

Oxyfibre and Chryso will also be able to utilise a design service offered by Adfil for concrete slabs and precast concrete elements. This programme looks at certain parameters specified by engineers and fibre dosages for cost effective and optimum performances.

"Fibre reinforced concrete is increasingly specified by engineers. There are an expanding number of project references, case studies and test results that engineers can consult proving that the use of fibres in concrete can create cost savings, good performance results, safety benefits and a reduced carbon footprint. However, it is important that concrete is designed to accommodate fibres and this brings in Chryso's much needed admixtures and technical expertise with regards to concrete mix design," Mitchell adds.

Chryso Southern Africa's Hannes Engelbrecht, general manager: marketing and inland sales, believes that distributing Adfil fibres will bring significant benefits to the company's customers. "Initially

Chryso will distribute Adfil's micro fibres and then roll out their macro fibres as well as a concrete slab design programme in the next few months. We believe that Chryso now has a fibre solution that no other admixture company can offer. Both Chryso and Adfil are respected brands synonymous with quality and Adfil will provide technical backing and resources to support our customers with any fibre related requirements. We have already supplied technical fibre training to our own sales staff as well as a few of our customers," he says.

Part of the performance materials company, Low and Bonar PLC, Adfil Construction Fibres has access to and draws from many areas of expertise, including concrete technology, design, production, quality engineering, logistics as well as health and safety.

ADFIL PIC 01 : From left; Mark Mitchell, Adfil technical sales manager, who flew from the UK to train Chryso Southern Africa sales personnel as well as a few customers, and Izak Louw, operations manager of Oxyfibre.

ADFIL PIC 02 : Initially Chryso will distribute Adfil's micro fibres and then roll out their macro fibres as well as a concrete slab design program in the next few months.

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