

FOR IMMEDIATE RELEASE

Chryso Drives Future Sustainability By Investment In Innovative Product And Service Development

Innovation is necessary to develop products and services that underline environmental stewardship. This is according to Andries Marais, General Manager – operations at CHRYSO Southern Africa, who says that in order to create a sustainable future for Earth's inhabitants, it is critical that organisations contribute positively to the preservation of non-renewable resources.

He suggests that organisations allocate a predetermined percentage of turnover for research and development into products that focus on energy reduction in their manufacturing process. The CHRYSO Group invests approximately 4% of all global sales in the investigation of green product innovations that are based on bio sourcing, renewable resources and biodegradability principles.

The goal is to emphasise product lines that assist customers in promoting their energy efficiency while simultaneously reducing their carbon footprint. Marais says that ongoing review of CHRYSO's existing product portfolio and a customer needs analysis results in the development of approximately 30 new CHRYSO products each year with an average of 12 product patents filed annually.

Marais suggests organisations take a critical look at the way in which they operate their processing and manufacturing plants to ascertain how they handle natural resources. He cites the CHRYSO Group's Green Factory Model which has been adopted by the Cape Town, Durban and Jet Park plants. Careful thought has been given to a wastewater management system, a rainwater catchment programme and a sludge waste management system to minimise negative environmental impact.

In addition, CHRYSO places great emphasis on the use of non-hazardous materials and the implementation of recycling initiatives. Marais says that companies should consider demarcating a specific area in their facility where collection bins for glass, paper, plastic, metal and wood are placed and employees are encouraged to participate. The recycling initiative is echoed in CHRYSO's use of recycled packaging wherever possible and bulk deliveries of products to maximise load capacities and reduce the use of non-renewable fuel resources.

Some examples of products that are underpinned by good environmental stewardship are CHRYSO® Dem Bio 10, a biodegradable vegetable based demoulding oil; CHRYSO® Deco Lav P, a range of aqueous based surface retarders; CHRYSO® Environmentally friendly cleaning agents; EnviroMix®, a technology engineered to boost the use of cement extenders reducing the use of clinker without comprising on the quality of the concrete or cement product.

Marais points out that sustainability should also extend to the development of an organisation's employees and the communities adjacent to manufacturing and processing plants. "In addition to bringing all stakeholders on board with environmental awareness programmes, there should be an emphasis on accountability to encourage safe practice both in the workplace and at home. Together with commitment to environmental compliance and certification programmes such as ISO 14001, these elements will make a great contribution to preserving resources for the future," Marais concludes.

CHRYSO DRIVES PIC 01 : The CHRYSO Group invests approximately 4% of all global sales in the investigation of green product innovations that are based on bio sourcing, renewable resources and biodegradability principles.

CHRYSO DRIVES PIC 02 : CHRYSO Group's Green Factory Model has been adopted by the Cape Town, Durban and Jet Park plants. Careful thought has been given to a wastewater management system, a rainwater catchment programme and a sludge waste management system to minimise negative environmental impact.

CHRYSO DRIVES PIC 03 : Ongoing review of CHRYSO's existing product portfolio and a customer needs analysis results in the development of approximately 30 new CHRYSO products each year with an average of 12 product patents filed annually.

ENDS ... JULY 2016

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