

FOR IMMEDIATE RELEASE

Growing readymix markets with Chryso technology

Leveraging its admixture technologies and its growing range of value-added products, CHRYSO Southern Africa is helping its readymix customers expand their markets despite the flat conditions in the construction sector.

According to Deon Klopper, sales manager readymix segment at CHRYSO Southern Africa, the slow economy continues to pressurise readymix suppliers, but the answer lies in offering end-users more options to reduce their costs while delivering quality results.

“This is where the role of CHRYSO’s research and development efforts – leading to ongoing technology advances – is becoming so important to the readymix sector,” says Klopper. “Working closely with both the readymix supplier and the end-user, we ensure that we understand what both parties require.”

This allows CHRYSO to share information with end-users about a range of cost effective options, which they then purchase through the readymix supplier.

“End-users need to produce their concrete at a certain optimum cost per cubic metre to remain competitive, while retaining the required quality,” he says. “At the same time, readymix producers can use our value-added products to help grow their markets by offering more solutions to the end-user.”

CHRYSO Southern Africa has continued to expand its range to include technologies such as fibres, mould release oils, curing compounds, decorative concrete, permeability reduced watertight concrete and dust suppressants.

“While the readymix supplier was in the past expected just to deliver what the customer ordered, they can now offer their customers more, by servicing other site requirements and make useful cost saving proposals,” he says.

Among CHRYSO's admixture developments, for instance, is CHRYSO® QUAD 20, which allows end-users to utilise lower grade sand, where sand and aggregate quality has become more variable. CHRYSO® Quad 20 is a unique formulation which increases the viscosity of cement paste with limited impact on concrete slump and slump flow.

He also highlights CHRYSO's focus on providing fit-for-purpose solutions that suit the specific priorities of any given project.

"We ask customers what is most important in each of their projects – such as the concrete's strength, slump or open time – and can then manufacture an admixture specifically for their readymix concrete," says Klopper. "Our CHRYSO® Optima 1000 technology, for instance, represents a formula that adjusts to match customers' demands, with unprecedented flexibility for maximum robustness, reliability and precision. It offers up to seven hour workability retention and up to 50% water reduction for an optimal dosage per cubic metre."

GROWING PIC 01 : Readymix suppliers look to admixtures and technology for growth.

GROWING PIC 02 : Specific challenges faced have been the rising cost and variable quality of aggregate and sand.

GROWING PIC 03 : CHRYSO works closely with both the readymix supplier and the end-user, making sure what is required at the end of the value-chain.

GROWING PIC 04 : CHRYSO Quad and Optima technologies provide solutions that are most important to customers - concrete strength, slump or open time.

GROWING PIC 05 : CHRYSO invest extensively in R&D to produce solutions that are fit-for-purpose and deal with sand/aggregate quality.

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