

The right mixture

The last PacPrint was five years ago and many changes have taken place especially with the industry's suppliers

In 1994 a sales representative, with a sales target of \$90,000 per year, was sent out into the Victorian printing industry to sell lithographic press chemistry. Seven years later the target is 50 times greater and GSB Chemical Co continues its phenomenal growth.

"We've increased our sales by an average of 44 per cent per year for the last seven years and we are still hard pressed to take advantage of all the opportunities that are being presented to us," said national sales manager Colin Benson. "Companies in Europe and Asia are now making direct enquires for press chemistry and we are very pleased to be able to offer products that have distinct advantages over our international competitors," he said. GSB's NSW sales and technical manager Jeff Fox has been the local liaison for BASF and MAN Roland.

"The R&D people at both companies have been very impressed with the results that have been achieved on local Lithoman presses running alcohol free", he said.

GSB has attracted the interest of industry giants BASF and MAN Roland in Augsburg, Germany, regarding a fountain solution product that allows the full-speed operation of MAN Roland Lithoman heat-set presses, using BASF ink, without the need for isopropyl alcohol. According to various technical sources, both locally and in Europe, this was a world first, said Benson.

Another industry heavyweight, Megtec, which manufactures heat-set ovens, conducted its own survey of heat-set web offset printers and recommended to one of its clients a silicone emulsion product manufactured by GSB.

"We have gone to great lengths to produce the best possible silicone emulsion for our heat set customers. We don't know of any other supplier converting silicone oil to silicone emulsion. Everyone else is using silicones made for plastic or rubber manufacturing and trying to adapt them to printing", said technical manager Mladen Dugec. The sheet-fed industry had also benefited greatly from the local input of GSB, he said.

"Competition is a healthy and necessary part of any industry. We have been able to offer locally developed and manufactured products, which meet the requirements of machine manufacturers such as MAN Roland and Heidelberg at a fraction of the cost of imported chemistry. The big winners are our customers, who can often cut their costs by 20 per cent. This obviously flows straight on to the bottom line.

"Being an Australian owned company means that the money stays in Australia", said managing director Tennyson Byrnes. "The company is in its 47th year of operation and as such has seen a number of ups and downs in the economy. The recent 'slowing' of the economy is only one factor to address in our growing business. We will continue to place our emphasis on product performance, service and price".

GSB has now established a firm presence in pressrooms with the supply of press chemistry to sheet-fed, heat-set and news printers and has made a commitment to showcase their products at the upcoming PacPrint exhibition in Melbourne on stand No.527.

"The last PacPrint was five years ago and many changes have taken place in the industry with regards to suppliers. I'm interested to see the 'new' companies, like ourselves, and possibly the absence of some of the more familiar names" said Benson.

Australian Printer. April 2001