



# NEWS Emcol

the newsletter of Emcol International

issue 2, 1997



## シンレキ工業株式会社

## Shinreki

### A Profile of Shinreki : Our licensee in Japan

**Shinreki Industry Company Ltd is the largest manufacturer of Emcol Instant Road Repair in the world.**

Shinreki became an Emcol licensee in 1989, initially manufacturing the product at their production plant in Kumagaya. This factory continues to service the market for Emcol IRR in central Japan and metropolitan Tokyo.

As Shinreki's market for Emcol IRR began to develop and grow, another production facility was added at the plant at Sendai in the North of Honshu, Japan's main island. In order to give even faster response to customer requirements in a growing market Shinreki have decided to add two further production plants during this year. One plant will be in the West of Japan and the other at Kyushu.

The additional production capacity will aid Shinreki's sales team in their work in developing the applications of Emcol IRR with local authorities, town and city council, utilities and highway departments.

Shinreki is very well known in Japan for its aqueous bitumen emulsion products used in road surfacing applications. Primers, tack coats and surfacing materials are produced with a high bitumen content in modern purpose-built



*Mike Woods, Mr Matsumoto, Mr Hanagata and Alistair Ingleby*



*Repairs to roads and runways in Japan with IRR*



manufacturing facilities. Polymer modified asphalt grades are also produced and ancillary materials including crack repair tapes and jointing tapes are also available.

Coloured bitumen emulsions are manufactured for use in surfacing footpaths and cycle tracks and Shinreki is involved in the supply of all-weather tennis courts.

During mid-May we were extremely pleased to welcome Mr Hanagata, Shinreki's President and his colleague Mr Matsumoto when they visited Emcol International in the UK. This was Mr Hanagata's first visit to Emcol since his recent appointment as President of Shinreki. Both he and Mr Matsumoto spent several days with us discussing and reviewing a wide range of mutual interests.

Shinreki has developed in a very few years to become a major manufacturer of Emcol IRR and we applaud their professionalism, dedication and hard work in achieving such a high level of success.

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# Success at Polish Trade Fair

News has come in from our licensee in Poland, Goldpol Trading and Producing Ltd of great success at a recent trade fair.

Goldpol is located in the south-west of Poland in Wroclaw, with the manufacturing plant at nearby Piotrowice. Manufacturing Emcol IRR in both fine grade and standard grade, Goldpol market their products in 25 kilo buckets.

During the last few months, Goldpol have worked closely with their customers in developing the use of an inner plastic liner in their packaging. This allows the outer buckets to be re-cycled and re-used several times before they need to be discarded.

Established as an Emcol licensee in July 1995 Goldpol has appointed distributors in the main cities of Poland, including Warsaw, Gdynia, Posnan, Szczecin, Bedzin (Katowice) and Lodz. Initial scepticism within the Polish Road

Authorities that Emcol IRR offers a permanent solution to pothole repair has been overcome by proving that the product performs in all weather conditions and market development is now increasing quite rapidly.

At the end of May, Goldpol took part in the International Trade Fair MOTORWAY 1997 at Kielce. The fair was very well attended and there was a total of 450 domestic and foreign companies exhibiting. Competition for Goldpol was very strong for many of the exhibitors were showing systems for repair of road surfaces.

Goldpol was delighted to win an award for Emcol IRR at the exhibition. A excellent opportunity for additional promotion for Goldpol, the awards ceremony had a high profile and was covered by the television, radio and trade press media.

Further information can be obtained from Goldpol on their Internet site at <http://www.mikrozet.wroc.pl/~goldpol>.



## A visitor from Korea

Visitors to our headquarters in Welwyn Garden City are always welcome and it was a particular pleasure to meet again Mr Kim of Sam Seo Industrial Co. when he came to the United Kingdom recently.

Sam Seo Industrial Co. is Emcol's licensee in Korea and Mr Kim joined us for a very interesting and helpful review of business prospects in the Korean market.

Like Shinreki in Japan, Sam Seo have been involved in innovative development of Emcol IRR packaging. Mr Kim told us of the use of a multi-ply sack containing a fine gauge polyethylene liner with a middle ply of nylon and an outer kraft paper liner. The new packaging helps to extend the storage life of Emcol IRR.



Alistair Ingleby with Mr Kim of Sam Seo Industrial Co.

Mr Kim also told us of a practical example of Emcol IRR marketing.

On his journey to work each day Mr Kim would pass over a very busy major road junction which had been badly repaired after trench work to lay service pipes. The repair began to deteriorate to such an extent that damage to vehicle suspension and exhaust systems was occurring unless they passed over the repair at very slow speed.

Sam Seo contacted the Civil Works Department at County Hall and have had their offer to repair the trench with Emcol IRR free of charge accepted. Mr Kim is confident that once the road engineers see the benefits of Emcol IRR in a practical repair context that more business will follow.

Another example that with Emcol IRR, the product is one of its best forms of advertising.

# Welcome to Consolidated Asphalts

After 21 years in business Emcol International is proud to welcome its 21st licensee.

Consolidated Asphalts Limited of Nairobi are already involved in the road construction industry in their manufacture of bitumen emulsions and cutbacks. Formed in 1984, Consolidated Asphalts is also well known for its PVC tile adhesives used in flooring applications.

Since 1987 they have also represented Nitro Nobel of Sweden and IDL Industries of India for civil explosives used in the mining and quarrying industry.

We offer a very warm welcome to Consolidated Asphalts as they join the Emcol licensee network and we look forward to the successful development of Emcol IRR in Kenya.

## Fast-track repairs with Emcol IRR



It seems that there is never a convenient time to repair the entrance to a driveway. Disruption of access, inconvenience to other road users and adverse weather conditions can all frustrate the best intentions.

Emcol Instant Road Repair provides the fast solution to this problem.

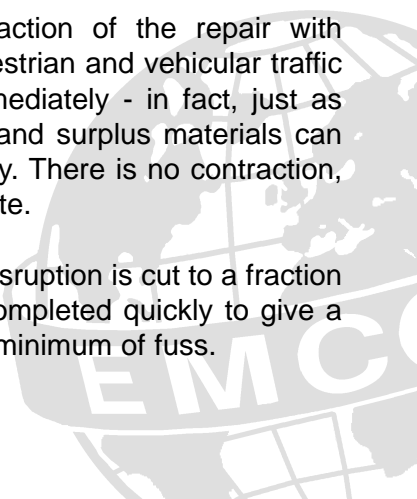
Formulated to withstand the heaviest traffic immediately the repair is completed, Emcol IRR can be used in all weather conditions without danger of rutting, marking or depression. Applied straight from the container into holes in the road or driveway surface, Emcol IRR requires no tack coats, mixing, heating, overbanding or special equipment.

In our photographs we illustrate the simplicity of using Emcol IRR in this repair process. It is only necessary to clear the loose debris and standing water from the area to be repaired. There is no need to wait for the pothole to become completely dry before proceeding.

The appropriate grade of Emcol IRR chosen is determined by the repair depth and the product is simply tipped from the pack and spread in an even layer. Any surplus product, provided it is re-sealed in the pack, can be used without difficulty for the next repair job.

Following careful compaction of the repair with suitable equipment, pedestrian and vehicular traffic may cross the area immediately - in fact, just as soon as the equipment and surplus materials can be cleared out of the way. There is no contraction, shrinkage, pickup or waste.

Road closure time and disruption is cut to a fraction of normal, the work is completed quickly to give a permanent repair with a minimum of fuss.



# The Millennium Time Bomb

There is an increasing awareness of the effects that the arrival of the year 2000 may have on computers and other electronic systems used in all of our businesses. The beginning of the next millennium could lead to significant problems involving time sensitive devices if they lose track of time.

The problem is deceptively simple. Older computer systems and software record the date using an electronic time clock based upon the last two digits of the year. So 1997 is simply recorded as 97 and the year 2000 as 00. The result is that when 31st December 1999 ticks over to become 1st January 2000 a large proportion of electronic equipment could find itself up to 99 years in the past.

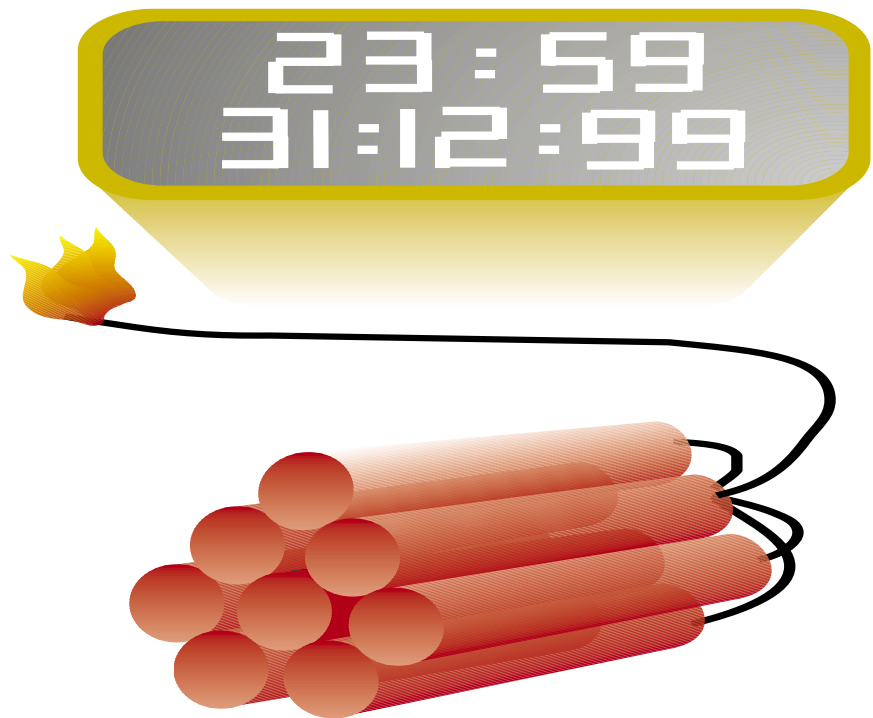
The practical implications may not be so easy to follow. The level of inter-dependence of computers in the supply chain could mean that, due to the domino effect, just one organisation being unprepared for the event could affect large sections of industry. Failure to deal with the problem could lead to commercial collapse and international chaos.

Whilst the turn of the century may seem to be some time off, a number of effects are beginning to come to light. In 1995, the five-year budgeting system of one of the United States government agencies failed while processing the fifth year's data. Many retailers have

begun to experience problems authorising credit cards with expiry dates after the year 2000.

So, what can we do to avoid this timebomb? In the UK, Taskforce 2000 has been established by the

inventory of all computer systems, security systems, telephone systems and anything else you can think of that may be controlled electronically using date information. Establishing how many of these



Department of Trade and Industry with co-sponsorship from the Confederation of British Industry and the Computing Services and Software Association. Its aim is to raise the awareness of the year 2000 problem and to provide advice on how we should all be establishing a strategy within our own companies. Early action is advised and begins by making a complete

systems are Year 2000 compliant helps determine the scale of a company's own individual problem and advice should then be obtained on the possibility of conversion of any non-compliant system.

Further information about updating your computer system in time for the millennium can be found on the Internet at [www.open.gov.uk](http://www.open.gov.uk).

## Emcol's Future Direction

**Alistair Ingleby, Emcol's Managing Director writes:**

At Emcol we have always regarded our licensees as partners in developing Emcol IRR and its remarkable properties. We have engaged in a continuous product and applications development programme in order to work with licensees in the growth of their businesses.

I know that during our meetings we have had many interesting discussions on the future potential and I would take this opportunity to thank those licensees who have had an input into our joint development.

Here I would like to ask you all to take some time to think of your future requirements and to let me know how Emcol may help. Are there improvements or additions you would like to see in our products and services?

Please write to me personally with your ideas; I assure you they will all be studied very carefully with our development team.