

A double celebration for Shinreki

Shinreki Industry Co Ltd, Emcol's licensee in Japan, marks the year 2009 with a double celebration.

Shinreki celebrates its 50th year of business in 2009. The company was originally formed by Hiroshi Kaiho in September 1959, with a workforce of just 10 people, under the name Shin Doro Rekiza Co Ltd. Its business was the manufacture and sale of asphalt emulsions for use in road construction. Indeed, the company's name, shortened to Shinreki in 1988, literally means New Road Material of Bitumen. From its foundation, Shinreki grew rapidly, establishing asphalt emulsion plants across Japan in Tokyo, Kawasaki, Ibaraki, Kumagaya, Chiba and Shizuoka within the following 14 years.



Hideo Kaiho and Tiny Draper in 1989

In 1989, the agreement between Emcol and Shinreki was signed to license the manufacture of Emcol's innovative road repair product Emcol IRR in Japan. So, 2009 is a doubly memorable year for it marks the 20th anniversary of the Shinreki and Emcol partnership. The signatories to that agreement in 1989 were Emcol's founder Tiny Draper, who had started his company in 1976, and Hideo Kaiho, Shinreki's fourth President and the younger brother of Hiroshi Kaiho, its first President and founder.

Shinreki opened its first Emcol IRR manufacturing plant in 1989 in Kumagaya. This was followed by the construction of five further Emcol plants at Tohoku in 1993, at Kyushu and Kansai in 1998, at Chugoku in 2002 and at Hokkaido in 2004. Mike Woods was honoured to represent Emcol at the Order of Divine Works and the Completion Ceremony of the Hokkaido plant. Shinreki has strategically located its six Emcol manufacturing facilities around the islands of Japan to provide national coverage and fast delivery times to its customers.

continued over



Shinreki's Board of Directors

Emcol International
4 Caxton Place, Stevenage
Hertfordshire SG1 2UF, United Kingdom
Tel:+44 (0)1438 360747 Fax:+44 (0)1438 360748
www.emcol.com

As one of the memorial projects for 2009, Shinreki has completed the renewal of its Kumagaya Emcol plant. This project has increased the production area for Emcol IRR by almost three times compared with the original facilities.

On 13 June 2009, Shinreki's Directors and staff, numbering 120 people in all, gathered in Tokyo to celebrate the company's 50th anniversary. Shinreki's current President Junichi Hanagata addressed his colleagues, recalling the many highlights in the company's history. Looking forward to the next 50 years,



Mr. Hanagata at the 50th Year Celebration



Renewal of the Kumagaya Emcol Plant

Mr Hanagata focused on the expansion of Emcol sales in order to meet the “era of road maintenance” which has taken the place of the “era of road construction” in Japan.

Emcol is proud to have been associated with Shinreki's success over the past 20 years and we know that Hideo Kaiho and Tiny Draper would have been delighted to see the remarkable results of their original co-operation 20 years ago.



New developments at Nike Trans

News has reached us from Nike Trans Agro+Bau of developments in their business.

Nike Trans became Emcol's licensee in Hungary in 1992. Marketing Emcol IRR under its Road Master brand, Nike Trans has developed a strong customer base within local and regional authorities and Hungary's utility companies.

Nike Trans was founded by Mr Zsolt Boroczky and he has recently made new investments in the company's production facilities to bring further efficiencies to the Emcol IRR manufacturing process. The company has also won accreditation for its quality system to the international ISO 9001 standard and has been awarded ISO 14001 for its environmental management systems.

To further develop the company's sales and marketing initiatives, Nike Trans has appointed Mr Ferenc Loinczi as its new Sales Manager.

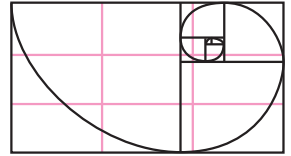


Three new licensees

Three companies have joined Emcol's growing international network of licensees.

Oscar (Pty) Ltd has been appointed Emcol's manufacturing licensee for **Botswana**.

Norberto Alvarez, based in Botswana's capital city Gaborone, is the Managing Director of Oscar (Pty) Ltd. He has extensive experience in the construction and civil engineering sectors and is currently involved in quarrying and mobile crushing operations. Norberto, with his business partners Albert Masheka and Sam Gangata, has formed a strategic alliance manufacturing Emcol IRR to supply the market in Botswana and export



OSCAR
(Pty) Ltd.

opportunities in the neighbouring countries of Zimbabwe and Zambia.



Albert Masheka demonstrating Emcol IRR

Oscar's manufacturing plant has been established in Francistown, Botswana. The plant has been designed with scope to increase production capacity as demand for Emcol IRR increases. The company has identified other road repair products in their market but none with all the capabilities and benefits of Emcol IRR. Oscar's philosophy is to distinguish itself by offering an excellent level of services alongside a high performance and cost effective product.

Oscar's marketing strategy has included an extensive publicity campaign, direct contact with all leading government and commercial bodies and product demonstrations showing the ease of use and superior performance of Emcol IRR.

In Zimbabwe, the Roads Authority has allocated funds to the Department of Roads, Rural District Councils and Urban District Councils for rapid repair and improvement of the road network. Oscar has now been approved by ZINARA as a government supplier. This approval will be a significant benefit in developing this important market for Oscar.

In the **Czech Republic**, **Bohemia Asphalt** has become Emcol's licensee. The company was established in 1999 and is now the largest producer of asphalt mixtures in the Czech Republic, operating over twenty manufacturing plants around the country. It is part of Strabag SE, one of Europe's leading construction groups.

Bohemia Asphalt is a modern company with independent accreditation to the Quality Management standard ISO 9001 and the Environmental Management Standard ISO 14001. Its main business is in the manufacture and supply of hot asphalt mixtures, having a market share in excess of 25% in



BOHEMIACOL

Směs pro rychlou opravu vozovek

continued over

EMCOL

the Czech Republic. The company decided to manufacture Emcol IRR under license to service the sector for cold lay instant repairs in its country.

An Emcol IRR manufacturing plant has been commissioned in Travnice about 50 kilometres North of Prague. Bohemia Asphalt will use its extensive distribution and marketing network to supply customers throughout the Czech Republic.

As Emcol News goes to press, we can also announce the appointment of a new licensee in **Portugal**. **Geometral**, who became Emcol's licensee for Bulgaria in 2007, has now acquired the Portuguese company **Eurasfalto** and will begin the manufacture of Emcol IRR in southern Portugal in the near future. In the next issue of Emcol News, we will include an extended feature on this exciting development.



Emcol IRR - a cost effective solution to pothole repairs

A number of cold lay pothole repair compounds on the market are suitable only for temporary repairs. Early failure of the repair will often occur, resulting in the additional costs of carrying out the repair work for a second time. Emcol IRR is a permanent solution to potholes and has proven to last in excess of ten years in numerous countries.

Using Emcol IRR in pothole repair projects can achieve savings of about 40% over bitumen emulsions and 30% savings over hot asphalt mixes when making small repairs. The successful marketing of Emcol IRR by our licensees around the World continues to emphasise the cost effectiveness of the product and highlights the following benefits:

- **Emcol IRR** is easy to use, yielding cost savings in manpower, time and equipment
- **Emcol IRR** is applied cold, straight from the pack; there is no need to heat the product or use paving machines resulting in energy and fuel savings
- **Emcol IRR** produces no waste; unused material can be stored for use on other jobs
- **Emcol IRR** creates minimal disruption to traffic flow; roads do not have to be fully closed and completed repairs can be immediately re-opened to traffic
- **Emcol IRR** gives the best overall lifetime cost; repairs have a life span in excess of 10 years whilst those using less sophisticated products may need replacement much earlier.

<i>Emcol IRR</i>	Hot Asphalt	Bitumen Emulsions
<i>Minimum disruption. Repairs open to traffic immediately upon completion</i>	Disruption to traffic to allow for large-scale machinery	Disruption to traffic to allow for large-scale machinery
<i>Repairs can be carried out using a stiff brush and a hand tamper</i>	Requires the use of extensive specialised equipment	Requires the use of extensive specialised equipment
<i>Repairs require minimal preparation. Simply brush out any water or debris and apply Emcol IRR</i>	Greater time spent preparing the repair, squaring the repair area and laying a tack coat	Requires spraying machinery, rollers and roads need to be swept after the repairs have been done
<i>Emcol IRR has no waste. Unused product can be held in the container for use the next day</i>	Potential for waste (if potholes are scattered over a distance and if the mix cools too much)	Repair material based on a bitumen emulsion must be used in one go and cannot be stored in containers
<i>Can be used in all weather conditions</i>	Repairs using hot asphalt less common in very cold conditions	Cannot be used in wet conditions
<i>Can be used in all seasons</i>	Not readily available in winter	The use of water in bitumen emulsions means they can't be stored in very cold conditions