

NEWS

### Orrest delivers marketing skills to those in need

Peter Davys, a well known and respected figure in the chemical industry, has set up an independent consultancy – Orrest – to assist those companies in need of marketing expertise.

“As employee numbers in the industry have been reduced, I am acutely aware of the additional pressures and responsibilities being placed on individuals who are being asked to take on marketing roles they have no experience of or qualifications to perform,” he said.

Davys, who most recently was business unit manager for BASF and Clariant, has teamed up with design and marketing agency Synergy and together they have undertaken their first project to rebrand Foscolor, which was launched at Surfex 2004.

Foscolor managing director Stan Jones commented: “The industry response to our new identity has been magnificent, with several major publications featuring our company for the first time in many years. The response levels from our customer base to our new profile has increased significantly.”

Director at Synergy Creative Design & Marketing, Alex Jordan, believes this type of partnership will be utilised more and more as competition for business becomes more intense. “As a design agency, we recognise that our work must be very proactive in the industry sector we are working for,” he said.

Davys is looking forward to meeting the challenges the sector presents. “I’m looking forward to speaking to my colleagues in the industry and offering them a unique consultancy,” he said. “One that recommends and delivers for them.”

Tel: +44 (0)161 799 0592 • peterdavys@orrest.com

### FLAG ranges flying high following MBO

The assets of C W Wastnage Ltd, makers of FLAG specialist paints and finishes and Flagship marine coatings, have been purchased by the management team. Led by managing director Tony Grover, the company is embarking on a plan of expansion and rationalisation.

“We have so many superb products such as our Asipo anti-mould treatments, Aqualac floor coatings, Roofix roofing compound, woodcare products and a new one-coat tile paint that we need to concentrate on these products and take them to a wider audience,” said Grover.

“We’ve already made inroads back into the Middle East and the USA and are currently recruiting agents worldwide.”

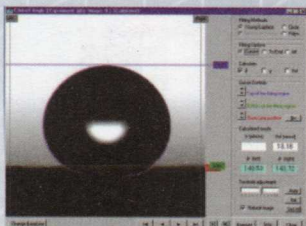
Built up over many years by the late Geoff Wastnage, the company specialises in the manufacture and handling of solvent and water-based coatings on two sites in Burnham-on-Crouch, Essex.

Tel: +44 (0)1621 785173 • sales@flagfinishes.co.uk

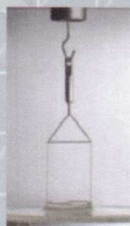


Pictured from left to right are Martin Noon, David Lewin, Robert Brand and Tony Grover.

## L.O.T. - Oriel offers quantitative solutions for research in the coatings industry



Contact angle measurement on CAM 200 (can also measure surface tension, surface free energy and take fast speed images of wetting/absorbance)



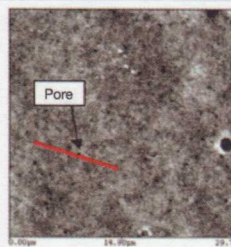
Surface tension using the Du Nouy ring, full computer controlled and manual tensiometers available

KSV produce a range of surface chemistry equipment to help you characterise your liquid (ink, paint etc) and substrate (paper, plastic, wood etc) together with the interaction between the two.

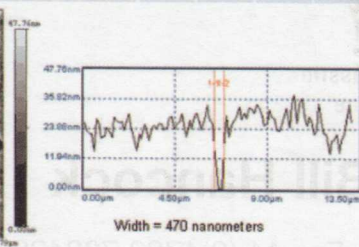
- Paint
- Ink
- Varnish
- Sealants
- Adhesives

Applications include paper wettability, inkjet printing, textiles, surface treatments, cleanliness, coating technology, foam, emulsion, oils, polymers and plastics.

The Nano-R from Pacific Nanotechnology is an affordable, easy-to-use, high specification (closed loop) Atomic Force Microscope (AFM). The AFM is an excellent tool for giving quantitative 3D information about your surfaces at the Nanoscale, with little or no sample preparation needed.



AFM Dimensional image of the surface of a commercially available photo quality inkjet paper. Scan size 30µm, scale indicates height of the features on the paper's surface.



AFM Line profile showing the width of one of the pores in the paper.

L.O.T. - Oriel Ltd. 1 Mole Business Park, Leatherhead, Surrey KT22 7BA T: 01372 378822 F: 01372 375353 E: info@lotoriel.co.uk www.lotoriel.co.uk

