

# InBrief.28

Summer 2004

In this edition of InBrief we are giving you the opportunity to win an Apple iPod MP3 player as well as filling you in on all the news about our forthcoming move. There is an atmosphere of great excitement amongst the staff as they start to think about the realities of moving into a purpose built building.

But, I can hear you say, what are the benefits of this move to you the customer? Well they are numerous to say the least, more production capacity, better segregation of allergen containing material, more laboratory space to develop new products, the list is endless.

Every effort is being made to ensure that all our customers and contacts are aware of our new address and we have been greatly assisted by the

fact that all our contact numbers (telephone, fax, email, etc) remain the same. If you are currently buying product from us you will have been contacted by letter and by your sales executive to discuss your requirements during this period.

So, whilst we will hopefully see some of you at IFT 2004 the majority of you will receive our next newsletter in the autumn complete with our updated image and details of changes to the website that will have been made over the summer. In the meantime if you have any issues that you would like to discuss with us please do not hesitate to get in touch.

Caroline West  
Editor

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## Diary of Events

EVENT	DATE	VENUE	PERSONNEL ATTENDING
FI Central Eastern Europe 2004	25 - 27 May 2004	Berlin, Germany	No Biocatalysts Staff attending, Kuk (Biocatalysts Agent) attending
IFT 2004 Booth 1489	13 - 16 July 2004	Las Vegas, USA	Stuart West, Deborah Davies and Kaltron Pettibone (Agents) attending
Hi Europe 2004	16 - 18 November 2004	Amsterdam, The Netherlands	Martin Duff and Kuk (Biocatalysts Agent) attending
CPhI 2004	7 - 9 December 2004	Brussels, Belgium	Martin Duff and Stuart West attending

If you wish to meet with any Biocatalysts staff or agents at any of the above exhibitions, please fill in the reader reply form.



**BIOCATALYSTS**

[www.biocatalysts.com](http://www.biocatalysts.com)

# July 12th - The Dawn of a New Era!



## July 12th - Relocation complete

**For the staff at Biocatalysts July 12th will be a truly momentous day, our first day working from our new premises.**

**What will the new building have to offer?**

The new building is less than a mile from our current location and is individually designed to house all our production, R&D and administration facilities. The advantages of the new premises are considerable and include:

Huge warehouse storage which will allow us to segregate raw materials more effectively. Whilst having large spaces between raw materials is not

the most effective use of space we are considerate of our customers' needs and realise that this is a fundamental requirement for some of you.

More space will also allow us to be able to offer more contract services such as blending, fermentation and enzyme analysis. Why buy in your enzyme and then have to combine it with other ingredients when we can do this for you? As you are all aware by now this willingness to go the extra mile for our customers is what sets us apart from the competition.

Included in the new offices are a dedicated training room and resource area. This will enable us to offer more frequent training for staff and agents and to run a variety of events. It will be able to house up to 20 people in one training session with state of the art audio-visual equipment to aid presentations.

Below is our new address. Please make sure you change your administration records to the following:

**Biocatalysts Ltd**  
**Heol Crochendy**  
(pronounced hail crock-en-d)  
**Cefn Coed Parc,**  
**Nantgarw**  
**Wales CF15 7QQ, UK**

However to make life easier for everyone our telephone, fax, email and website details remain the same;

**Tel: +44 (0)1443 843712**  
**Fax: +44 (0)1443 846500**  
**Fax number for sales order processing:**  
**+44 (0)1443 841358**  
**E: sales@biocats.com**  
**W: www.biocatalysts.com**



*Artists Impression of New Biocatalysts Building.*

# Biocatalysts - World Class Supplier.

It is now widely recognised that customer service can provide a key differentiation in increasingly competitive markets. The measurement of customer service therefore becomes an essential element of assessment and improvement. Therefore, as part of their ongoing quest to be the best speciality enzyme supplier in the world, Biocatalysts commissioned a company called Charter Solutions to undertake some market research for them. We wanted to find out what customers (both existing and potential) demanded from their best suppliers, not just enzyme suppliers but all suppliers.

Research has focused on ascertaining customer's expectations and then assessing the gap between expectations and performance of the organisation. The main work in this area was undertaken by Parasuraman, Zeithaml and Berry who carried out an extensive multi-sector study. They initially highlighted ten service attributes which were then honed down to five which were utilised in the development of a service framework called SERVQUAL.

- **Tangibles:-** the appearance of the physical facilities, equipment, personnel and communications
- **Reliability:-** the ability to perform the promised service dependably and accurately
- **Responsiveness:-** the willingness to help customers and provide prompt service
- **Assurance:-** knowledge and courtesy of employees and the ability to convey trust and confidence
- **Empathy:-** caring, individualised attention the Organisation provides its customers and guests

The principal way of using SERVQUAL is to ask a range of questions of the customers and use this feedback to develop a service improvement strategy.

**We wanted to find out what companies considered important in their suppliers. The logic being that if we knew what you wanted in your best suppliers we could listen and implement changes to become your best supplier!**

So you can imagine our surprise when 1 in 5 of the companies contacted cited that Biocatalysts were **already** their best supplier! However, whilst this was great news, there is still scope for us to improve elements of our service and push the company to yet a higher level. Tim Kemp a partner in Charter Solutions commented: "These are some of the best results

that we have ever come across in response to research of this type. The figures illustrate that in many areas the company is already performing to worldclass standards."

The questions were marked out of 5 with 3 being the median and anything over 4 being classed as exceptional. A selection of the questions and their scores are below. The most important criteria for our customers was found to be consistency of product and we scored an exceptional 4.5 on this. However, as you can see we scored an average 3 on the question "They have convenient

operating hours and I can always get hold of people", we think this is because of the global nature of our business where a lot of our customers in the United States and other countries with big time differences are just starting their working day when ours is almost finishing. To rectify this we are working on upgrading our website to provide specific information that will help to make life easier for those in different time zones. More details of this will be available in the next edition of InBrief in the autumn.

So, the aim of this research is for us to improve and become your best overall supplier. To do this we are going to listen to what you

have said and take action! For those of you who took part in the survey, which was totally confidential, you may like to contact us formally or informally about any of the issues that were raised by the survey or to make suggestions about the ways in which we can improve any aspect of Biocatalysts and we would love you to do this.

**But equally we would like ideas from all of you about new products we could launch, new services we could offer, about anything that could improve the company. If you want an incentive see the section "Want a chance to win?"**

QUESTION	RATING
<b>Product</b>	
Their products/services are of high quality	4.4
Their products represent value for money	3.9
They offer innovative products/services that help us develop our business	3.9
<b>Reliability</b>	
They offer consistent products	4.5
When they promise to do something by a certain time, they do so	4.2
Their service is performed right first time every time	4.2
<b>Responsiveness</b>	
They help us solve problems relating to enzymes and their use	4.2
They deal with problems and complaints quickly and efficiently	4.2
The staff are never too busy to respond to our requests	3.9
They have convenient operating hours and I can always get hold of people	3.0
<b>Assurance/Trust</b>	
The staff are professional and helpful	4.1
They have the technical knowledge to answer our questions	4.3
We feel safe in our transactions with them	4.3
<b>Empathy</b>	
They give us personal attention	4.2
They understand our specific needs and requirements	4.0





## Want a Chance to Win?

Are you a person full of good ideas? If so then why not send your suggestions for **new products, services, improvements in administration, website ideas**, in fact any topic at all, to us here at Biocatalysts and have a chance to win an up-to-the-minute **Apple iPod digital MP3 player**

with **20GB** of memory which equates to **10,000 songs!** At just over half an inch thick, the iPod fits comfortably in the palm of your hand and slips easily into your pocket. At 160g, it weighs less than two compact discs, and even many mobile phones. You can also keep your music collection up-to-date by downloading iTunes from

the Internet onto your iPod 24 hours a day, 7 days a week!

**For a chance to win this fantastic prize send your ideas/suggestions to:**

**Caroline West,**  
**Promotions Manager**  
 at the usual Biocatalysts address or you can email me at:  
**Carolinew@biocats.com**

Make sure you send us your full name and contact details so that we can get in touch with you! In the event of there being more than one winning suggestion, one name will be chosen at random by the Managing Director, whose decision is final. The winner will be announced in the next edition of InBrief.



## Remember IBA?

**In the last edition of InBrief we mentioned that we had been nominated for an International Business Award. Soon after InBrief went to print we attended a glamorous evening with over 400 top business people gathered at the Royal Lancaster Gate hotel in London for the award ceremony. Biocatalysts were honoured with one of the top three awards, "UK Exporter of the Year" in the under £5million turnover category. The overall winner was the global BBC Worldwide company.**

This high profile event was hosted by Trade Partners UK International in conjunction with the Export Times and had attracted well known sponsors such as HSBC, DHL and Coface. The judges were very impressed with Biocatalysts and commented: "The company has shown excellent growth. Its strategy has been first class and it has an excellent training regime." The guest speaker was Sir Jackie Stewart, ex-International racing driver who spoke very eloquently and amusingly about the parallels in strategy between top class

sports teams and businesses. Managing Director, Stuart West revealed, "This has been an exceptional year for Biocatalysts with this latest award and the Queen's Award for International Trade. It shows that there is a future for manufacturing companies who are innovative and offer exceptional customer service. We benchmark ourselves against all companies not just other enzyme companies and our ultimate aim is to be the best company for customer service full stop."



## IFT 2004

**This year's Institute of Food Technologists Food Expo takes place in Las Vegas USA, the home of gambling! One thing you won't have to gamble on however is whether Biocats will be attending or not! This show forms one of our most important marketing events of the year and this year booth number 1489 will be jointly manned by Managing Director Stuart West and Sales Executive Deborah Davies alongside our US agents Kaltron Pettibone.**

The focus of this year's show will be our new vegetable macerating range of enzymes based around Ferulic Acid Esterase. These highly effective enzymes lend themselves to a variety of applications including the breakdown of very fibrous vegetables such as leeks. Other enzymes are also included which assist in the maximisation of yield from a variety of plant sources.

**If you would like to meet with either Stuart or Deborah at the show, please fill in the Reader Reply page at the back of the newsletter.**

## HACCP-FOOD SAFETY WITH NO HICCUPS!

At Biocatalysts, product quality and safety is always at the top of our list. So moving to a new facility gives us an opportunity to upgrade our existing systems to further improve ourselves. With the European Union introducing traceability and HACCP-based regulations for all food manufacturers, there has never been a better time to do this.

HACCP (Hazard Analysis and Critical Control Point system) has long been used by the food industry as a tool for control of food safety during manufacturing and beyond. Biocatalysts has always sought to exceed recommendations, and the opportunity to design our new building from the bottom up has meant we can ensure that quality and safety are at the heart of our processes from Day 1. New larger, dedicated, primary production, powder blending, liquid blending and segregated storage areas with documented material flows throughout the facility, ensure that quality is built into all our production processes. Which all means that we can assure our customers that the high levels of product quality and consistency they have come to expect will not only be maintained in the new facility, but enhanced and improved upon, with state-of-the-art process and design controls.

We will have more on this topic in the next issue of InBrief when we will cover how using Biocatalysts products can help you to maintain traceability.

## Multi-point Contact Assists Technical Enquiries

**Isn't it annoying when you ask a company a technical question and then get pushed around from department to department as someone tries to find the answer to your question?**

Or worse still, you are directed to the sales executive who then has to go and find the answer to your question and feed it back to you, only to find out that your process conditions are different from the ones cited and you are back to square one again. What you need is direct access to the right person for the enquiry. Sounds simple? Well you would think so but in our experience it is sometimes anything but! Here at Biocatalysts your technical enquiry will

be answered by one of two people. Our technically trained sales executives have the ability to answer a large proportion of your questions but in addition each business sector has its own "Sector Expert", a qualified scientist who is totally up-to-date on all the products in this sector, including the competition! They will offer advice and suggestions about suitable products for your process or can discuss the option of custom tailoring an enzyme to achieve specific end results. If you feel that you would benefit from speaking to a Sector Expert you can contact them through the usual phone, fax and email addresses. So if you want to get ahead in your Sector get a Sector Expert!



## Employees are out to Win

**At the start of the last financial year in October Biocats launched an Employee Suggestion Scheme which has proved hugely successful.**

Many ideas have been implemented including an induction scheme for new staff and using our emails and faxes as a means of promoting our company's unique selling points. Due to the success of this scheme, a suggestion was made by one of our employees to give all our customers and contacts the opportunity to submit ideas so, if you want a chance to win, please contact us. Staff are rewarded in two ways, the top three suggestions each quarter receive £100, £50 and £25 respectively whilst all other suggestions that are implemented are rewarded with a bottle of wine. The Senior Management team at Biocats who assess the suggestions

have been overwhelmed with the popularity of the scheme, which if anything has got more popular over the months rather than less - could be something to do with the wine! The scheme has attracted the approval of our external BSI auditor who was very impressed at the enthusiasm shown by the staff for the new system.

*Sales Office Secretary  
Theresa Cannon won £100  
for her inspired idea of  
having a dedicated  
resource/library area in  
the new building.*



### BIOCATALYSTS LIMITED

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Tel: +44 (0) 1443 843 712 Fax: +44 (0) 1443 846 500  
Email: sales@biocats.com Website: www.biocatalysts.com

**Don't forget; from July 12th our new address will be:**

Heol Crochendy, Cefn Coed Parc, Nantgarw, CF15 7QQ, Wales  
UK Tel: +44 (0) 1443 843 712 Fax: +44 (0) 1443 846 500  
Email: sales@biocats.com Website: www.biocatalysts.com



# Reader reply page

Please complete this reply page clearly, and return by fax or post for an instant response.

**InBrief 28 Summer 2004**



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www.biocatalysts.com

Name: .....  
Title: (Dr. Mrs. Miss. Ms. Mr. etc) .....  
Position: .....  
Organisation: .....

Address: .....  
.....

Postcode: .....  
Country: .....  
Tel: .....  
Fax: .....  
Website: .....  
Email: .....

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All datasheets, historical articles and technical bulletins are available on our website [www.biocatalysts.com](http://www.biocatalysts.com) in a downloadable pdf format. If you are unable to open these files on your computer you can download Adobe Acrobat Reader software free from our website which will enable you to do this. We hope that this makes it easier for you to take advantage of the wide range of technical literature available on our website.

If you would like to meet with a member of the Biocatalysts Team at IFT 2004 LAS VEGAS then please fill in the table below.

	IFT 2004 LAS VEGAS			
	Tuesday	Wednesday	Thursday	Friday (AM)
Stuart West				
Deborah Davies				
Kaltron Pettibone				

I would like to receive further details on the following products:

.....

## Sample Product Requirements

A sample of the following products:

.....

What application is the requested sample for?

.....

## Custom tailored products:

My special application for enzymes is:

.....

.....

Please send InBrief to the following colleague:

Name: .....  
Title: (Dr. Mrs. Miss. Ms. Mr. etc) .....  
Position: .....  
Organisation: .....

Address: .....  
.....

Postcode: ..... Tel: .....  
Website: ..... Fax: .....  
Email: .....

