

InBrief29

INSIDE:

Celebrating the opening of the new factory at Cefn Coed, Parc Nantgarw • Another fantastic business award courtesy of Parcelforce Worldwide
• Changes to agent network •

Welcome to this, the first edition of InBrief from our brand new facility at Parc Nantgarw, Cardiff.

The final part of the company move took place on Saturday 17th July 2004 and went without a hitch - in fact computers were up and running by 2.30pm on the Saturday afternoon! Managing Director Stuart West had a single target in mind - to complete the move without a single customer being let down and guess what? In true Biocatalysts style we did it - what an achievement!

Now 3 months on it feels like home and the Biocats team are enjoying many new benefits including a new staff canteen and a dedicated resource library giving them quiet space to read and do research. The larger and more modern facility gives many benefits to our customers as well, including full separation of all our raw materials and products by allergen type.

The building was officially opened on 22nd November 2004 by the Right Honourable Rhodri Morgan AM, First Minister for Wales. The celebrations started at 4.00pm and the formalities continued until 5.30pm. The Champagne flowed and over 100 people enjoyed a fabulous evening.

The other piece of good news we have received is that we have won the Best Small Business in Wales category for the Parcelforce Worldwide Small Business Awards 2004. This then meant we were automatically short listed for the UK finals on 30th November. This glamorous lunchtime event took place at the British Academy of Film and Theatre (BAFTA) in Piccadilly, London where all the competing companies were present. Whilst we didn't win the overall prize it was an amazing event. The guest speaker was multi-millionaire Philip Green, Chairman of Arcadia, who spoke about the dedication and persistence it takes to turn a small company into a great one. Then during lunch, a surprise visitor in the form of Sir Richard Branson, Chairman of the Virgin group of companies appeared. In his trademark casual attire, he talked expansively about the risks he had taken over the years including his latest venture Virgin Galactica - five space ships opening up space tourism in under 3 years. Apparently the price for a seat at the moment is \$190,000!

May I take the opportunity of wishing you all a healthy and happy festive season and wish you a prosperous 2005.

Caroline West

Editor

Another landmark -

The official opening of the Biocatalysts facility

It had been a long time coming but the official opening of the new Biocatalysts factory at Parc Nantgarw was heralded as a total success. On Monday 22nd November, First Minister for Wales Rhodri Morgan AM unveiled a Welsh slate plaque commemorating the new building. It seemed as if the company had come full circle. Only four years before, at the company's first successful Wales Quality Award dinner they had asked the First Minister if he would come and open the new facility which at that point was only in the early planning stages. He probably didn't give it another thought but look what can happen with time and £3 million later!



Rt Hon Rhodri Morgan AM - First Minister for Wales officially opening our new building

Stuart West - Managing Director giving his company presentation



Owain Howell - Company Secretary; Dr Hans Wernicke - Director; Vincent Kane OBE - Chairman, Wales Quality Centre; Rt Hon Rhodri Morgan AM - First Minister for Wales; Stuart West - Managing Director



Vincent Kane OBE - Chairman -Wales Quality Centre presents Stuart West with a certificate for commitment to Business Excellence.



Janine Morgan - one of our Senior Scientist with one of our agents, Clotilde Genin from Intsel Chimos - France



Biocats staff - Jane, Denise, Elaine & Diane waiting the arrival of guests



Stuart West gave a moving speech about the company's struggle for survival in the early years. The company changed hands frequently and found stability only in 1995 when current Chairman Bill Salisbury came on board as the majority shareholder and Stuart West became Managing Director. Unfortunately due to ill health Mr Salisbury was unable to attend the opening and warm wishes were sent from the company for his speedy recovery.

From this point on the growth of the company has been exceptional and Stuart reflected on the people and institutions that had helped the company along the way. Commendation was given to the Welsh Assembly for giving a considerable grant towards the new move under the Regional Assistance Scheme designed to encourage company growth in Wales. This will help to enable the company to achieve its sales target of £10million by 2010 and create a considerable number of jobs during this time. Stuart finished by announcing that the sales growth achieved by the company for the last financial year was a record 29% and that there would be bonuses for the staff. Not surprisingly this news was well received! Stuart rounded up by thanking the staff for their dedication and commitment to the company. He freely admitted that every year the bar was raised in terms of performance and every year the staff exceeded his expectations. With absenteeism amongst the staff less than 1% he knew that people enjoyed working in the can-do culture at Biocatalysts.

"This makes next year a really special one - not only do I want to win the Overall prize at the Quality Awards next year it would be really great to win a prize at the European Awards as well!" Stuart West

WALES QUALITY CENTRE

The role of the Wales Quality Centre in the evolution of the company was also acknowledged in introducing the company to the EFQM Business Excellence Model, which allows companies to benchmark themselves against other companies in the key areas of Leadership, Policy and Strategy, Resources and Processes and most importantly Customer Satisfaction. This enables Biocatalysts to receive a comprehensive overview of how the company is performing in all areas. Biocatalysts has won two Wales Quality Awards.

In 2000 we won the Manufacturing Award which had previously been won by the big multinational giant - Sony, and we were the proud winners of the Small Business Award in 2002.

Such is the importance of the EFQM model that Vincent Kane, Chairman of the Wales Quality Centre had been invited to speak at the opening. He outlined how companies like Biocatalysts epitomised what Business Excellence embodies and how the disciplines of the model can benefit all companies large and small and his wish for more companies in Wales to get involved with the scheme. He also announced that next year Cardiff would host the European Finals of the EFQM awards. **Stuart West announced "This makes next year a really special one - not only do I want to win the Overall prize at the Quality Awards next year it would be really great to win a prize at the European Awards as well!"** To collective laughter from his staff who are now used to Stuart's competitive tendencies it would seem that yet another challenge in the life of Biocatalysts has been laid down! We will keep you posted on developments!



There was however another surprise for MD Stuart West. Unbeknown to him the Board of Directors and Staff had conspired to celebrate his 20 years service at Biocatalysts with a gift of their own. He was presented with a beautiful piece of art that he informed staff : *"he will treasure and that will be a constant reminder of his time with Biocats."* To conclude large bouquets of flowers were presented to Theresa Cannon and Caroline West who had done the entire organisation for the opening and who ensured it went off as a truly excellent event.



Dr Hans Wernicke - Director presenting Stuart West - MD with a gift for 20 years service at Biocatalysts

FIRST MINISTER FOR WALES

Next First Minister for Wales Rhodri Morgan AM took to the lectern. After congratulating the company on its success, he moved to deliver an authoritative speech about his vision for the future of companies in Wales especially the SME's (Small/Medium size enterprises). What was obvious was that Biocatalysts really does embody the future of companies in Wales, the dedication to exceptional customer service, the investment in facilities and staff and the global approach to world markets all add up to a company very much on the rise.

Company Secretary Owain Howell acted as Master of Ceremonies on the day and thanked the speakers on behalf of the whole team. Gifts were presented. Mr Morgan was presented with an unusual pastiche of Myndd (pronounced Munt) where he has a holiday home that he visits as often as possible. Mr Kane was presented with a bottle of Welsh Whisky.

PARTY

With the formalities of the day over, the 100 guests moved upstairs to a traditional Welsh buffet. Staff and customers chatted to agents and shareholders and the party was soon in full swing. Guests had come from as little as a mile down the road and in the case of US agents Kaltron Pettibone from Chicago over 4000 miles had been travelled. In true Biocatalysts fashion (and to give their agents some excuse to come to the party) there was a full

"There has been a real buzz about the company since we moved into the new building, whether it is the great new surroundings or just that the opportunities for the company seem so huge at the moment I don't know but it really does make for a great place to work!"

day of Agents Training on the Tuesday after the party. Responsibility for Agents Training lies with Promotions Manager Caroline West who commented *"Since we had our review of our Agents network in the summer, this is the first time we have delivered the new level 1 training."*

"It was a lot to ask of the staff involved because everyone had really pitched in for the opening. We used our new projector system and boardroom and it went brilliantly. We now plan to roll this training out to all our agents over the next year and get them really in tune with the Biocats business philosophy". Summing up the whole two days Marketing Services Co-ordinator Jane Price said *"There has been a real buzz about the company since we moved into the new building, whether it is the great new surroundings or just that the opportunities for the company seem so huge at the moment I don't know but it really does make for a great place to work!"*



Our Harpist playing traditional Welsh music in the background as guests arrive

Picking up a Parcellforce Prize

The Parcellforce Business Awards are a well known milestone of the business calendar in the UK. Regional events in England, Ireland, Scotland and Wales are run in November with all the Regional finalists getting together at the end of November for the overall UK Awards. Being invited to submit entries to high profile competitions like this has been a positive result of our being awarded the Queens Award for Enterprise in 2003.

The Parcellforce submission required details about the company, its culture, the levels of customer service offered and staff satisfaction. The feedback reported focused on two areas where the judges considered Biocatalysts as delivering exceptionally high performance, these were world-class customer service and the way that it looked after and motivated the staff.

It was interesting that, as mentioned in the last edition of InBrief we had just undertaken an independent audit of what our customers thought of us back in the Spring. The results of this review were incredible with many of our customers citing us as their best overall supplier. Overall, we were deemed as 'World Class' according to Chartered Solutions the independent research agency who use the well known ServQual assessment system.

These results were mirrored in the feedback from the Parcellforce competition judges who commented that in both the customer service section and staff satisfaction Biocats was reported to be 'head and shoulders' above the other entrants. The prize is a total of £6,000 in goods from Parcellforce Worldwide the official sponsors, well-known stationery company Viking and Ebay. Part of the prize money will go towards bookcases for a new fictional library for the staff to use.



New products from Biocatalysts Ltd

Over the last year or so Biocatalysts has developed over 30 innovative new products for the food industry. Our deep understanding of our customers' applications allows us to carefully tailor our products to meet their process needs and provide them with a wide range of specific benefits. These new products include:

Lipomod™ 726P is an innovative, cost effective baking product. Its use results in improvement of a wide range of baking characteristics. When used for bread baking, the key benefits are a significant increase in loaf volume and improved crumb texture, characterised by even distribution of fine air pockets. Another noticeable improvement is increased whitening of the bread slice. A significant cost saving can be made when Lipomod™ 726P is used to partially replace chemical emulsifying agents. The product is also suitable for other baking processes such as rolls and English-style muffins.

Depol™ 692L is our most aggressive enzyme for macerating plant tissues. It was developed to aid carrot juice extraction processes and can more than double the yield of juice extracted. The enzyme's unique activity comes from its ability to break down ferulic acid esters which have been described as the rivets holding plant cell walls together. It can be used in a variety of processes such as production of vegetable bullion, herb and tea extractions or vanilla extraction to give significantly higher maceration of plant tissues, increased product yield, improved solubilization of complex polymers and reduced insoluble waste.

Depol™ 686L is a broad-spectrum carbohydrase which has a number of valuable functions to the brewer, including elimination of filtration blockages in both ambient and cold filtration processes and the reduction of carbohydrate hazes in the finished product. In its capacity as a broad-spectrum carbohydrase, Depol™ 686L breaks down complex barley polysaccharides in the mash resulting in lower wort viscosities, shorter run-off times, increased wort volumes and the release of fermentable sugars.

Trial Product 714L is a product specifically designed for cranberry juice extraction. Effective depectinisation of the cranberry fruit using TP714L greatly reduces viscosity and aids pressing and filtration. In addition this product rapidly breaks down the cranberry skin cell walls for unsurpassed release of polyphenolic compounds including anthocyanins (colour) and tannins into the cranberry juice. High levels of juice extraction and high fruit solid yields are obtained using this product. Furthermore, TP714L has a high stability and activity at high temperatures (60°C) in combination with highly acidic conditions (below pH 2.5), thus being extremely compatible with traditional cranberry juicing processes.

Agents Audit

During the spring and summer there has been an extensive audit of our world-wide network of agents and distributors. Some restructuring has taken place and a revised list of our agents is now available on www.biocatalysts.com.

To ensure that all agents and distributors deliver the best level of service to our customers we have introduced a three tier training scheme. Our agents are responsible for customer service at the local level and we want to ensure that our agents are able to deliver the same high standard of customer service that our customers expect when they deal with Biocatalysts direct. Level I will be administered to all the sales staff of our agents and many of the office based administration staff too. This will enable any basic enzyme product enquiries to be dealt with competently. Enzymes are a technical product and from talking to our agents we realise that some of them find them too technical to feel totally comfortable with. Level I training will cover all the basics, from "What is an Enzyme?" to "The Biocats philosophy" and most importantly for agents "What's in it for me?"

Level II and III are designed for those agents at the front end. These will build on the basic knowledge and start expanding the breadth of information that the agents feel able to cope with. By the end of Level III all agents will have, not only a thorough knowledge of enzymes and their potential applications, but will understand the holistic approach that Biocatalysts offers to food processors whenever they experience a process problem or are looking to upgrade a process or develop a new product. This ability to rapidly identify what the customer's problem is and then outline how Biocatalysts will be able to deliver a solution will be a huge step forward for our current agent network. Biocatalysts vast process knowledge enables us to solve many of our customers' problems irrespective of whether the solution is enzyme based or not.

The first Level I training takes place at the new offices on 23rd November with all the agents being visited by the end of the 2005.

ReadersReply

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I would like to receive further details on the following products

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SAMPLE PRODUCT REQUIREMENTS:

I would like to receive a sample of the following products:

- Lipomod™ 726P
- Depol™ 692L
- Depol™ 686L
- Trial Product™ 714L

What application is the requested sample for?

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CUSTOM TAILORED PRODUCTS:

My special application for enzymes is:

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