

KEMILUX GAINS STRONGHOLD IN INDUSTRIAL CLEANING AGENTS

At 800 tonnes of cleaning concentrate on an annual basis, Kemilux Industri's manufacturing operations are far from full capacity — even as the company's success in the maritime sector continues to drive export growth.

PRODUCING TONNES of highly concentrated cleaning agents every week, Kemilux Industri is quietly gaining foothold outside the Faroe Islands, particularly in the maritime market. According to managing director and co-owner Debes Petersen, the company's total output — an annual 800,000 liters of detergents and cleaning agents for dilution at 1:18 on average — can still be increased significantly without requiring new investments in manufacturing capacity.

As Kemilux's production has been steadily rising for years, Mr. Petersen said, exports of industrial fluids to countries such as Denmark, Norway, Iceland, Greenland, and Canada are taking an increasing share of total volumes, currently amounting to 28 percent.

"We're only operating on a 40-hour week and yet our manufacturing system could if necessary be running 80 or 120 hours a week," Mr. Petersen said.

Backed by a solid reputation of product excellence, Kemilux Industri has, since commencing manufacturing of detergents and cleaning agents in 1967, managed to build a strong position at home both in industrial and consumer products. In overseas markets, however, an early decision was made to focus en-

tirely on business-to-business with the maritime sector figuring prominently.

This strategy has proven profitable as overseas sales again in 2010 broke records.

"Last year our exports went up to 224,000 liters of concentrates," Mr. Petersen said, attributing much of the year's growth to progress in Denmark, Norway, and Iceland. Also, he said, other countries in Europe as well as in North America, the Middle East and Asia offer encouraging signs.

LAND AND SEA: For all its success in key markets, Kemilux is still struggling with the challenge of making sure that more clients and prospects realize the company's capacity for manufacturing large volumes.

Said Mr. Petersen: "For the uninitiated, it may seem unlikely that a company based in the Faroes can be able to deliver any serious volumes of top quality fluids. People don't seem to realize that we're already manufacturing 65,000 liters every month; and we can produce more if necessary. The experience and expertise and the equipment that we have, together with warehousing and logistics services available — all of this allows for manufacturing on a large scale

with regular shipments and safe, reliable deliveries, in full compliance with EU regulations on health, safety, environment and quality."

One particular market segment that Kemilux is looking to attract is operators of large merchant fleets in the international shipping sector.

"These are large fleets with many large ships and what we basically aim to do at first is have them try at least one of our products," said sales director Arni Gunnarsson, a long-time member of the Kemilux management team. "Once they've tried it, most of them will be coming back for more, like our existing clients. That's because using our products can save them massive amounts of money."

This has to with a series of factors, Mr. Gunnarsson said. First, proper cleaning of the outside of a ship's hull



Managing director Debes Petersen.

reduces water friction, which in turn reduces fuel consumption as the engine will require less throttle to maintain a given speed. Second, he said, good rust removal makes it unnecessary to paint over visibly rusted areas, saving not merely the paint but also the extra deadweight added to the ship for every layer of paint applied. Third, with more effective solvents for cleaning, degreasing, and rust removal, the need for such agents is reduced in terms of frequency and amounts.

"Those who are familiar with our products know of course what I'm referring to," Mr. Gunnarsson added. "Our top selling item is the S-1 Extra, an all-round, heavy-duty detergent that seems to have no real rival out there. It's like, try it once and you'll see for yourself — after all, you want your cleaning to be as

effective as possible while not requiring too much of an effort."

S-2 Extra, a similarly effective detergent especially developed for the food processing sector, offers basically the same benefits as the slightly tougher S-1 Extra.

Some of Kemilux's most important customers are fishing vessels, workboats, oil tankers, freighters, and merchant vessels. Other customers include food manufacturers and processing plants as well as road transport service providers.

"Many of our customers are ship-owners or involved in marine supplies," Mr. Gunnarsson added. "But seafood processing plants are also an important group, and likewise service operators in the transport business. And introducing our products to the offshore oil and gas industry is on the list."

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Manufacturer of quality detergents, cleaning agents and solvents for industrial and maritime use and for households.

World's most versatile heavy duty detergents and rust solvents, including: **S1-Extra**, the multi-purpose cleaning agent; **Rust Wash**; **S-2 Extra** — a heavy duty cleaning agent, specially developed for the food processing industry; **H79**, degreasing agent for industry and households; **H80**, a water based degreaser, the "green" alternative to the popular but stronger agent H79; **HG-2 Extra** — universal cleaning agent for the food processing industry.

Sirius — quality packaging materials for the maritime, fishing and seafood industries.

Kemilux products are manufactured according to the ISO:9001 (2000) standard.

Kemilux is registered at Achilles as a qualified supplier to the oil industry — Achilles ID: 25640

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