



# smarttalk

DECEMBER 2009

Celebrating  
**75** years  
of smarter  
solutions

“By offering **clever**, reliable,  
**innovative** solutions, we  
consistently deliver our customers  
**tangible improvements**  
to their business”.

Sherif Hassanein, CEO, Jasol



## A smarter way

Welcome to the first edition of Jasol Smart Talk, our quarterly magazine that communicates the innovations and changes at Jasol, implemented to deliver true value and business improvement to our customer partners.

As we acknowledge our 75th year of trading, we reflect on a proud history of quality products and service in the cleaning and hygiene solutions market. While we recognise and wish to preserve the best of our heritage and culture, it is time for Jasol to take a new direction toward a more aligned, market-driven and efficient organisation: One Jasol.

Over time, Jasol has grown largely through a number of acquisitions of smaller organisations. While this has assisted our business to grow in size and broaden our geographic reach, it has resulted in a fragmented organisation with predominantly State-led sales, manufacturing, finance and administration processes that are not fully optimised. The result of this is that we have been unable to project the true potential and capability of Jasol.

Our mission is to deliver our true potential, and become the most successful manufacturer and provider of cleaning and hygiene solutions in Australasia.

By fitting together the different parts of the "Jasol Jigsaw" we will, in our 75th year, become a more efficient, unified and aligned business with one way of working across all parts of Jasol.

In essence, we will make Jasol the best it can be and deliver sustainable benefits to our customers, employees and parent company; George Weston Foods.

We will continually invest in our people - building leadership, innovation and technical capability and creating a culture that attracts the best talent to work with us and for our customers.

One key enabler of the alignment of the Jasol State businesses will be the implementation of a new business (ERP) system; Pronto. This outstanding Australian developed I.T. system will allow us to refine our business processes and optimise our sales, distribution and service capability to better meet customer needs. It is scheduled to be implemented throughout Australia and New Zealand early in 2010.

Already commenced, is the transition from a State-led to a national market-led sales and service structure and it is with great pleasure that I introduce to you our team leaders.

Commercial Director	Nicholas Carr
Textile Hygiene	Stan Kam
Retail Food Hygiene	Jim Vasiliou
Food and Beverage Manufacturing	Anthony Symons
Hospitality and Institutions	Carl Saler
Resellers and Distributors	Mark Scott
Aged and Health Care	Angelos Spathis
Dairy Manufacturing	John McGrath
Automotive Engineering and Industry	Andrew Blayden
National Customer Support Manager	Brian Griffin
National Hygiene Services Manager	David O'Leary
General Manager New Zealand	Dale Young

The National Hygiene Services team under David O'Leary is a particularly exciting development. So far it numbers 24 field service operatives whose tasks focus exclusively on the maintenance of hygiene standards at the customer site. It is this team that is committed to delivering, to an aligned national standard, the service arrangements contracted to our customers.

The Market Managers, who are recognised as authorities in their particular fields of expertise are charged with achieving our core deliverable of business improvement for the customer. They will look to achieving this by finding a smarter way of providing cleaning and hygiene solutions.

As One Jasol we will be your energetic, confident, straight-forward proactive supply partner of choice. We won't try and confuse you with complex offerings that don't deliver value, in fact we will actively challenge the complexity that has been created by others, and we will of course deliver on our promises.

To our customer partners, I give you my personal thanks for accommodating us during our transition and for those of you that are yet to be customer partners I do encourage you to contact the Market Manager for your industry group and give them the opportunity to demonstrate what they can do for your business.

*Sherif Hassanein, CEO, Jasol*

“ Our mission is to deliver our true potential and become the most successful manufacturer and provider of cleaning and hygiene solutions in Australasia ”



# Introducing the Jasol Marketing Team



**Nicholas Carr**  
Commercial Director

We welcome Nicholas to Jasol. Joining us from GWF Baking, his most recent role was General Manager of GWF South Australian Bakery where Nick delivered significantly improved safety results, product quality systems and achieved one of the best employment engagement scores in GWF. Drawing upon these skills and his tertiary financial and marketing qualifications, Nicholas will be accelerating the One Jasol program and national market driven initiatives and deliver to Jasol customers a new standard in customer service and business innovation.

Ph: 0417 466 207



**Angelos Spathis**  
National Market Manager Aged  
& Health Care, Vic State Manager

Angelos possesses a Bachelor of Manufacturing Engineering (Majoring in Chemical Engineering) and is a member of the Institution of Engineers Australia (Chemical College). Drawing on this disciplined background, Angelos constructs a supply, service and support regime for his customers that meets the rigours required by the healthcare industry for both hygiene compliance and cost effectiveness.

Ph: 0410 684 243



**Stan Kam**  
National Market Manager  
Textile Hygiene

Stan joined Jasol in January 2008, with diplomas in Chemical Process Technology, Sales & Marketing and over 22 years of technical sales experience within the Laundry industry. Stan's career highlights include the introduction of the first water and energy recycle system for laundry and double diaphragm dosing pump system for laundry chemical dispensing in Australia. Stan was involved in the drafting of AS 4146-2000 laundry practice documents – a globally recognised initiative. Stan prides himself on delivering the best and most appropriate system for each Jasol customer. He is continually challenging his team to ensure Jasol is the front runner in textile hygiene technique and development.

Ph: 0418 643 039



**John McGrath**  
Manager Dairy Division

John's passion for the dairy industry began at an early age, as he was born and raised on a dairy farm. He has 30 years dairy experience, with 15 of those involved in dairy foods manufacturing and the other 15 working in the cleaning technology field. Whilst working in dairy factories, John was actively involved in the processing of Milk and Whey Powder, Cheese, White Milk and Casein as well as the commissioning and start-up of several spray dryer installations. John's experience ensures that Jasol can continually assist customers with production and CIP improvements.

John prides himself on maintaining ongoing relationships with his customers that is based on trust and exceeding expectations. He and his team work with their customers to provide the expertise to troubleshoot potential problems before they become a production or quality issue.

Ph: 0408 353 991



**Jim Vasiliou**  
National Market Manager Retail  
Food Hygiene and Quick Service  
Restaurants

Jim has been at Jasol for twelve years. During this time he has been involved in the development and continual improvement of the Jasol Retail Food Hygiene System for Supermarkets, Quick Service Restaurants and general food preparation customers. Under Jim's guidance, the Jasol system has become renowned in the market as the premium program that provides overall value and real food safety risk management support. Jim prides himself on working as a team member with his clients to develop and nurture long term relationships, recognising that this is developed by being more than a mere supplier, rather a partner, promoting a standard of hygiene at customer sites that protects their business.

Ph: 0418 394 641



**Andrew Blayden**  
National Market Manager  
Automotive, Engineering, and  
Industrial, State Manager N.S.W.

Since joining Jasol in 1996, Andrew has contributed to the business across a broad range of areas, including Distribution, Warehousing and most recently the Hygiene Services sector. Utilising his extensive product knowledge of the Automotive, Engineering and Industrial range his aim is to provide Jasol customers with quality product and service initiatives. Andrew's mission is to ensure that Jasol isn't recognised as simply a supplier, but an integral part of our customers' organisations and their future success stories.

Ph: 0424 134 806



# Introducing the Jasol Marketing Team



## Anthony Symons

National Market Manager Food and Beverage Manufacturing

Anthony brings a wealth of technical skill and experience to Jasol's customers. Possessing a BSc, with an Honours degree in Inorganic Chemistry, Anthony has worked as a laboratory technician/analyst, in manufacturing process improvement and as a National R&D Manager formulating specialty chemical products. He has accrued nearly 20 years of food industry chemical cleaning experience.

At Jasol, Anthony's role is to ensure that his team provide the Australian Food and Beverage manufacturing industry with the very best technical know-how, service and products to facilitate efficient hygiene outcomes at their plants. Essentially, Anthony's team aims to provide business improvements, reinforcing that "really, really good food" comes from "really, really clean sites".

Ph: 0416 235 743



## Brian Griffin

National Customer Support Manager, W.A. State Manager

After 23 years working in FMCG organisations in a variety of sales functions, Brian transferred within GWF to join Jasol in June 2008. His current role involves the Customer Supply Chain; overseeing the functions of Customer Service, Warehouse & Distribution and External Engineering. Brian is proud to state that "The best thing about Jasol is the people; we genuinely care about each other, the business and our customers. Jasol are not just about selling chemicals; we provide better business solutions by forming solid partnerships with our customers and delivering on our intent of improving their businesses." Brian's passion for the customer and extensive experience in delivering high performance outcomes in the field of Customer Service are a key focus for Jasol and their One Jasol program in 2010.

Ph: 0419 045 915



## Carl Saler

National Market Manager Hospitality and Institutional, Qld. State Manager

In Carl's 22 years at Jasol, he has worked with a diverse range of customers and market groups. His passion, however, has always been the Hospitality and Institutional market. Carl thrives on delivering the after-sales service aspect of the product offer so important to this client base. His industry knowledge is second to none and the national team of Account Managers that Carl leads are also regarded as some of the most experienced personnel in the industry. Utilising the Jasol Hygiene Services team, Carl is intent on setting a new standard of after-sales service that delivers true value to his customers.

Ph: 0418 853 008



## David O'Leary

National Hygiene Services Manager

David joined Jasol in 2005. His background as a qualified audio visual engineer who, having managed his own business, has proven to be an outstanding grounding which David has utilised to build for Jasol a team that is setting the industry standard for on site customer hygiene services.

Originally tasked with the servicing of the Retail Food Hygiene accounts under David's guidance, the team is now being successfully introduced to the Quick Service Restaurant, Hospitality, Institutional, Aged and Healthcare customers. The next 12 months will see further advances resulting from the introduction of the latest technology in PDA/web-based reporting, chemical testing and on-line training, thereby ensuring the Jasol Hygiene Services team continues to be the benchmark for service excellence.

Ph: 0417 594 409



## Dale Young

General Manager New Zealand

Dale has an abundance of experience including 17 years within the paint industry and 9 years in the industrial and cleaning chemical industry in NZ, predominantly in Technical Sales roles. He has a plethora of qualifications including being a Heavy Engineering Research Association Certified Coatings Inspector, NZABA NZIM Diploma of Management, assisted with preparation of Abrasive Blasting and Protective Coatings NZQA scheme in conjunction with the petrochemical Industry Training Organisation and has been Secretary New Zealand Abrasive Blasting Association. His current role involves overseeing Jasol NZ offices, the plants in both Auckland and Christchurch, as well as a support to Account Managers throughout the country.

Ph: 021 837 816 (NZ)



## Mark Scott

National Market Manager Resellers, S.A. State Manager

After 14 years predominantly developing Jasol's reseller and distributor network in SA and NT, Mark assumes responsibility for strengthening the Jasol reseller network throughout Australia. Regarded as one of Jasol's product range and applications specialists, the support that Mark and his national team of Account Managers will bring to the Jasol reseller family will be second to none. In appointing Mark to this role, Jasol are sending a clear message out to existing and potential resellers of Jasol products that their business success is paramount to the company and that they can count on Jasol to bring a new energy and commitment to the network, benefitting all stakeholders.

Ph: 0417 807 597



# Jasol Meeting the Gorgon Environmental Challenges

I'm sure most people in Australia would have heard the news about the Barrow Island (Gorgon) LNG (Liquified Natural Gas) Project.

This is a joint venture project, between Chevron, Exxon Mobil and Shell.

This project is the largest energy resource project in Australian history and involves Subsea pipelines to Barrow Island; a gas processing facility on Barrow Island consisting of 5 million tonnes per year of LNG trains and a domestic gas plant and pipeline; LNG shipping facilities to transport products to international markets; and, Greenhouse gas management through the injection of carbon dioxide more than 2,000 metres beneath Barrow Island.

The site will occupy 1.3% of the island's uncleared land mass. Although the island is classified a Class A Nature Reserve, it is recognised internationally as a location where industry and the environment can successfully co-exist.

The resource being tapped contains about 40 trillion cubic feet of LNG - Enough to power a city of 1 million people for 800 years! Globally, the nett impact of using Gorgon LNG will result in 45 million tonnes less greenhouse gas emissions. When compared against coal, that's the equivalent of taking about two-thirds of all vehicles off Australian Roads!

Jasol has had its part to play in ensuring that the project proceeds. In partnership with KJVG, Chevron and Compass Group, we have organised the supply of chemical and dispensing equipment for the hospitality, catering and housekeeping services to the highest standard of environmental compliance.

Since the project is housed on an A Class Nature reserve, Jasol have undertaken the most rigorous quarantine protocols, quarantine training, site induction and process compliance, to ensure the environmental needs of all stakeholders are met.

In most cases, Jasol standard product formulations have been confirmed as meeting the required environmental standards. However, in some instances, re-formulation has been undertaken to meet these standards. Jasol have also championed the use of their high performance product concentrate range as an option to lessen the impact on the environment by reducing packaging and transportation costs.

The brief for range selection has been environmental sustainability, this being that the products themselves have no detrimental effects on the surrounding environment, and wherever possible all packaging is fully recyclable. Additionally, to ensure a safe working environment, none of the Jasol products used on the island are classified as hazardous.

In addition to product and dispensing equipment many new supply processes have been implemented as a requirement of this project. These have been fully embraced by Jasol personnel and our logistic partners and included training of staff in compliance with robust quarantine requirements. Product deliveries have already been made to site and quarantine has conferred on Jasol and their logistics partners a rating of "best supplier" for compliance to the prescriptive process required.

At Jasol, we are proud to have been able to adapt our business and contribute to such an important project that underpins Australia's commitment to a sustainable economy.

*Images courtesy of Chevron.*



“ Globally, the nett impact of using Gorgon LNG will result in 45 million tonnes less greenhouse gas emissions. When compared against coal, that's the equivalent of taking about two-thirds of all vehicles off Australian Roads!

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# Jasol NZ Delivering Customer Business Improvement

## Pacific Flight Catering

To Whom It May Concern:

Re: Jasol Chemicals

*Pacific Flight Catering recently has changed chemical supplier to Jasol. Our company provides meals to international airlines and we require 100% reliable chemical support and supply, in order to meet our stringent food hygiene standards and regulations. Jasol has been very accommodating and flexible when negotiating the new contract and handover. They were able to provide us with a tailor-made agreement that fits our needs.*

*The installation of the new equipment was very well planned and any teething problems were immediately dealt with. We found a considerable improvement in the usage of chemicals through better monitoring and more reliable dispensation units. Jasol has provided us with extensive training, very good written and verbal information and they have been only too happy to follow up on any questions or requests we have had. We have been extremely happy with our decision to change supplier (which was not an easy decision for us to make).*

*I would like to make a special point here: The person who provided us with this outstanding service is Dee Hughes and she should be given full credit for getting the contract from us and for organising and providing a service which deserves only the highest praise. Dee combines many talents (technical and practical knowledge, an ethical sales approach and outgoing and engaging personality) and we cannot emphasise enough what an asset she is for Jasol.*

*We hope that the good service will continue.*

Gerda Gorgner

**Pacific Flight Catering**

## New Zealand King Salmon

Dear Dale,

*In recent months we have undergone a number of external audits, including those from NZFSA, the Compliance Investigation Group and most recently a two day audit to obtain Woolworths Certification which is a big thing for us. I would like to point out that Steve Tilby (Jasol) has played a big part in these successes we have had this year. Steve's dedication, support/advice and diligence at both processing operations has been noted and appreciated. The signage, installations, SDS's, preventative maintenance, presentation, audits and records are well recognised by myself and particularly the auditing bodies coming through and is really setting a bench mark in terms of presentation and standardisation across the board. This ultimately provides a lot of confidence to the auditors that this area is well managed and this is in my opinion a credit to Steve's proactive approach and nature. I felt it is important that you are given this feedback, as Steve being a representative of Jasol, certainly puts Jasol in a very positive light with visits we have from auditors & other visitors.*

Kind Regards,

Denver McGregor, Compliance Manager

**New Zealand King Salmon**

# Re-Equipping AlSCO S.A.

As part of Jasol's continuous improvement commitment, August saw an equipment upgrade at AlSCO S.A. of the chemical dosing system.

Processing some 5000 tonnes p.a. of linen, with nine washer extractors is a demanding challenge and Jasol have assisted AlSCO in meeting the challenge by upgrading the facility to a Softrol Chemical Dispensing System. Softrol provides proof of flow, self calibration and data management of laundry chemical dosing.

Stan and the Jasol team worked through most of the night to program all nine washer extractors after plant shut down at 4pm and were back on site at 6am the following day to ensure the start-up was trouble free, which it was.



**Contact your nearest Jasol Sales Office for more information**

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