

newport news

THE NEWSLETTER OF NEWPORT SCIENTIFIC

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INTRODUCING Newport Scientific Europe

When Newport Scientific was established to manufacture the first RVAs for sprout damage testing, I am certain we did not ever envisage opening a subsidiary company in Europe. But, just as a child comes to adulthood — growing stronger, wiser and more confident — so have we expanded our knowledge of the world and its markets. One thing we have learned is that direct, effective customer support is fundamental to our success — committing to Newport Scientific Europe shows how important we believe that lesson to be.

Our new company will stand side by side with our European distributors to deliver the level of support that our European customers deserve and expect. Together we will build a strong, committed, profitable market.



Rodney Booth, Managing Director,
Newport Scientific Pty Ltd

I am very proud to be part of this new stage in the growth of Newport Scientific and I know you will join me in wishing our first international offspring every success.

Rodney Booth, Managing Director

The Value of Newport Scientific

More focus on the needs of the distributor and customer requirements has become the mantra for Newport Scientific. Having managed Newport Scientific for the past year I now understand the value of our instrumentation and unrelenting technical support. The strong 'can do better' culture that is prevalent in this company has given all our customers confidence that Newport Scientific will provide unique and useful instrumentation that works every time. I am extremely fortunate to be managing such a company.



Tony Crimmins, General Manager,
Newport Scientific Pty Ltd

This issue of *Newport News* shows our commitment to our distributor and customers. Now that we are geographically closer, we will be able to facilitate further customer awareness and requirements of our instrumentation within the European Union. In addition, we are developing stronger ties with research institutions to create a wider range of applications and associated support.

Newport Scientific will maintain its focus on strong distributor relationships and communicating customer requirements and it will continue to surprise and delight with clever instruments and support.

Tony Crimmins, General Manager

Newport Goes To EUROPE

Europe is a region rich and diverse in history, culture, food and language. It is also a long way from Australia.

While Newport Scientific's representatives have provided sound support within each European country over the years, we decided that a direct presence would help us to better coordinate, understand and serve the needs of our distributors and customers there. So, in April 1999, Mark Bason — our Research Scientist — moved with his family first to Italy and then to England.



Mark Bason, Research Scientist in Oosterhout, The Netherlands, at a recent seminar organised by Foss Benelux.

By working together with our distributors and customers, we have learned many things about regional needs — from durum pasta in southern Italy to salmon feed in northern Norway!

In the last year we have seen rapid adoption of our instruments by starch manufacturers for process control; flour millers for testing heat treated flour (chlorine replacement); and feed manufacturers for ensuring good binding and processing properties of their starchy ingredients.

Newport has come to Europe to stay. We have appointed Corinne Charrié as our Business Development Manager in Europe, and Mark returned to Sydney in July. Our only problem now is to work out how to pay for his addiction to espresso!

Nico Muts and Benelux

Nico Muts, who works for Foss Benelux (Belgium, Netherlands, Luxemburg), has recently placed an additional five RVAs with one of the world's leading manufacturers of potato-based starches. They manufacture industrial and food grade modified potato and tapioca starch products which are used in a variety of market areas covering applications in meats, fat replacement, baked and extruded snacks, dairy products including cheeses, coatings and batters, baked goods, soups, sauces, beverages, confections and frozen desserts. Benelux, by the way, is our second largest European market (after the UK) and our fastest growing market in Europe.

Following his training in process development at technical college, Nico studied part-time in the evenings to be a chemist. He worked for a company which produced margarines, salad dressings and cream toppings and then at the Dairy Control Lab. On the completion of his degree, Nico decided to sell laboratory equipment and was employed by a supplier selling Tecator's product. After they started their own company in the Netherlands in 1998 Nico worked for Tecator, which then became Perstop Analytical and, more recently, Foss Benelux.



Nico Muts
Foss Benelux

Nico was a guest speaker at Newport Scientific's distributor training in July in Bangkok.

BENELUX

Firstly, From Corinne Charrié...

let me say how very pleased I am to be appointed Business Development Manager for Newport Scientific Europe. Initially my main objective will be to build the market in France, so I will be developing a marketing strategy, finding customers, and travelling throughout the country to talk with them. I will also be collating and translating application information for the market.

I will be working with the existing distributors in the other European countries to support their efforts, through joint customer visits, conferences and exhibitions, and technical support by phone and email.

There will be lots to do on an administrative level, from setting up an office and its equipment, to managing finances, organising cars, arranging repairs, initiating some contracts, liaising with the accountant, placing ads, and, in time, appointing staff.

By the way, I visited Australia in May for training, and was also trained by Mark Bason in applications and technical methods.

Now, let me tell you a bit about my background.



Corinne Charrié
Business Development Manager
Newport Scientific Pty Ltd

I've been in the analytical field for the last 18 years. After completing a food technology diploma in 1981, I spent eight years working for Tripette & Renaud in France, mainly on NIR instrumentation. At that time, I became familiar with all the milling companies in France.

I then decided to spend some time abroad and I worked for three years in the UK, travelling all over the country to help food producers comply with food hygiene general regulations. Back in France in 1994, I worked for Perstorp Analytical on their wet chemistry range and also the NIR equipment before joining Foss in 1997. So, over the last four years I've been involved with the agri-food segment as Product Manager on NIR equipment, and also the RVA.

Then came the opportunity of working for Newport Scientific as Business Development Manager for Europe and I thought it could be a very exciting task to develop sales in Europe and especially in France. I believe that providing adequate support for potential and existing customers will help in increasing the number of sites using the RVA. My vision is to see the RVA as the reference equipment for starch analysis in Europe.

Detmold Starch Convention APRIL 2001

April 2001 saw Detmold Germany once again successfully host the Starch Convention. This meeting has consistently provided an excellent forum for industry and research in the starch sector, drawing speakers and attendees from around the world.

Both the program and standard of the papers were excellent, and it was notable that the RVA played an important role in a number of the research projects described. Working with our local distributor, Mr Ralf Winopal of Winopal Forschungsbedarf GmbH, the RVA-4 was once again on display.

We would like to thank the organisers for making this conference such a success, and we hope to see you there next year!



Ralf Winopal (Winopal GmbH, our distributor in Germany) and Corinne Charrié (BDM Europe). The display shows the RVA at Detmold 2001 (no faking).

What's New at Newport Scientific?

- General Manager, Tony Crimmins, collected the Hong Kong Business Association's award for innovative business leadership into China on behalf of Newport Scientific in October 2000.
- Two students from the University of NSW, Andrew Dowley and Vicky Tang, completed their fourth year work experience project on 'new markets for the RVA' and 'extension of the RVA's functionality' last December/January.
- Mark Stalboerger won the North American sales award for the most RVAs sold in the year 2000. He sold 25.
- In March 2001, Central Laboratory Shandong Academy China was the location for a special ceremony in recognition of five years' collaboration research with Newport Scientific.
- In the belief that students should have access to and training in quality technology, the Newport Scientific Award for student application work on the RVA has been awarded to Sydney University by Newport Scientific. A ceremony was held on 3 April for the handing over of an RVA to the Department of Agricultural Chemistry and Soil Science in the Faculty of Agriculture.
- In April, Newport Scientific launched the Year of the Dairy to develop a new market for the RVA. An agreement was signed by Food Science Australia and Newport Scientific to cooperate in the advancement of dairy products research using the RVA as a miniature 'factory' for production of yoghurt, custards and other dairy foods.
- Newport Scientific had a stand at IUFOST, Korea, the biggest food science conference in the world in April. Marketing Manager Bronwyn Elliott was pleased to have the help of Newport's Korean distributor Min Choi of MHK Korea.
- In May, Bronwyn Elliott attended the International Wheat Quality Conference (IWQC) in Manhattan, Kansas, in the United States, and presented a poster on sprout damage testing using the RVA-Mini3.
- Rodney Booth, Managing Director of Newport Scientific, presented a paper at the Presprouting Conference in South Africa in June.
- An Asian training seminar for distributors was held in Bangkok from 11-13 July. Special guest speaker was Nico Muts from Foss Benelux who has sold RVAs to one of the world's leading manufacturers of potato-based starches. Benelux is currently the RVA's fastest growing market.
- The University of NSW Department of Food Technology is working in association with Newport Scientific. The project, for a fourth year student, is on gum applications for the RVA.

NEWSFLASH

Newport Scientific now has an electronic newsflash, an email which alerts you to updates on our website.
If you would like to receive our newsflash please email your address to Jarrah Gard at jgard@newport.com.au

Meet the People: Rod Henman

Rod completed a Certificate of Electrical Engineering in 1979 and in 1990 finished his BSc at Macquarie University in Sydney. Towards the end of his degree, a friend, David Bull who was involved with the development of Newport's Thermoclyne in its early days, asked Rod if he was available to repair and make up some circuit boards for Newport Scientific. In November 1990, in just a few weeks, he worked on twelve boards which would cover Newport's production for up to a year. (Twelve boards wouldn't cover a month these days!)



Over the following years Rod came back to Newport to work on boards, each time the duration of his stay was a little longer while the gaps between work became shorter. By 1994, the demand had grown to the point that Rod was at Newport full time.

Now Technical Officer (Hardware), Rod's role includes the manufacture of RVAs; the purchase and quality control of most electronic items; and liaison with customers through the service of RVAs and their circuit boards.