

NEWS AND INFORMATION FOR MANUFACTURING EXECUTIVES

ManufacturingDigital

www.manufacturingdigital.com

August 2010



80

SPEEDY PRODUCTION

HOW AGILE CAN SPEED UP
MANUFACTURING CHANGE

**SUPPLY CHAIN
MANAGEMENT**
INVENTORY
REDUCTION USING JIT

PEOPLE & SKILLS
TOP SCHOOLS FOR
MANUFACTURING
EXCELLENCE

PLUS...
INSIDE SUZUKI AUTO
SOUTH AFRICA

90

1000



DISTRIBUTING INNOVATION

Distributors used to be middlemen: but Lake adds value by actively searching out applications for disruptive technologies according to its founder Steven Cartlidge

Written by John O'Hanlon & Produced by Harrison Butterworth



Lake Business
Management Team

Steven Cartlidge is an interesting compound - if he does not take exception to that description – an unusual combination of elements. He started out as a research chemist, was bitten by industry while still an undergraduate during three six-month stints, and at the same time acquired an unshakeable dose of internationalism (courtesy of L’Oreal in Paris). So as soon as he had completed his MSc at Birkbeck he took himself off to Zurich for four years where he gained his PhD. “I wanted to see the world and did it via education!”

Zurich opened Steven’s eyes to European industry, he says. After three years back in the UK at BP’s research group at Sunbury on Thames, he came back into manufacturing industry and, based in Germany, headed up the new research department in Grace Davison, a division of

chemicals conglomerate W R Grace: “That was where I learned how to create products in the lab, take them through to development and move them into something manufacturers could use.”

UNDERSTANDING SPECIALITY

There was still an ingredient missing from the formula though. He was by now well known in specialised scientific circles but had little commercial experience. On the basis of a reputation for persuasiveness, he allowed himself to be moved into a sales job at Grace Davison and then to Construction Products, working out of Cambridge Massachusetts but covering the world as global product manager, then global manufacturing director of the waterproofing division of GCP. “WR Grace was and still is a company that really understands speciality sales,”



10 Celebrating YEARS OF EXCELLENCE



The LEL Group provides a first class technical sales service to suppliers manufacturing speciality chemicals, minerals, ingredients, natural and "green chemistry" products.

LEL's 100 technical experts solve product formulation and process problems and provide marketing solutions to support the growth of 9,000 customers across Europe. The LEL supply chain cares for the warehousing and distribution of 100,000 tonnes of speciality cargo.

The LEL Group, founded in 1999, has proved to be a resounding success for suppliers needing sales in any number of European markets.

If you wish your sales growth in Europe to be driven and cared for by a professional, energetic, transparent and market leading technical distribution team then contact us.

Industrial

Adhesives & Sealants
Construction Products
Detergency & Household Products
Energy & Sustainable Industries

Electronics
Lubricants
Paper
Plastic & Rubber
Printing Inks
Surface Coatings

Life Sciences

Agrochemicals
Animal Care
Cosmetics
Food & Nutrition

Food Supplements
Pharmaceutical
Veterinary

T: +44 1527 830580 www.lel-group.com lel-group@lakecm.co.uk

Lavollée SA
9, rue Louis Rouquier,
92300 Levallois,
Paris, France

C. H. Erbslöh K.G.
Dusseldorferstrasse
103 47809, Krefeld,
Germany

Lake Chemicals
and Minerals Ltd.
Imex Business Centre,
Oxleasow Road,
Redditch, B98 0RE,
United Kingdom

Zeus Quimica S.A
Santaló 152-156,
08021 Barcelona,
Spain

URAI S.p.A.
Milanofiori -
Palazzo E2,
I-20090
Assago - MI,
Italy

Kemiropa
Haydar Aliyev Cad.
No. 202/3, 34457
Tarabya, Istanbul,
Turkey



Thornbury Castle. The venue for Lake Managements' group annual outing

he says.

After a while Cartlidge realised he was having a great time but never seeing his family. That was the catalyst for the foundation of Lake: "It was then I decided to go into sales and distribution of technical products."

"It was clear to me that suppliers were looking for a distribution out of one house, reducing costs"

Steven Cartlidge, Founder

Well, Lake has been a very successful business, growing steadily over the seven years since it started trading in 2003 by selling highly innovative and specialised chemicals and ingredients to UK manufacturers from coatings to pharmaceuticals and health foods to rubber articles. However his international experience showed him that the days of purely national supplier networks were over. "It was clear to me that suppliers were looking for distribution out of one house, and reducing the costs of managing multiple sourcing. More of the multinationals were looking to rationalise for their distribution across Europe, and that was when I realised that if this was

LAKE

Lake employs the finest talented professionals to discover the speciality products and processes that create technical and commercial value for customers and suppliers. It operates as a specialist technical distributor understanding the needs of customers, uncovering solutions to problems and forging lasting relationships with suppliers.



Technical and regulatory challenges inspire Lake to find entrepreneurial solutions. A thorough technical understanding and a hard won degree at the University of Industrial Life enable the Lake sales team to repeatedly deliver value. A thorough understanding of different industry value drivers allows Lake to convert emerging disruptive technologies into enabling technologies that underpin the sustainable success of a customer.

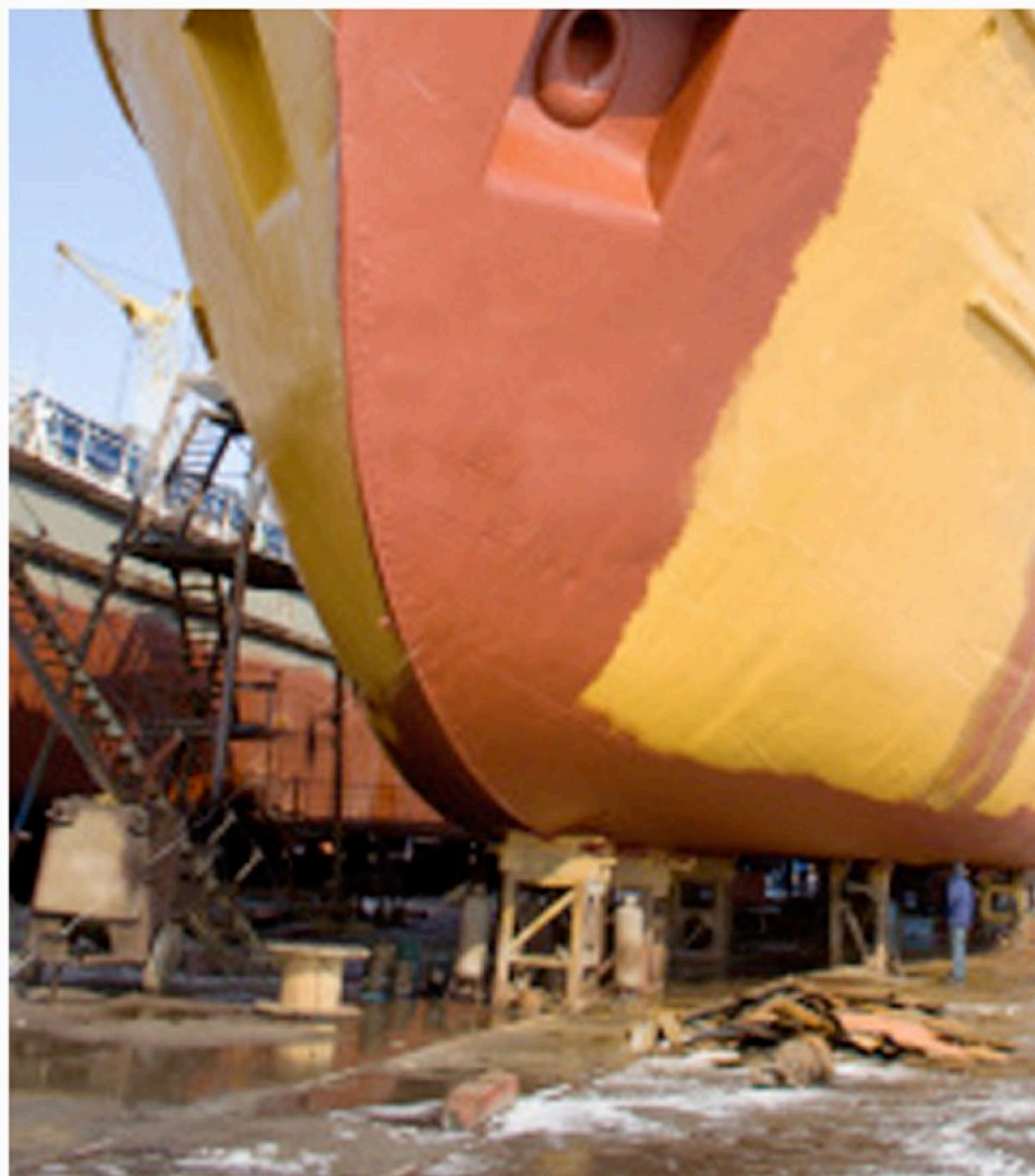
A first class logistics operation takes care of hundreds of containers and iso-tanks from suppliers located in The Americas, Europe and Asia, transporting them into professional storage and logistics facilities ready for delivery to customers in the United Kingdom and Ireland.

A partnership with the LEL Group, a European strategic alliance with like minded Technical Distribution Specialists, enhances Lake's capabilities.

Lake is a member of the Responsible Care programme of the Chemical Business Association and is present in industry associations important to the markets served. The ability to understand the fundamental technical and regulatory drivers allows Lake to participate in markets as diverse as rubber & plastic, pharmaceutical, coatings, nutrition, energy and cosmetics.

Contributing to a sustainable environment is important and Lake's involvement in the product life cycle extends to the clean-up of waste streams and the promotion of compostable plastics.

www.lakecm.co.uk



Lake Technical Specialities, with the support of Halo Chemicals, consults with global marine paint manufacturers to improve corrosion resistance, slip and application performance.

going to be successful we would have to work with other companies. A company in the UK would not be successful in attracting suppliers for distribution agreement across the whole of Europe unless it had the right partners."

THE LEL ALLIANCE

While setting up Lake Cartlidge was fortunate enough to come across two likeminded entrepreneurs, Carl-Hugo Erbslöh in Germany and Hervé Lavollée of the French company

"We employ business managers with a thorough technical education in the 'University of Industrial Life'"



x & Kusumoto
acturers to
operties

Lake Life Sciences and Unigen Pharmaceutical supply bio-actives to suppress inflammation in the aging equine market

Lavollée SA were coming to similar conclusions within their own markets. The result was the LEL Group (Lake, Erbslöh and Lavollée), set up in 1999 and today with additional partners in Spain, Portugal, Italy and Turkey and with combined sales across Europe of around 300 million euros per annum.

It is a strategic alliance between privately owned companies that link the R&D and manufacture of specialist products with applications in industry. It allows a company like Lake to be much more than a distributor – it is, he explains, an active technical participant enabling connections between innovation and manufacturing that might never have come about otherwise. “We employ business managers with a thorough technical education in the ‘University of Industrial Life’ who are knowledgeable in the characteristics and unique selling points of the

products of our suppliers, and we sell them to the customer base in our geography.”

Lake like many distributors does some ‘confectioning’ of products, he continues, but the R&D investment goes on within its suppliers on the one side who create the raw materials and its customers on the other side. “We are consultants to the other sides of the triangle. We enhance the profitability of our customers either by using our materials to reduce their costs or to increase the unique and compelling sales proposition for their products. And we go back to our suppliers and keep them abreast of dynamics in the market place.”

MARRYING PRODUCT WITH USE

A good example of how Lake challenges the status quo is found in the energy industry. One of its suppliers, Cortec, manufactures corrosion

**Partner in the delivery
of Regulatory Compliance
for the use and handling
of chemicals.**

**REACH, Safety Data
Sheets, COSHH, COMAH,
Transport of Dangerous Goods
Environmental Protection.**



www.practicalchemicalcompliance.co.uk
E: info@practicalchemicalcompliance.co.uk
T: +44 0 1623 656 103

World Leader
in **GREEN** Corrosion Protection &
Compostable Packaging Technologies



For over 30 years, Cortec® Corporation has manufactured environmentally responsible corrosion protection that saves customers millions.

In Cortec's tradition of protecting the environment, compostable packaging and film has become a mainstay.

Whatever your packaging and corrosion prevention needs, we have the solution!

Cortec® Corporation
www.CortecVCI.com
White Bear Parkway
St. Paul, MN 55110 USA

1-800-4-CORTEC
info@cortecvci.com

EcoCortec®
www.ecocortec.hr
Bele Bartoka 29
HR-31300 Beli Manastir
CROATIA



www.ahlstrom.com

Ahlstrom

Small fibers. Big difference.

Ahlstrom is a global leader in the development, manufacture and marketing of high performance filtration, nonwovens and specialty papers for the automotive industry.

Ahlstrom South Africa

98 Marseilles Crescent, Briardene KZN, South Africa

Tel - +27 31 564 2333 • Fax - +2731 564 2332

bryan.aitken@ahlstrom.com

**Leading
manufacturer
of thiochemicals**

mostly based on mercaptocarboxylic acids like Thioglycolic Acid, 3-mercaptopropionic Acid, Thiolactic Acid & Thiodiglycolic Acid. Derivatives like esters and salt solutions are available. Especially the Polythiols are used in fast cure epoxy systems or in the polymer industry for crosslinking. With Isocyanates optical polymers are made as well as UV-cure coatings. Our products are used in various applications.

**BRUNO BOCK
THIO CHEMICAL-S**

**Specialists in
mercaptocarboxylic
acids**

Evans Chemetics LP is a wholly owned subsidiary of Bruno Bock producing in the USA mercaptocarboxylic acids like Thioglycolic acid and 3-mercaptopropionic Acid and their esters, Polythiols & Thiodipropionates. The Thiodipropionates like Lauryl/Stearyl Thiodipropionate are used as antioxidants in polypropylene or in highly crosslinked polyethylene for cable insulation for under the hood applications in the automotive industry.

EVANS CHEMETICS LP

**T: +49 4176 909813
E: j.jensen@brunobock.de
www.brunobock.de**

**T: +1 201 992-3100 ext. 101/105
E: j.westra@evans-chemetics.com
v.slowik@evans-chemetics.com
www.evans-chemetics.com**



There isn't much Lake Chemicals & Minerals can't do

“When these plants are taken off stream, the frequent temperature change from operating to ambient makes them rust”

inhibitors that can be used to prolong the life of co-generation plants.

“When these plants are taken off stream (they are turned on and off daily), the frequent temperature change from operating to ambient makes them rust. The rust reduces the efficiency and makes them burn more gas.

“One of the major projects we have had for the last three years is working with one of the major UK energy companies to ensure the efficiency stays the same as when the plant was commissioned. The positive environmental impact of this is massive.”

The product from Cortec has been around for years and so has the problem, he points out. Lake's role has been to marry the product to



Lake Life Sciences and Hallstar propose enabling Photostabiliser technologies for global Sun Care m

“It’s a UV filter photostabiliser that enhances the useful life of the lotion. This technology is being incorporated into sun protection lotion”

the application.

Shipments are measured in tonnes and tens of tonnes rather than thousands. Lake and its partners are not in the business of supplying commodity chemicals.

Rather it looks for disruptive and game changing technologies like the HallStar Company’s Solastay, a speciality ester that is added in very small quantities to suncreams - or will be in the 2011 season.

“It’s a UV filter photostabiliser that enhances the useful life of the lotion. This technology is being incorporated into sun protection lotions at all the major players globally. It is revolutionising formulations.”

Perhaps the most topical on the supply side is the innovative microbials company Osprey Biotechnic, which manufactures a stabilised pseudomonas. These are friendly bacteria that eat oil, like the oil that threatens the U.S. “The



manufacturers

temperatures of the Gulf of Mexico, the availability of oxygen and the residence time are all beneficial thus allowing the bacteria to grow vigorously; eat the food and make water and carbon dioxide as the waste products,” says Cartlidge. Once the oil is gone, the bacteria die of starvation.

Under the headings ecoLake and nanoLake, Steven Cartlidge and his business managers are helping manufacturers adopt disruptive technologies they might once have seen as a threat. The recession has been a positive driver for Lake which has revised its growth target to £20 million turnover by 2020 and 20 percent year-on-year growth. In 2009 turnover was £5 million. This year it will be about £6.5 million.

“Traditional companies tend to stick to the tried and tested business model, the recession has challenged that and allowed companies like Lake to add value in innovative ways. It is forcing customers to talk to us!” ■

FACTS AT A GLANCE

COMPANY NAME:
Lake Chemicals
& Minerals

Lake

FOUNDER:
Steven Cartlidge

OPERATIONS: Specialist chemical
distribution

HEAD OFFICE: Redditch, U.K.

EMPLOYEES: 15

REVENUE: £6.5 million

www.lakecm.co.uk