

# Chemtrade is all about innovative customer solutions!

Chemtrade is a South African business with customer-service and innovative customer solutions at its forefront. Its team boast over 95 years of combined experience in the coatings and technical industry and will use this combined knowledge to accelerate this 14 year old company's growth.

Chemtrade is led by owner and managing director, Debra Barker, who holds a Bachelor of Science in Chemistry from Wits, business leadership qualifications from Unisa, and has been involved in the industry for over 26-years. "What excites me about my role is getting to know the inspirational people in our industry - the chemists, production staff and the entrepreneurs. They are all inspiring in their own way," says Barker. She believes Chemtrade's technical expertise and service support are what sets it apart from its competitors.

"We're a super reliable supplier," Barker adds. "I'm also in constant admiration at the technological

changes and innovative products that are being developed. Innovations such as ACRYSMART® - a plastic additive from Quarzwerke that gives acrylic glass smart temperature control functions based on the ambient temperature."

"Then there are exciting developments from Nouryon, such as Levasil for self-cleaning paints. Arquad GS (antiviral, antibacterial, antifungal and an in-can preservative) as well as Sepiolsa's rheology modifiers for 3D printing technology for affordable housing in Africa."

Chemtrade's sales and marketing manager for Johannesburg, Evert Bolt, has been in the industry for 36-years and with Chemtrade since 2013. He holds a NHD in Chemical

Engineering from Wits and business qualification from Unisa. "At Chemtrade, I have the freedom to build and expand our interface with customers and suppliers, whilst still being part of a team. This enables me to give customers the best support possible," says Bolt.

On the Chemtrade product range, Bolt explains two of his favourite products: "From the Nouryon range of additives for the coatings market we have local stock of the Duomeen TDO and Phospholan PE169. The Duomeen TDO has been around in South Africa for a long time, and we'd like our customers to have another look at its properties in solvent-based coating and inks," says Bolt, adding, "Duomeen TDO exhibits very strong adsorption



Debra Barker (Managing Director)



Nicole Hills (Customer services & Imports)

to most surfaces resulting in improved adhesion even to rusty or wet surfaces, improved corrosion protection and improved early water resistance. It's also an excellent wetting and dispersing agent."

"Phospholan PE169 is alkyl phenol free and is now low VOC. It's very versatile in its use and has a proven effect in many applications such as pigment dispersion in paints and colourants, water-borne and solvent borne formulations as well as being a corrosion resistance additive in steel paint and coatings," concludes Bolt. Since its inception, Bermocoll cellulose ethers have been its cornerstone product range. Over the years, numerous other product ranges have been added to this portfolio.

The company's sales and marketing manager for KZN and Cape Town, Piers Kure, has been in the industry for 33-years. He holds a BSc in Chemistry from the University of KZN. "Chemtrade offers all customers, big and small, a personal supplier relationship, combining the technical expertise of an experienced sales team with a dedicated customer service team," says he.

"Added to this is the excellent relationship Chemtrade has with its principals, who are at hand to provide immediate technical support. This combination of



support and local expertise enables us to provide solutions for any need, with a focus on sustainable APEO free and low VOC products."

"In the absence of regulations, formulation cost is critical to manage the replacement non-sustainable products, and this is where the expertise of our principals and Chemtrade's understanding of the local manufacturing industry, makes it possible to embrace sustainability without sacrificing cost or quality," says Kure.

Kure says there are two new

products on the market that he's particularly excited about: Chempart Pro W21 and Arquad GS from Nouryon. "Chempart Pro W21 is an emulsifier, which can be used in solvent-based alkyd paints. It enables the addition of water, while retaining the physical properties of the paint system and reducing the cost of gloss enamel paints. Chempart Pro W21 is an APEO free product. By replacing solvent with water, it has the added benefit of lowering the VOC content. It also reduces costs."

"Arquad GS provides a three-in-one protection for water-based paints. It acts as an antibacterial, anti-fungal and anti-viral additive. There's been a growing demand for anti-viral paints due to the Covid-19 pandemic. So Arquad GS is the ideal product to reduce complexity in preservative formulating and as anti-viral protection in the dry film paint," he explains.

The company's head office is in Durban with sales staff and warehousing facilities in Johannesburg, Durban and Cape Town. 📍

Find out more about the Chemtrade team and product offering at [www.chemtrade.co.za](http://www.chemtrade.co.za).



Evert Bolt (Sales & Marketing Manager -Johannesburg)



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