

KEMAT 2.0

full of changes to tackle the future

"The only constant in life is change" (Heraclitus, 500 BC; and it is still true), and we at KEMAT are not deviating from this rule.



Most of you know us as the key distributor of polyisobutenes, servicing the market for the last 28 years. During these years, we have helped customers all over Europe with the supply of polyisobutenes in not just long, but also short markets. We have done our best to serve the different needs of our customers in the lube and several other segments, such as the sealant, adhesive, cling film and waterproofing

industries. Key to our success has been the high on-time delivery for all different grades, package sizes and heating requirements and this from our main warehousing in Rotterdam, in the south of the Netherlands.

In 2016 the next milestone was reached and the targets for KEMAT have been redefined by the new managing director, Simon Mason. Simon, using his strong

background in corporate management and commercial optimisation, critically screened the business model and opportunities, and realised that there is an excellent basis to take the challenge and grow to the next level. One of our business partners summarised it as 'KEMAT 2.0' and indeed that is what it is. It requires a lot of work, and today we are proud to announce that several changes have already been implemented.

There is no business without a customer, and speaking their language is fundamental. When you call us in Brussels, our first word can be Hello, Hallo, Bonjour, Buongiorno, Hola or Merhaba. Also internally, we use a multilingual approach as long as all participants feel confident. It all depends on the personalities, their background and the topic of discussion!

Our international team is very diverse and covers a broad range of expertise, from physics to chemistry, engineering to pharmaceutical science, management to logistics operations, all at specialist level. During recent months, our experienced team has been extended with highly qualified people with commercial and technical backgrounds.

In addition, our services have been adapted accordingly. Today, your questions, whether they are of a chemical, regulatory or engineering nature, are forwarded to the most appropriate team member. This way, we can devote all our efforts to provide the most relevant and reliable answers.

There is no business without a manufacturer. Treating suppliers as customers is fundamental in the distribution business, and extending relationships to the manufacturers is the next pillar in our growth process. This is a fundamental change, as KEMAT wants to go beyond POLYBUTenes. To communicate this in a simple way, we added a '+' to our logo and changed it into POLYBUT+.

Adding a plus is a simple change, but it is a change with large implications and should not go on the cost of our existing strengths like our high on-time delivery performance. Our portfolio extension is carefully worked out under the leadership of our Business Development Manager Dr. Patrick Vandeweerd while building on our own strengths and focusing on the needs from our customers. Our segments and their requirements are constantly being analysed and translated in this portfolio extension. As a result of this, we extended our standard polyisobutenes range (POLYBUT) as well as offering polyisobutenes (POLYBOL) with a medium molecular weight ($M_v > 30,000 \text{ g/mol}$) and high molecular weight ($M_v > 400,000 \text{ g/mol}$). For the lube market, we now go beyond the polyisobutenes range and also offer a full range of poly alpha olefins, several oils, and additives such as detergents. For detailed information about these products, check out our new website www.kematbelgium.com or send us an email via sales@kematbelgium.com.

Or give us a call, there is a great chance that we speak your language and can help you with your needs.

There is also no business without orders. In order to accommodate all these changes in a growing business and extended supply to our customers, we have made a fundamental transformation to our warehousing and supply concept. In the past, we delivered from our main warehouse in Rotterdam, the Netherlands. In the future, we deliver through our new hub and spoke system, and serve our customers from our new sales offices in the UK, Netherlands

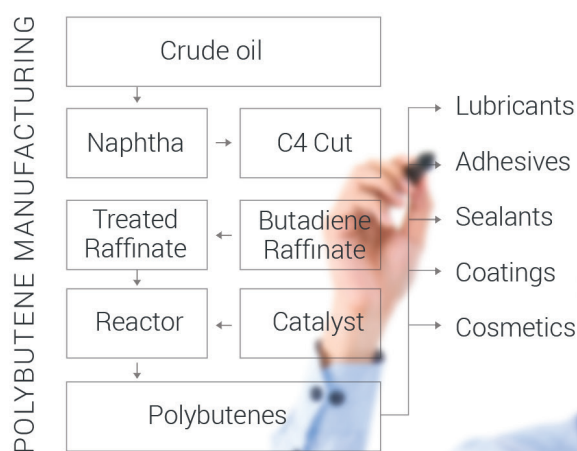
and Turkey as well as our main office in Belgium. The hubs are handled the same way as in our main warehouse, to secure the same high on-time delivery. The implementation of the hubs is done stepwise as shown in the map below.

Currently KEMAT constantly maintains a rolling stock of approximately 150 ISO tanks and 6000 drums or IBCs of products ready to be shipped to meet the demand. We make sure that around 15% of the ISO tanks are constantly heated so that we can offer the flexibility needed to ensure uninterrupted raw material supply for our customers. In that sense, KEMAT

Continued on page 30



Europe's number one polybutene distributor



- Best quality product
- Permanent stock in Europe
- Conventional - Medium Weight & High Reactive Polybutenes
- Bulk, IBC & Drum packaging
- Reachable 24/7
- 27 years experience in PIBs



T. +32 2 219 48 11
E. sales@kematbelgium.com
www.kematbelgium.com



KEMAT 2.0 now offers the professional service of a large industrial corporation while keeping the accommodating, prompt and flexible qualities of a small business. We call this "Large enough to respond, small enough to care" among our team.

In order to be able to respond to our customers quickly, KEMAT has heavily invested in automation and management tools. Recently we have introduced a new cloud-based enterprise resource planning (ERP) system, moving from our previous local server based system, which covers all our key functions from quoting to invoicing, communications to document management, and last but not least, stock management to logistic operations. With such new investments, our sales team in different countries can easily help our clients while our management can optimise planning and resource management processes.

Finally, it is important to mention our new investments towards expanding our laboratory capabilities and quality assurance. Currently we are updating and expanding our new laboratory, where we will make sure our products are always

of the quality expected by our customers, by providing required statistical data such as repeatability analyses, uncertainty quantification analyses and more to meet their specific requirements.

Reflecting on these changes, it is clear that we at KEMAT follow Heraclitus' statement. That being said, we are aware that it is a never ending process and KEMAT 2.1 is already under construction.

Are you a potential customer, supplier or any other stakeholder? Are you interested in learning more about us, our portfolio, our approach or our Bongiorno? We are just a phone call away.

We stand for:

- FLEXIBILITY
- REACTIVITY
- SUPPLIER AND PRODUCT QUALITY ASSURANCE
- 28 YEARS OF EXPERTISE
- ON-TIME DELIVERIES



SIMON MASON MBA
Managing Director

KEMAT NV/SA
Rue de la Sablonnière 7,
1000 Brussels, Belgium
+32 2 219 48 11

LINK
www.kematbelgium.com