



**RICHBAY CHEMICALS (PTY) LTD**  
Registration No. 1997/015822/07

**MANUFACTURER OF RICHCHEM  
PRODUCTS**

P.O. Box 368 Richards Bay, 3900  
Republic of South Africa  
Telephone No.: +27 35 7511702  
Fax No.: +27 35 7511240  
NATIONAL: 0861-RICHBAY  
E-mail: [johannk@richbay.co.za](mailto:johannk@richbay.co.za)  
[martink@richbay.co.za](mailto:martink@richbay.co.za)  
[gerhardk@richbay.co.za](mailto:gerhardk@richbay.co.za)  
[lizettes@richbay.co.za](mailto:lizettes@richbay.co.za)  
[gizellevdm@richbay.co.za](mailto:gizellevdm@richbay.co.za)  
Website: [www.richbay.co.za](http://www.richbay.co.za)

## **COMPANY PROFILE: RICHBAY CHEMICALS (PTY) LTD**

UPDATED 2014-09-01

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[gerhardk@richbay.co.za](mailto:gerhardk@richbay.co.za)  
[lizettes@richbay.co.za](mailto:lizettes@richbay.co.za)  
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## 1 EXECUTIVE SUMMARY

### 1.1 Concept and opportunity

Richbay Chemicals was first operating as Richchem (Pty) Ltd. As Richchem the company manufactured, sold and distributed a wide range of speciality industrial and household chemicals. JJ Klopper identified the opportunity to export HCL into Africa and the surrounding countries. The company Richbay Chemicals (Pty) Ltd was established in 1997.

Richbay Chemicals then continued its range of speciality chemicals and started its expansion on the export market. Richbay is currently the major exporter of hydrochloric acid in South Africa.

The company embarked on an expansion project whereby a plant was constructed in the Pietermaritzburg area. The company then expanded the existing plant to add a Sulphuric Dilution plant & Battery Acid Plant.

The Pietermaritzburg plant has been commissioned in May 2008 and we are now in full operation in that area. The solvent decanting plant has also been approved and the record of decision received. Construction will commence shortly and completion should be mid 2015.

The company also opened its own transport division to shuttle our raw product with road tankers on the routes linking Durban/Pietermaritzburg, Richards Bay, Bethlehem & Johannesburg. These routes fanned out to Nelspruit, Port Elizabeth and Cape Town.

### 1.2 Company Vision, Mission, Values and Objectives

The company's vision, mission, values and objectives are as follows

#### Vision

- Major supplier of high quality speciality chemicals in KZN.
- Major supplier of hydrochloric & sulphuric acid in Africa and the Indian Ocean Islands.
- Major supplier of Industrial Chemicals which includes:
  - Caustic Soda Flakes 99%/ Caustic Soda Pearls 99%
  - Caustic Soda Lye (>10%; <60%)
  - Soda Ash Dense & Light
  - Sodium Hypochlorite 12-17%
  - Calcium Hypochlorite 68%
  - SLES 70%
  - Sulphonic Acid

#### Mission

- Effective marketing strategies.
- Effective distribution network.
- Research & Development to improve quality, performance and increased environmental & safety requirements of products.
- Service excellence!!
- Manufacturing quality products on a consistent basis.

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- Minimize input costs to be more competitive and to sustain competitiveness in the global market.

### Values

- Consistent quality.
- Maintain high integrity at all times.
- Doing business in such a way that we honour our Lord Jehovah.

### Objectives

Objective	Description	Due date	Resp	Priority
Expanding Export and Chemical Markets	Expanding the Richards Bay Plant to handle solvents in bulk.	2015/12/30	MK	High
Comply to Environmental Legislation	Apply for RCMASA accreditation and start implementation of ISO 14001	2016/06/30	CN	High
Quality Management System	Fully completed implementation of ISO9001	2015-06-30	CN	High
Aim to control our costs from cradle to grave	Expand the transport division to handle Shipping containers as well	2017/09/30	MK	High
Training	Do personalize training on selected employees to boost transition.	Ongoing	MK	High
BBBEE Improvement	Improve our BBBEE status from Level 6 to Level 4	2015/06/30	All	Medium

## 2 DESCRIPTION OF BUSINESS

Richbay Chemicals (Pty) Ltd is a South African based company, which specialized in the following areas:

- Specialty Industrial & Household chemicals
- Exports of Hydrochloric-, Sulphuric Acid & Sodium Hypochlorite
- Import Caustic Soda Flakes (Solid) & reselling it as well as using the MBC grade to manufacture Caustic Soda Lye.
- Transportation network to support what we sell or what we use
- Selected Solvent Exports and Sales

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## 2.1 Vision

Richbay Chemicals (Pty) Ltd aims to be the major supplier of high quality speciality chemicals in KZN and in addition also be the major supplier of hydrochloric & sulphuric acid in Africa and the Indian Ocean Islands. Expand the product network to include the Sodium Hypochlorite, Caustic Soda Flakes and Lye as well as selected Chemical Raw materials including SLES70%, Sulphonic Acid & Soda Ash.

## 2.2 Mission

The company strives to reach the abovementioned vision through having and maintaining effective marketing strategies and an effective distribution network. The company will also use research and development to improve the quality and performance of its product. The company aim to increase the environmental and safety requirements of the products and maintain a service excellence standard whilst producing quality products on a consistent basis. The company will strive to minimize input costs to be more competitive and to maintain its competitiveness in the global market.

## 2.3 Values

The companies values consistent quality products and services, maintain a high level of integrity at all times and follow the “business by the Book” principles when conducting business in general.

## 2.4 Management

The management of Richbay Chemicals (Pty) Ltd consist of a blend of youth and experience. The MD (JJ Klopper) has been in the Chemical industry for more than 40 years and has obtained a B.Comm with a MBA from the University of Pretoria. The CEO, (MF Klopper), has vast experience in management, production and production support systems. He has a B.Ing (Industrial/Mechanical) degree followed by an MBA obtained from the University of Stellenbosch. The Director, Marketing and Procurement Operations (GJ Klopper), has a thorough knowledge and experience in the marketing, distribution and construction field. He obtained his management diploma through the University of Stellenbosch and he has extensive experience in foreign cultures and business practices.

Lizette Stubbs has a B.Econ (Industrial Psychology) degree obtained from the University of Stellenbosch and is currently the Director: Administrative sales and Industrial Relations.

Gizelle van der Merwe has recently joined the business with a vast experience in marketing & sales and she has obtained her B.Comm Communications (Hons) degree at the University of Potchefstroom/ Northwest University.

The company is currently busy with an empowerment company of shifting 30% of its ownership to the employees.

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## 2.5 History

Richbay Chemicals (Pty) Ltd started off as Richchem (Pty) Ltd which was established in 1983 when the current MD, JJ Klopper, decided to open a speciality chemicals outlet in Richards Bay using the previous decentralization funds as the initial start up capital and funding. JJ Klopper had at that time been Director of S.A.F.I.C. (South Africa Fine- & Industrial Chemicals) and wanted to live at the coast of KZN.

The new company in Richards Bay manufactured the full range of products for S.A.F.I.C. for 7 years until the decentralization benefits lapsed.

In 1997 JJ Klopper saw the opportunity to export certain chemicals into Africa and expanded the business into that line. The company then evolved into Richbay Chemicals (Pty) Ltd and was established in 1997.

In 2007 the company opened its transport division and currently have a fleet of 12 x Trucktractors and 22 x Road Tankers.

In 2008 the Pietermaritzburg Plant was opened and operations started in April 2008.

In 2012 the Gauteng branch was opened and we will shortly apply for the BA assessment to expand the decanting operations in that area.

Currently the business is expanding to the Western, Southern & Eastern Cape.

## 2.6 Current Status

Richbay Chemicals currently has 52 full time employees and 17 part time contractors contracted in as and when required.

The company currently have a filling capacity of the following:

- Hydrochloric Acid – 4500MT per month
- Sulphuric Acid – 2500MT per month
- Sodium Hypochlorite – 1000MT per month
- Caustic Lye – 800MT per month

Richbay Chemicals (Pty) Ltd has been rated by EMPOWERDEX as 60% compliant which indicates that Richbay is a **LEVEL 6 CONTRIBUTOR**. This status is valid until March 2013.

Our transportation division has also been rated as an **SQAS ACCREDITED SUPPLIER** with a rating of 92% which places us as a preferred supplier.

The company also has various products, which have been registered on NRCS and SABS, and the company also complies to the **Kushrat** specifications and have a **Kosher** Certificate.

## 2.7 Legal status

### RICHBAY CHEMICALS (PTY) LTD

- Registration no: 1997/015822/07
- Date incorporation: June 1996
- Shareholding: 100% The Klopper Family Trust

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## 2.8 Location

Richbay Chemicals (Pty) Ltd is situated in the industrial area of Richards Bay. The new building is on the plot, 63/65 in Ceramic Curve, Alton Richards Bay.

The plant and offices occupy a total floor space of 8500m<sup>2</sup>. The property is owned by R-Bay Properties (Pty) Ltd a wholly owned subsidiary of the family trust.

The Pietermaritzburg plant is situated in 31/33 Yarborough Road, Mkondeni and the plant occupy a floor space of 8000m<sup>2</sup>.

The depot in Johannesburg has a floor space of 800m<sup>2</sup> and is currently engaged in a basic assessment to construct an acid filling plant with the accompanying categorized warehouse facility as well.

At present the Western & Eastern Cape is managed from the Pietermaritzburg plant but distribution take place from all 3 branches.

## 2.9 Future plans

We have a drum washing operation to supply a product at a better cost to the customers and to reduce cost which is in line with our Mission statement. The more we can save on the drum input cost the further we can export into Africa even with the ZAR currently being this strong.

We do sell a delivered product in bulk through our Transport division and plans to expand that into transportation and handling of Shipping Containers. The company also plans to expand into the solvent handling side and the Transportation division has been rated as an SQAS accredited transporter with a rating of 91%.

The solvent distribution plant will be finalized by the end of 2014 where after we should be operational by the middle of 2015.

The filling plant in Gauteng should be finalized and operational by the end of 2016.

## 3 SERVICES & PRODUCTS

### 3.1 Description of products

We produce our own line of speciality household and industrial chemicals and we supply this high quality product at competitive prices to the Northern KZN market, Pietermaritzburg/Durban/Midlands, Gauteng and Western/Eastern Cape markets.. Our products range from degreasers, polishers, detergents, general cleaning material, disinfectants, etc

We have just finalized the product certification on SABS1828 and SABS1853 whereby various products have now been included in these mark approvals.

The company is currently busy with ISO9001 implementation and should be certified by February 2015.

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We are also supplying Sodium Hypochlorite, Hydrochloric Acid and Sulphuric Acid which we buy in Bulk and then decant into the required packaging. Thereafter we either export them or sell them in the local market, depending on the arrangements with our suppliers. We import Caustic Soda Flakes which we use in our production processes and we use that to manufacture Caustic Soda Lye of any strength for the local market.

## 4 MARKET

### 4.1 Target market

#### Speciality Chemicals

Households, surrounding businesses, schools, government institutions, hospitals, abattoirs, clinics, mining companies, construction companies, hospitality, food, health and industrial, etc.

#### Hazardous Chemicals

Mining Companies, general industries, oil fields, etc.

#### 4.1.1 Market size and potential

The market size is extremely difficult to determine as the speciality chemicals will be needed by everyone but the supply is also vast and therefore, your supply out of a certain sphere is too price sensitive.

In terms of the exports, the financial explosion that Africa as a continent has seen has opened the market substantially. The strong ZAR is damping the profits margins but the volumes are continuing.

### 4.2 Major customers

- 4.2.1 Bhp Billiton (Bayside & Hillside)
- 4.2.2 Bell Equipment
- 4.2.3 Richards Bay Minerals (Rbm)
- 4.2.4 Mondi Craft
- 4.2.5 Silvacell
- 4.2.6 Sappi
- 4.2.7 Richards Bay Coal Terminal (Rbct)
- 4.2.8 Sa Port Operations
- 4.2.9 Crest Chemicals



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4.2.10 Goldfields

4.2.11 Anglo Gold Ashanti

These are major customers but we are the major supplier of industrial & specialized chemicals in the Zululand region and would therefore not include the whole list due to the purpose the document has been compiled for.