

Spray, Wash and Go

Quiet achiever gets quite a lot done

MENTION Watty, Mitre 10 or Bunnings to anyone in the street, and almost all will nod in recognition. However, one of the major suppliers to these three household names rarely gets a mention. GSB Chemical Co certainly seems to be a quiet achiever. Providing, in the past, litho and screen printing products to Comes, Coates, Toyo and SICPA, and a history dating back to 1954, GSB has all the credentials.

Taking on the Market

After making the decision to go direct to the printing market a few years ago, GSB is looking at ways of expanding its market share. According to national sales manager, Colin Benson, the focus is on new products to compete directly with the major printing chemical suppliers. "We targeted various large sheetfed and web customers and are now consolidating our position as a major player in the chemical supply game.

"Over the past two years, GSB has developed silicone emulsions for the web market which we regard to be the bench mark for new technology." Silicone emulsions are used to re-moisten the web, preventing the associated problems caused by the heated, brittle paper.

The silicone not only rejuvenates the paper's elasticity it also neutralises static. Traditionally this market has only been serviced by a few suppliers, but with GSB's intense research and development led by chemical and technical manager; Mladen Dugec, it now has a product range that will enable it to become a noted player in the Australian printing industry.

No Stopping us Now

The company has traditionally concentrated on the sheetfed litho market, but, thanks to an expanded range of products, is slowly fostering relationships within the magazine and newspaper industry. "Breaking in to these markets is a long process, explained Benson, "but with our development expertise, and service it will hold us in good stead for the future."

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