

The Chemistry is Right in Vicchem formula

How a small family business became the leading adjuvant supplier to rural Australia with a growing export business in Europe, Asia, The Middle East, Africa and the Americas.



Andrew Killick, managing director at Vicchem based at Coolaroo in Melbourne's north

Walk into any reseller outlet in rural Australia and ask for the premium spray adjuvant on the shelf and you're likely to be sold Hasten, made by Vicchem (previously known as Victorian Chemicals).

An 80-year old pioneer of adjuvant technologies including wetting agents, surfactants and growth regulators, the Melbourne manufacturer made the first fruit drying oil in 1939 to improve the quality and consistency of sultanas and raisins.

In the decades since, its focus on innovation, quality and consistency has become a hallmark of the Killick family company which went on to launch various insecticidal spray oils for horticulture in the 1980s.

Today, Vicchem supplies more than 10 key branded adjuvants to the 1,500 major rural resellers who recommend and sell farm chemistry into Australia's cotton, broadacre and horticultural markets.

"Vicchem is a leading pure play adjuvant supplier that innovates, manufactures and markets environmentally-responsible, high-performance adjuvants here and

overseas," said managing director, Andrew Killick.

"In Australia, we've had strong consistent growth in the agricultural sector over the past 30 years.

"Since launching Hasten in 1996, it's now cross-labelled on 25 leading crop protection products including those of Bayer, BASF, Sumitomo, Sipcam and Farnoz.

"By 2005, we'd out-grown our premises in suburban Richmond and relocated to larger facilities at Coolaroo in Melbourne's industrial north."

New 2014 campaign

After celebrating 80 years in business last year, this year the company has launched a new marketing campaign under the banner 'The Chemistry is Right'.

"The time has come to differentiate our premium range more clearly in a market increasingly cluttered with generics and house labels," said Mr Killick.

"We believe the chemistry is right in terms of our products being high performing and responsible from an environmental and safety perspective.

"It also reflects the hard work we do

developing business relationships – with resellers, agronomists and crop protection companies – work which benefits all parties."

While acknowledging the work of all 40 staff employed across manufacturing, marketing, sales and service, Mr Killick made special mention of three people charged with fostering those key relationships.

They include general manager, Peter Wrigley, who has 30 years of experience driving excellence and quality through Vicchem's manufacturing operations.

Development manager, Peter Jones, has been with the company more than 20 years, providing a wealth of technical knowledge and specialist training to staff and customers in the reseller sector.

Chris Barry has been national sales manager for agricultural products for 15 years, forging relationships with resellers, agronomists and crop protection supply partners up and down the supply chain.

Continuous improvement

Mr Killick also highlighted the role of research, development and continuous improvement in Vicchem's formula for commercial success.

"We're committed to continuous development and improvement across

every aspect of the business, all supported by an accredited quality system.

"This commitment begins at the early research stage with the testing of ideas, product types, new label uses and other innovations.

"Continuous improvement applies to the way we develop and deliver advanced technical training to our staff and customers.

"It's also paramount to exceptional performance on the delivery side when the season is running full steam."

While the campaign would reinforce Vicchem's premium positioning in Australian markets, Mr Killick said the right chemistry was also consistent with the company's international growth ambitions.

"The growth opportunities for Vicchem remain firmly rooted in our manufacturing expertise built up over 80 years.

"The R&D project management system we've created – and the innovative products it now delivers – is world-class.

"Our unique micro emulsion adjuvants are patented with great potential for further development in Australia and overseas markets including Europe, Asia, The Middle East, Africa and the Americas," said Mr Killick.

The Right Chemistry for Every Winter Situation

WINTER USES	HASTEN SPRAY ADJUVANT	DELUGE 1000 WETTING AGENT	TOP GUN SPRAY ADJUVANT	INBOUND SPRAY ADJUVANT
KNOCKDOWN HERBICIDES	✓	✓	✓	✓
IN-CROP HERBICIDES	✓	refer to labels	✓	✓
IN-CROP FUNGICIDES	✓	✓		
SPECIAL FEATURES	<ul style="list-style-type: none"> Penetrant with excellent wetting & spreading capabilities High level of crop safety Contains Aussie Canola oil 	<ul style="list-style-type: none"> Wetter & spreader Strong low foam capabilities 	<ul style="list-style-type: none"> High quality Paraffinic oil based product For use with Tralkoxydim & other herbicides 	<ul style="list-style-type: none"> High quality Paraffinic oil based product Suitable for wide range of grass herbicides

When choosing spray adjuvants to enhance herbicide efficacy in winter, it's a case of 'oils ain't oils' according to Australian pioneer of adjuvant technology, Vicchem.

Crop protection partners prefer The Right Chemistry

As every marketing guru knows, self-praise is no praise and the only worthwhile praise of any product is a third party endorsement.

The premium spray adjuvant Hasten, made by Vicchem, is one of the finest examples of this theory at work in the rural marketplace today.

According to the company's technical manager, Peter Jones, Hasten has an enviable record of performance – not just for improving herbicide efficacy but also that of fungicides, insecticides and defoliants.

"Hasten has become our flagship product since its Australian launch in 1996," said Mr Jones from Vicchem's head office in Coolaroo, Victoria.

"Thanks to its robust performance in

the paddock, Hasten is now cross-labelled on 25 leading crop protection products including those of Bayer, BASF, Sumitomo, Sipcam and Farnoz.

"These third party endorsements have vindicated Hasten's technical reputation, helping it become a trusted brand among grain growers, agronomists and crop advisors around the country," he said.

Mr Jones described Hasten as a third-generation oil-based spray adjuvant that was technically superior to anything else on the market when launched about 18 years ago.

"The first generation of adjuvants was based on emulsified petroleum oil products while the second generation

was based on emulsified vegetable oils.

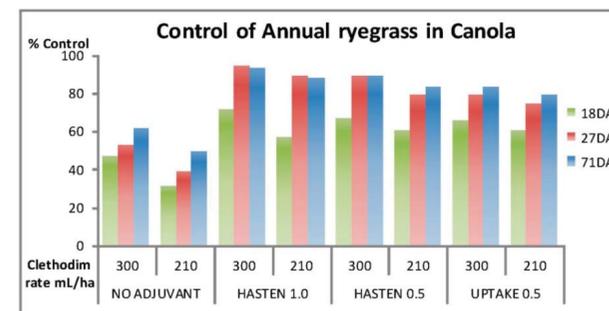
"Hasten was superior to these two product types because the active ingredient came from a different class of oil known as esterified vegetable oil. "This superior oil base, coupled with our proprietary blend of non-ionic

For more details, go to www.vicchem.com.au or contact a regional sales executive:

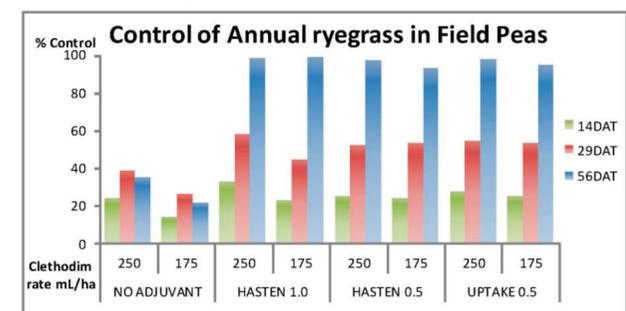
WA SA VIC S/NSW QLD & N/NSW



Peter Julian 0438 773 171 Mick Bellenger 0400 861 988 Geoff Cox 0418 128 392 Graeme Hackett 0428 710 400 Dugald Macfarlane 0421 901 424



These trials show that Clethodim mixed with adjuvant Hasten @ 0.5L/100L gives at least equivalent weed control as Clethodim mixed with adjuvant UpTake at the same rate and almost the same control level as Hasten @ 1.0L/100L, hence a label change in January 2013.



Canola a winner for Vicchem and Aussie growers

While Australian manufacturing success stories may be thin on the ground and rarely acknowledged, that doesn't mean they don't exist.

One worthy of wider recognition is family-owned business Vicchem. Chris Barry, national sales manager, said the growing use of which makes a range of vegetable oil-based spray adjuvants, including Hasten and Infiltrator, using premium Australian-grown canola oil.

Vicchem began substituting other

vegetable oils with canola oil in the early 1990's in recognition of canola's sound technical properties while giving Australian farmers a compelling reason to support the premium product over generic imports.

National sales manager, Chris Barry, said the growing use of canola in Vicchem's manufacturing processes in the years since had proved to be a commercial winner.

"Clearly there was mutual self-interest behind our decision to start substi-

tuting other oils with canola oil but I think growers appreciated the faith and confidence we put in their local produce," he said.

"Ten years on, Hasten and Infiltrator are widely used in knockdown weed control programs – not just by canola growers but cereal, grain legume and

cotton producers around the country."

Mr Barry described Infiltrator as a premium methylated vegetable oil product that improves efficacy of knockdown herbicides. Its penetrative power improves the initial uptake of herbicides, reducing the risk of wash-off caused by rain after spraying.



Crop Protection Companies Prefer the Right Chemistry

- Reliable Adjuvant Ingredients
- Preferred by more Suppliers
- Research-proven Technology
- Quality-accredited Manufacturer



www.vicchem.com
Phone 03 9301 7000

Hasten is widely cross-labelled because the chemistry is right



Patented technology endorsed by 25 leading pesticide brands as preferred adjuvant



Concentrated non-ionic surfactant, ideal for spreading knockdown and in-crop herbicides



New oil-based adjuvant to enhance efficacy of Achieve* and other tralkoxydim herbicides



Unique blend of refined mineral oil with a high concentration of non-ionic surfactants



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