

Nynas

Strategic technical and market support for asphalt users is about to become more efficient and user friendly with the launch of a new service. Nynas Consult will meet all the support needs of bitumen customers, from developing new or bespoke products to troubleshooting day to day issues.

Nynas establishes performance engineering

Consult will provide customers with a single point for accessing the extensive bitumen and asphalt technology capabilities across the Nynas Group. This expertise has been built up over many years of serving markets throughout Scandinavia and continental Europe as well as the UK. "Consult will be a focal point for customer technical support," explains Consult Manager Steve Harris. "The new consultancy is designed to provide proactive responsive support, improving efficiencies and maximising customer confidence."

Technology transfer will be a key part of Consult's role, making the knowledge of the Nynas Group accessible to customers through a single focal point. "Harnessing the experience and expertise of the whole Group and transferring this to customers will be an intrinsic role for Consult," says Harris. "We will operate more fully as a single business than before."

Efficiencies will be created in day to day matters, as well as in strategic support. For example, instead

of having to use their own initiative to find a Nynas contact, customers will in future call Consult where their enquiry will be logged and the most appropriate person selected to deal with their needs. Enquiries and other customer contacts will be tracked throughout their life until resolution of whatever the issue was.

Consult is part of a performance engineering drive across the Nynas Group which aims to ensure that Nynas customers are the best served in their markets. Customers should immediately feel that they are being dealt with more efficiently when they contact Nynas, with a more prompt response to enquiries and clear lines of communication established. Harris says: "We hope to set up a dedicated line and always have someone there who knows exactly who to pass the query on to, and knows who is qualified to deputise if that person is not available. We will track all these queries using state of the art software to ensure that customer satisfaction is achieved every time."

Consult has been created from an integration of

"Consult is designed to provide responsive support, improving efficiencies and maximising customer confidence." **Steve Harris**

the company's diverse customer service departments, bringing together bitumen and polymer science with asphalt engineering and emulsion technology. Access to the market expertise of the Nynas sales and marketing department is also available through Consult, so joint efforts can be launched in determining what products are most suitable to concentrate efforts on. "This holistic approach will bring us closer to our customers in a more organised way," says Harris.

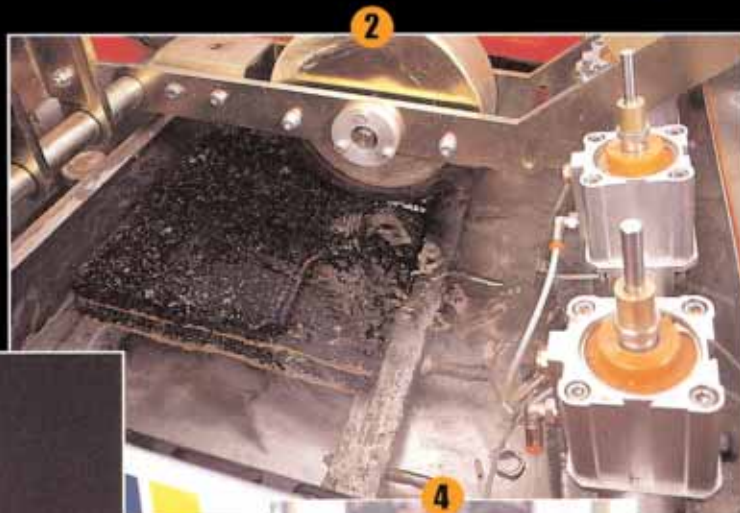
"We are committed to technology transfer with our customers and Consult will mean we know better what technology we should be jointly focusing on. We aim to deliver service in excess of customer expectations."

Harris says a key benefit to customers will be minimisation of risk in product development: "The asphalt industry has been very responsive to the demand for new solutions based on performance specifications, bringing forward new products at an increasing rate. Nynas has fully supported its

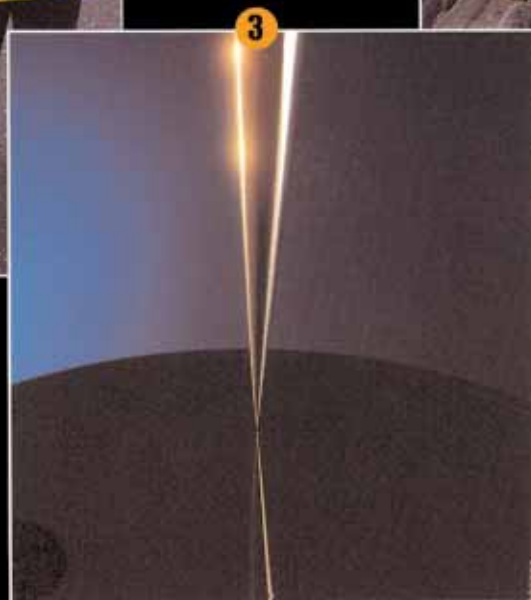


1. Emulsion bound asphalt being tested using dynamic plate bearing apparatus.

2. An immersed wheel tracker measuring moisture damage susceptibility.



3. Traditional equipment for testing hardening of bitumen.



4. Manager of Consult Steve Harris.



customers in this, and our experience has alerted us to the fact that increasing burdens of risk are being shouldered by our customers.

"Nynas knows bitumen based products and their performance capabilities better than anyone, and harnessing this expertise more efficiently to our customers' benefit reduces the risk of using new materials or products.

"Using Consult is one way to ensure that an optimal solution is found first time around, achieving best value solutions."

Nynas has proven itself to be the leading technological innovator serving the European bitumen market, and Consult will increase the focus of that performance.

"We are always ready to work with customers in collaborative efforts to find the best solutions for their business needs," says Harris.

NYNAS CONSULT: The technical support services being offered fall into two broad categories, previously provided to customers as Asphalt Engineering and Bitumen Technology.

These have been provided by different groups within Nynas up until now, but are being integrated under the Consult umbrella.

Technical support will include the comprehensive range of asphalt and bitumen related services, deploying knowledge based on the Group's extensive experience and on pioneering research facilities in the UK and at other Nynas centres within Europe. Services offered to customers include design of asphalt, binder and pavements, materials evaluation, application advice, research and development, bespoke product development and materials testing.

A new laboratory being built at the Eastham

refinery site brings together existing laboratories operated by the Nynas technical department and the asphalt engineering service. This will be managed by Chris Southwell, Technical manager UK. He says: "We already offer a comprehensive range of testing services and advice on product use and application, although these are provided by two separate functions within our old set up. The new laboratory complex brings these functional areas under a single roof, improving the focus and emphasis we put into our customer support."

"You can look on us as a customer focus department within Nynas," says Steve Harris, Manager, Consult. "Consult has been set clear objectives and we are putting the mechanisms in place to ensure we will do what we say we do. We will monitor and measure our performance to be sure customer satisfaction is being maximised."