

Roha is pleased to announce the formation of the European Applications Team. Over the last few years Roha has established a reputation for technical excellence across its product range of synthetic, natural and colouring foodstuff based food colour systems. The expertise has helped customers across the world in the delivery of novel formulations and also applications based advice.

The experience gained lead to localised centres of excellence and these have now been co-ordinated and integrated to form the European Applications Team.

The new Application team has main centres in Caldicot in the UK and in Valencia in Spain and their activities are co-ordinated by Dr Andrew Kendrick.

Andrew Kendrick says

*"The creation of the European Application Team brings together all the expertise we had within the Europe business and focuses it towards solving customers problems. It is no longer sufficient to be colour experts but we now need to understand the processes of our customers. By working as a co-ordinated team we have already demonstrated that we can mobilise and transfer the necessary expertise to where it is required."*



### The European Applications Team has the role of: -

- Application support to ensure correct products are recommended
- Technical support visits to resolve issues during trials at any stage of customer development process
- Training for customers and agents tailored to support specific application area or product types
- Development of new products as required to meet customers requirements

The European Application Team also has run specific projects to look at product groups and applications identified as key to our customers. The first was based on the natural colouring system of anthocyanins and created some novel blends that were recently launched. The next area under investigation is the beverage sector and the results will be published next month.

Giles Drewett Managing Director of Roha Caleb says:

*"Its great to be able to offer our customers a service whereby we take the pain out of colour development. Our sales team now has the full resources at their disposal to offer customers an excellent service, combined with high product quality and competitive pricing..."*

For further information about how the European Applications Team can help on any of your colour requirements please contact your local Roha office or please visit our website [www.rohadyechem.com](http://www.rohadyechem.com)