



### SALUC SA

- **FOUNDED:** 1923
- **HEADQUARTERS:** Callenelle (western Hainaut)
- **MAIN ACTIVITY:** world leader in the production of billiard balls made of phenolic resin under the brand Aramith
- **CONSOLIDATED SALES:** 20 million Euros
- **EMPLOYEES:** 181
- **MARKETS:** 98% of sales come from exports to about 85 countries on the 5 continents

## Table Fusion breathes new life into billiards “A table even my wife li

Despite its position as world leader in the billiards ball sector, the company Saluc continues to challenge itself and always stays up-to-date on the evolutions of its market. The proof? Just take a look at the new Table Fusion: a design dining table that conceals a regulation billiards table. When boldness meets technology...

A billiards table at home? They take up so much space, and at today's real estate prices, who can devote an entire room to a game? What's more, a classic billiards table (often not very contemporary in design) is not always easy to integrate into a modern interior...When the sales people at Saluc raised these two problems with the company's director, he responded by giving his Research and Development department a single instruction: to design a table that "even my wife will like".

From those beginnings in September 2007, Table Fusion was born. These

high-design dining tables hide a completely undetectable "surprise" within: a real, American billiards table that perfectly meets all the technical specification requirements of the game. "This product is directly targeted for the leisure market", explains Thierry Hoyaux, the director of Sales & Marketing for Europe and the Mid-East for Table Fusion. "That means it has to give pleasure to the eyes and add pleasure to the game. One of our objectives is to recentre the family around a game that everyone can take part in, and that creates pure and real emotions, as opposed to the virtual sensations generated by video games, for example."



### BRUNEHAUT SA

- **FOUNDED:** 1890
- **LOCATION:** Brunehaut (western Hainaut)
- **BEERS PRODUCED:** Saint Martin abbey beer, regional beers and "trendy" beers
- **TURNOVER:** 400,000 euros in 2007
- **NUMBER OF EMPLOYEES:** 5
- **MARKETS:** Belgium (45%), USA Canada, Italy, Singapore, Japan.
- **WEBSITE:** www.brunehaut.com

## A beer barrel that reduces transportation co “The future of beer: the

Marc Antoine De Mees is no stranger to bringing a company back from the brink of failure. And that is just what he has done with the brewery Brunehaut, more than doubling its turnover since it was bought two years ago. Today, it is the first in Europe to offer a recyclable beer barrel. Both economically and ecologically interesting, it's definitely something to consider...

Recyclable beer barrels are much more than just "ecological gadgets".

There is of course the green aspect: a recyclable barrel has an ecological footprint 15 times smaller than a stainless steel barrel (when considering the fabrication, the two-way transport of the returnable barrel, etc.). And in terms of the environment, the brewery Brunehaut definitely considers itself "responsible". Besides being the first brewery in Europe to offer its abbey beer in plastic barrels, the company has also put in place an integrated structure that allows it to control everything down to the cultivation

of the barley destined to be used in brewing its beers.

### Much more than an "ecological gadgets

But the primary aspect that pushed Marc Antoine De Mees, Managing Director, to consider the recyclable beer barrels developed by an Australian company and manufactured in the USA, was the immense financial overhead that stainless steel barrels represent.

"Traditionally, beer is sold by the breweries in 20, 30 or 50 litre stainless steel barrels. The breweries today face a growing economic problem caused by the

kes”

### First sales in April 2008

Currently in the introduction phase, the first tables were sold in April 2008. “For the moment, sales follow our fancy”, admits Thierry Hoyaux. “We go where the wind takes us. The contacts and successes we experience at one fair determine our next prospection steps. That’s why it is impossible for us to forecast our sales in the coming months”. Thierry Hoyaux and his team particularly target specialist designer furniture stores, high-end kitchen designers, architectural firms, as well as, of course, the company’s usual customers, comprised of billiards clubs and billiards wholesalers around the world. ■

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## one-way barrel”

enormous increase in the price of stainless steel as well as of transportation costs. What’s more, the brewery must clean a traditional stainless steel barrel using chemical products and sterilise it with steam. Then the barrel must be filled and sent in a container by boat and then truck to its destination. Once it has been emptied, it is returned by truck and boat as far as Antwerp. Then, it is again put on a truck and sent to Brunehaut, where it is checked, repaired if necessary, sterilised and refilled. As much as nine months can pass between these two refill operations.” Nine months during which the brewery is supporting its investment in a barrel that cost it 70 euros and the deposit for which – fixed globally by the beer manufacturing giants – is barely 30 euros. This is not an inconsiderable economic issue. Marc Antoine De Mees is thus convinced that these “one-way” barrels represent the future. The more so as the company should soon have a recyclable barrel that is both smaller and less expensive. Just what is needed to convince hesitant customers! ■

Futerro: for a clean and innovative technology

## Bioplastics wrap it up in Wallonia

Bioplastics from vegetable origins represent a tiny part of world-wide plastic production, but are enjoying considerable growth within that sector. There are innumerable possibilities, but these are still to be developed. Futerro, a joint venture born within the framework of the Walloon Marshal Plan, sees a future market for itself here.



Big leaps in technology are often the result of genius and hard work, but opportunity – and sheer luck – play their part, as well. This is the case for the Futerro project, a joint venture set up to develop a production technology for bioplastics from vegetable origins. PolyLactic Acid (PLA) is a polyester obtained from lactic acid, which itself comes from the fermentation of sugar (sugar beet or sugarcane) or from starch (corn, wheat, potato or manioc). “Since 1991, we have known that PolyLactic Acid offers interesting potential, and that you can make polymers with it”, explains Philippe Coszach, head of R&D at Galactic, one of the two shareholding companies in the joint venture. “In the meantime, our company focussed on lactic acid, because there was already a market, but the PLA project continued to progress, although at variable speeds. Our objective has always been to develop our own production process for PLA.”

### Factory will be ready in 2009

Then, one day, an opportunity gave new life to the project. Thanks to the Walloon Region and its Marshall Plan, Galactic was convinced to develop its project in Wallonia (and not in China, where a partnership was also possible). In particular, it joined forces with the Research Centre of Total Petrochemicals.

This created an ideal partnership: thanks to its significant experience in polymer

### FUTERRO

- **FUTERRO JOINT VENTURE SHAREHOLDERS (50/50):** Galactic (Escanaffles) and Total Petrochemicals (Feluy).
- **OTHER PROJECT PARTNERS:** University of Mons-Hainaut and Materia Nova Natiss.
- **DESCRIPTION:** development of a production technology for PolyLactic (PLA) bioplastics from renewable vegetable sources.
- **PEOPLE INVOLVED IN THE PROJECT:** 15+ doctors, engineers and technicians

applications, it will also bring expertise to everything downstream. “In essence, Futerro is following two objectives”, comments Jean-Michel Brusson, head of R&D for Total Petrochemicals. “Firstly, to demonstrate that there is an economical, reliable and performant process for producing PLA. Secondly, to produce standard PLA, followed by PLA with improved properties.” Launched in October 2007, the project will give birth, by the end of 2009, to a pilot plant in Escanaffles (Hainaut), capable of producing 1500 tonnes of PLA each year. The two project leaders specify that the project is currently concentrating on the packaging market. But in the longer term, many other applications are foreseen: computers, GSMs, fabrics, automobile finishings, etc. ■