

Press Release

Lonza's Tanapole™ Campaign Takes To The Road

November 8, 2012, Port Shepstone – Lonza Wood Protection is placing an emphasis on product awareness and education, particularly among the agricultural sector and pole treaters, as part of its launch of the umbrella Tanapole™ wood preservative treated pole brand. To date the campaign has received an overwhelmingly positive response from as far afield as Zimbabwe (at a Lonza pole seminar) and locally during the hosting of farmer awareness evenings with Kaap Agri and Outeniqua Pale in well-known vineyard areas, Robertson and McGregor in the Western Cape.

“We were thrilled to be invited by Outeniqua Pale and Kaap Agri to present Tanapole™ information at the Durbanville Agricultural Association's October monthly meeting during the sponsor slot. This opportunity provided us with the perfect platform to explain the Tanalised™ wood preservative treatment options and address any concerns,” said Gerard Busse, Marketing Manager, Lonza Wood Protection.



Above: Many of the farmers in Polokwane area, and around the country, are now moving towards shade netting with new plantings in order to protect their investments.

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Polokwane, which is home to a large scale of vegetable and citrus farmers, is another focal area for the introduction and growth of Tanapole™ preservatives in the treated wooden pole market. With this in mind, Lonza got on board as one of the sponsors at the Limpopo Agri bi-annual congress and gala dinner and used the opportunity to present the numerous Tanapole™ benefits and offerings. Many of the farmers in this area, and around the country, are now moving towards shade netting with new plantings in order to protect their investments. The Tanapole™ is therefore ideally suited with its water-borne wood preservative treatment that does not have an adverse effect on the netting material itself.

“Judging by the positive response received from the farmers in the Limpopo area, we feel confident that Tanapole™ preservatives are well placed to become the farmer’s treated pole of choice,” said Busse.

The KEEP THE TANAPOLE FLYING HIGH™ campaign is a first in the South African wood preservation market and is geared towards the agricultural, fencing and building pole segments to provide an education platform for the benefits of Tanalised™ wood preservative treated products. For further information, visit the website at www.tanapole.co.za or follow the campaign on Facebook at www.facebook.com/tiaantanapolesa and on Twitter at www.twitter.com/Tanapole

Ends.

PHOTO CAPTION:

Andrew Mentis Ambrosia farm in Hoedspruit where they farm lemon trees under 110ha of Shade Netting.

About Lonza Wood Protection

As part of Lonza Microbial Control, Lonza Wood Protection specializes in products for the industrial pre-treatment and surface protection of wood and has global operations in North and South

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America, Europe, key markets in Africa, the Middle East and Asia Pacific. Lonza's approach to business is characterized by innovative products, valued brands and exceptional customer service, including:

- The broadest range of industrial wood treatments in the world
- Products which improve the performance of wood, one of the world's most sustainable natural resources
- Treatments which make wood resistant to termites, fungi, mold, fire and moisture
- Products which sustain the natural appearance of wood
- Engineering and marketing services to help customers grow
- Broad global regulatory expertise and world-class toxicology and analytical chemistry skills, offering customers solutions that contribute to the sustainability of their own products and services
- Many products that satisfy green building and sustainability standards

With its 26 production and R&D facilities and more than 3,000 employees, Lonza Microbial Control is the global leader in microbial control with the broadest portfolio of active ingredients and registered formulated products including market leadership positions in wood treatment, water treatment, personal care, hygiene, and materials protection and strong offerings in performance products.

About Lonza

Lonza is one of the world's leading suppliers to the pharmaceutical, healthcare and life science industries. Products and services span its customers' needs from research to final product manufacture. It is the global leader in the production and support of chemical and biological active pharmaceutical ingredients. Lonza is also the world leader in microbial control, providing innovative, chemistry-based and related solutions to destroy or to selectively inhibit the growth of harmful microorganisms. Lonza is headquartered in Basel, Switzerland and is listed on the SIX Swiss Exchange and secondarily listed on the Singapore Exchange Securities Trading Limited ("SGX-ST"). In 2011, the company had sales of CHF 2.69 billion. Further information can be found at www.lonza.com

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