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Zirax makes another global presentation of Fudix™ synthetic food grade calcium chloride pellets at the biggest European exhibition of food ingredients HI Europe 2012 at Frankfurt-on-Main, Germany.

Zirax (further referred to as Zirax or Company), one of the global leaders in developing manufacturing, marketing and supplying of specialty chemicals based on synthetic Calcium Chloride anhydrous pellets for global customer database presents Fudix™ high quality synthetic food grade Calcium Chloride pellets at the biggest European exhibition of food ingredients HI Europe 2012 at Frankfurt-on-Main, Germany.

Zirax has been recently building successful partnership with first-tier international global producers of food for last several years and has already earned status of reliable global supplier of high purity Fudix™ synthetic food grade calcium chloride for international markets.

Among current Zirax customers there are well-known international producers of beer, cheese, fruits & vegetables, soft drinks, meat's prepacks, pickled and preserved fruits and vegetables.

In November 2012 Zirax made another global promotion of the product at the biggest European exhibition of Europe focused on food additives - HI Europe 2012. This exhibition, being the most significant event for producers of food additives and ingredients, takes place once in 2 years, including countries of Asia, the South America, the Middle East and Europe. Total number of exhibitors is more than 500.

Anna Shevchenko, Overseas Business Development Manager has noted that:

"HI Europe is the most focal exhibition for Zirax taking into account that among exhibitors and visitors of there are many international producers and distributors of food, food additives and ingredients as Europe as globally.

During the exhibition Zirax presented Fudix™ food grade calcium chloride synthetic anhydrous pellets that has already built its positive reputation for quality and other high customer benefits at international markets. It is pleasant to note, that many of contacts whom we have chance to contact at exhibition informed us that they already know Fudix™ and have demonstrated real interest to the product.

We are happy to present to prospective customers high benefits of our food additive, the specific form of pellet in particular that lead to immediate product dissolving in water, herewith speeding up the technological process of food production and production capacity at a whole. Among many benefits of food grade calcium chloride pellets Fudix™ there is also no material caking and its highest concentration that in comparison with materials of other producers gives about 15-18% of economy on logistics costs.

Zirax has also used participation at exhibition as a chance to talk and discuss with its current customers results of 2012 year cooperation and plans for coming years.

We are satisfied with results of presentation at this exhibition and hope that majority of new prospective customers whom we were happy to be introduced to at this exhibition will start to be long-term and reliable Zirax partners"

About Zirax:

Zirax LLC, manufacturer and supplier of specialty chemicals to diverse global customer database, among of which there are oil service and oil exploration companies, as well as companies specialized on winter roads maintenance and exploitation. The Head Office of company is located in London, production facilities of Zirax are in Russia and Western Europe. The additional information you can get from website: www.zirax.com

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