

### ++ MULTISORB APPOINTS NEW CEO

Multisorb Technologies International, the leading manufacturer of sorbent, desiccant and oxygen absorbing technologies, announces the appointment of Mark E. Celmer to chief executive officer. Celmer assumes this position in addition to his role as president. Multisorb's founder, John S. Cullen remains chairman. Multisorb is an integrated set of corporate entities including Multisorb Technologies Inc (Buffalo, USA), Multisorb Technologies Ltd (Warrington, England), Multisorb Technologies Asia, Active-Pak Automation and Eagle Chemical Company. Focusing on the expansion of its global capabilities has positioned the company for further development and provides considerable access to innovative technol-



ogy. With production and warehouse facilities strategically located worldwide, Multisorb is able to efficiently meet the needs of its diverse customer base. [www.multisorb.com](http://www.multisorb.com) +++

### ++ CARGILL ADDS STARCH CAPABILITIES TO ASIA-PACIFIC PORTFOLIO

Cargill announced that it has finalized the acquisition of the Chai Charoen Tapioca Flour Factory Company, Ltd in Borabu Mahasarakham, Thailand. The acquisition comprises all production assets of Chai Charoen. Chai Charoen Tapioca Flour Factory Company specializes in developing and producing native tapioca starches primarily for the food industry, and has approximately 148 employees. This investment in Thailand will enable Cargill to better serve their customers in Asia with their full range of services along with the most complete product portfolio

of any food ingredient player in the region. Cargill has a lot of experience in working with Thai farmers through their existing businesses. The company has helped Thai farmers increase crop productivity and grow healthier livestock through their fertilizer business, animal feed business, and poultry operations in Thailand.

[www.cargill.com](http://www.cargill.com) +++

### ++ GENERAL MILLS INTRODUCES WHOLE GRAIN BREAD MIX

To meet consumers' growing demand for whole grains and at the same time appeal to fans of white bread, General Mills Bakeries & Foodservice has developed a white whole grain bread mix called DuruWhite. What makes General Mills' product unique is the use of whole durum flour, which is typically used to make pasta. This patent-pending process results in an end product with a more typical white bread appearance and texture – with 8 grams or 16 grams of whole grain per serving.

Consumer tests have shown that, among those planning to eat more whole grain; breads made with DuruWhite are preferred over leading competitors in terms of moistness and interior color. General Mills sells the bread mix to commercial and wholesale bakeries, and the breads made with DuruWhite can currently be found across the country in the bread aisle under the Country Hearth®, Schwebel, Sunbeam and Gold Medal® brands.

[www.generalmills.com](http://www.generalmills.com) +++

### ++ ZIP-PAK NAMES NEW EUROPEAN SALES MANAGER

Zip-Pak, the world leader in resealable packaging solutions, has named Gé Nijenhuis as its new European Sales Manager. Based in Breda, The Netherlands, Nijenhuis will lead Zip-Pak's sales team throughout Europe, the Middle East and Africa. Nijenhuis brings over ten years of experience selling and distributing resealable packaging technology in Europe. Moving forward, he will focus particular effort on developing the market for Zip-Pak's SLIDERTM technology, which provides greater consumer convenience

and stronger shelf presence at point of sale. In this new role he will build on his extensive experience consulting with customers to integrate zipper technol-



ogy into existing packaging lines. With more than 200 patented zipper profiles, Zip-Pak is a global leader for resealable packaging technology. World headquarters are located in Manteno, IL. Zip-Pak is an Illinois Tool Works (ITW) Company.

[www.zippak.com](http://www.zippak.com) +++

### ++ ASSOCIATION OF INDUSTRIAL BAKERS IN TURKEY

For the first time in Turkey's history, Industrial Bakers are united. The inaugural meeting of the Association of Industrial Bakers was held in February 8, 2006. EFB (AIB), which is the union of industrial bakers using the tunnel system, has been established by seven volunteers. The fact that the leaders of the industrial bakery sector, such as "UNO", "Doygun Ekmek" and "Kareksan" are among the founders and that all founders are experts in their fields is a strong indicator that that EFB (AIB) will be of significant benefit to the sector.

As the International Industrial Bakers Association (AIBI) is in close cooperation with the EU Health Commission in the process of law making, EFB (AIB) shall play an important role in the structural changes and adaptation process of the Turkish bakery sector. It is expected that the EFB (AIB) will provide a modern working environment to the bakery sector and will enhance cooperation with European colleagues. It is also expected that EFB (AIB) will be the sole counterpart of the International Industrial Bakers Association (AIBI) in Turkey. +++

# Burford®



## Signed



## Sealed



## Delivered

**Tape  
Closure  
System**



**Contact these agents:**

**Ibonhart Limited  
United Kingdom  
44-1603-747456**

**AMS Kohl GmbH  
Middle East  
49-89-900-9970**

**Seimex S.A.S.  
Italy  
39-02-382-01661**

P.O. Box 748 • Maysville, OK • 73057 • USA • [www.burford.com/bb](http://www.burford.com/bb)

Copyright © Burford Corp. All rights reserved. Burford Corp is a registered trademark with the US Patent & Trademarks office.