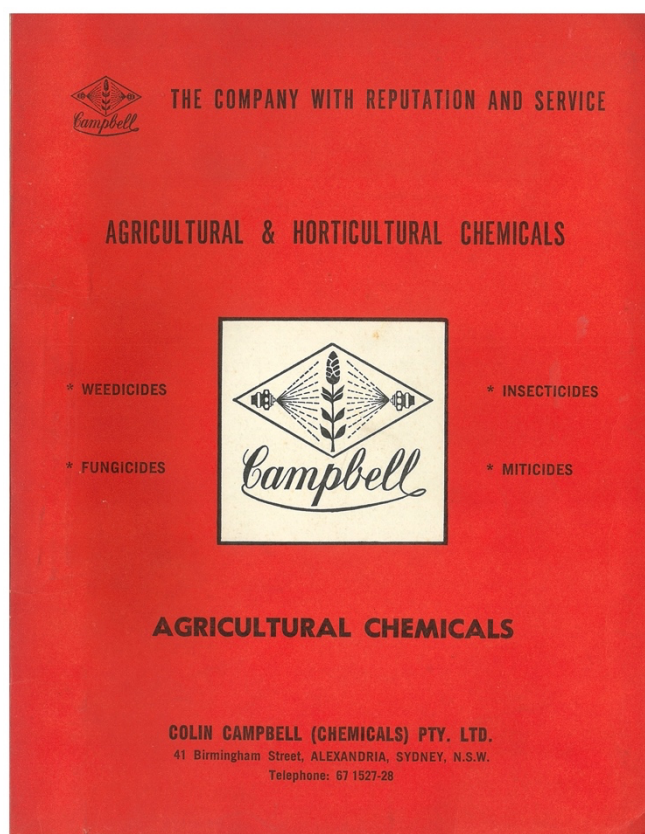


## 80 YEARS OF INNOVATION AND SUCCESS

Nadeem Zreikat

Colin Campbell (Chemicals)

In 2020 Colin Campbell (Chemicals) [CCC] celebrated its 80<sup>th</sup> anniversary. Still a wholly-owned and run Australian company, CCC is a leading supplier of innovative, reliable, high quality and 'niche' crop protection products for the pre and post-harvest agricultural sector. It specialises in horticulture and recreational turf.



CCC was founded in 1940, in the early days of World War II, by Colin Campbell Snr after he recognised a market opportunity for manufacturing chemicals. He established the company in Alexandria, a suburb of Sydney and two decades later passed the company down to his sons, Colin and Neil. It was during the 1960s that the brothers began increasing their presence in agricultural and turf chemicals.

CCC's growth and product range has been made possible by long term supplier relationships, and by active and ongoing Research and Development (R&D). The result is the supply of innovative, speciality products which fulfil various needs in agriculture, including pre and post-harvest horticulture and turf as well as the introduction of novel products, such as

Chlorothalonil, Apple Wax and Microencapsulation formulations.

INDEX OF AGRICULTURAL CHEMICALS			
INSECTICIDES AND MITICIDES			
Arsenate of Lead	6	Kelthane MF	10
Benthion 50	6	Kelthane W25	10
Benthion "A" Emulsion	6	Lead Arsenate	6
BHC Miscible Oil	6	Lime Sulphur	10
Carbaryl	20	Lindane Spraying Oil	10
Chloropest	7	Malathion 25%	11
DDD/TDE Emulsion	7	Malathion 50%	11
DDD/TDE W.P.	7	Multichlor	13
DDT 25% Cream	7	Parathion 50	13
DDT Miscible Oil	8	Parathion M50	14
Dieldrin 15%	8	Rogor	14
Ethion 2	8	Trisulf	18
Ethion 6	9	Zevilon 80	20
Galecron 50 E.C.	9		
FUNGICIDES			
Captan 83	6	Terracolor Super X E.C.	15
Copper Oxychloride	16	TMTD	18
Daconil 2787	7	Tricop	16
Dodine	12	Tricutox	16
Karethane	9	Tricuzin	17
Lime Sulphur	10	Triman	19
Maneb	17	Trisulf	18
Melprex	12	Tritem	18
P.C.N.B.	15	Trizam	19
Red Copper	18	Trizinc	19
Sulphur (Wettable)	18	Zineb	19
Terracolor	15	Ziram	19
Terracolor Super X Dust	15		
HERBICIDES			
D.S.M.A.	12	M.S.M.A.	12
Methar 100	12		
SUNDRY AGRICULTURAL CHEMICALS			
Citrus Wax	20	Tamox	14
Foliar Fertilizer	14	Ultrasheen	20
Hare Repellant	9	Ultra Tomato Spray	20
Mangan Tomato Spray	11	Ultrawet	20
N.A.A.	13		

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Well known for their reliability and flexibility, CCC can handle anything – small enough to be nimble and responsive, yet big enough to manage any size client. Having its own office and warehouse in Sydney, as well as stock locations in Southern Sydney and Brisbane ensures CCC is able to respond efficiently to any customer request.

Customers remain with CCC for decades because they know the products work well and will be delivered quickly, and they trust the staff expertise. This stems from the fact that CCC employees remain with the company for a lifetime career, with many exceeding over 20 or 30 years during their time.

**Long-term customer and owner of K&B Adams Melbourne VIC, Mark Eardley says, "Throughout our 52 years of trading, K&B Adams Pty Ltd has been a distributor of Colin Campbell Chemicals. Our close working relationship continues strongly to this day and is one of which we are very proud. Campbell's quality product range, excellent follow-up service, and genuine relationships with both our staff and end users is second-to-none."**

CCC sources the highest quality and most effective products due to their long-standing relationships (some stretching back almost 50 years) with reputable and trusted suppliers both locally and globally. CCC products come from the USA, Europe, Israel, South Korea and Japan.



Contributing to the high product quality is CCC's progressive and rigorous R&D, either in-house or via reputable organisations. CCC's business plan was always to work with overseas companies that had viable and unique products but did not want to set up their own office in Australia. If not for CCC, these solutions may not have been developed and reached Australian shores. The products are always stringently evaluated (whether required by law or not) with numerous local trials, using overseas data and claims as a starting point to test the products. Nothing is introduced without the necessary efficient field and lab testing under Australian conditions.

### Innovation

In 1971, CCC was one of two companies given exclusive Australian rights to the new fungicide, chlorothalonil. CCC marketed chlorothalonil under the trade name Daconil® for use on turf and ornamentals. In 2003, the product name changed to Campbell Dacogreen®, however, the high quality formulation has remained the same and also continues to be sourced from its original supplier in Japan. Today, this molecule is highly popular in Australia and the CCC brand Dacogreen® WeatherShield in the turf market is recognised as the highest quality brand in the market.

### Expanding the CCC brand

In 1971, Mr Nabih Zreikat joined the company. He played a pivotal role in growing the CCC product range and recognised the importance of building strong relationships with suppliers to achieve this. Employed as the accountant, he was quickly required to fill multiple roles, like in many small businesses, and eventually made his way into sales and purchasing. He later became one of the directors and worked in the company until the day he passed away in 2018, aged 82.

In 1976, when more technical knowledge and R&D support were required, Mr Geoffrey Derrick (today one of the owners and directors) was hired as a technical agronomist due to his extensive knowledge of all business aspects on the technical side, as well as chemicals and formulations. Over the years Geoff, has been instrumental in sourcing the company's product range, including well known brands such as Proplant®, Methar Tri Kombi®, Blazon® and most recently PoaCure®.

Geoff and Nabih held a shared vision for CCC, extending it to an innovative product range - introducing a number of new technologies including:

- Daconil®/Dacogreen®
- Blazon®
- Flowable TMTD
- Methar Tri kombi®
- Terrazole®
- Monstar®
- Pennside®
- Proplant®
- Protak®

More recent innovation was to come and the introduction of PoaCure® in 2020 has revolutionised the way *Poa* is controlled in turfgrass. This is a brand new molecule and mode of action which has been able to control all bio types of *Poa* on all turf surfaces as well as control resistant species.



Turf and horticulture have become a CCC speciality as customers trust the brand knowing that between directors Geoff, Ramsay and Nadeem, together with sales representatives Roy and Ross, their cumulative knowledge and experience (over 170 years) is a considerable advantage in servicing customers' needs. CCC also has long-standing support from the US and Europe in this field.

***Recently retired Golf Course Superintendent of NSW Golf Club, Gary Dempsey says, "I was first introduced to Campbells Chemicals when I was an apprentice greenkeeper in 1974. I continued to use them as a major source of my turf care products throughout my***

***entire career. Good People, Good Products and Good Service with a dedication to the turf industry. Congratulations to all at Campbells Chemicals for reaching this milestone."***

#### **Moving towards sustainability**

Geoff and Nabih recognised that, with technology changes there was an increasing demand from turf managers and stakeholders for more sustainable products with reduced toxicity.

One of the earliest examples of CCC's path to these products was the introduction of technology known as Microencapsulation.

Microencapsulation in the form of Pennside®, developed in the USA during the early 1980s, was first brought to Australia by CCC. Microencapsulation formulations reduce the toxicity of products by encasing them in a microscopic polymer coating and, as a result, products classified as Schedule 7 poisons were able to be classified to a lower poison schedule (due to the reduced user toxicity). The technology in Pennside® has also been successful in providing longer residual control for turf managers.



#### **Proudly Australian**

CCC has always been proud to be 100% Australian. Many turf products are manufactured in Australia on site or through various partners. In actual fact, 70% of the range is manufactured here in Australia.

The NSW turf industry may remember a big change occurred in 1986. The ownership structure changed as Colin and Neil Campbell who were looking to retire, entrusted Geoff and Nabih to continue their father Colin's legacy. With this, direct selling in NSW ceased and a national distribution network was established.

The legacy continues in CCC with Nabih's sons, Ramsay and Nadeem, joining the business in 1996 and 1999 respectively. Nabih (until his passing), Geoff, Ramsay and Nadeem have overseen significant growth in sales and product range over the last 20 years.

So where to next for CCC?

Mr Geoffrey Derrick, Mr Ramsay Zreikat along with Mr Nadeem Zreikat share the same vision: "CCC will continue to innovate and provide the service to Australian growers and turf managers for another 80 plus years."

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