



## SYNERCORE LAUNCHES NEW RANGE OF BAKING PREMIXES

Blom Bake is created in memory of colleague Chris Blom



Synercore positions itself as a research partner, innovator and solutions provider within the Southern African food industry. Its research partner, Innovative Research Solutions (IRS) and The Innovation Shop are clear examples of the ways in which they continue to explore new ingredients, products and innovations. In yet another collaboration between The Innovation Shop and IRS, they are launching a brand-new commercial product - Blom Bake - a range of high quality and easy-to-use, bakery premixes.

In the past few years, The Innovation Shop and IRS have launched three successful products, Dear Body Skin & Gut Powder, Ginger Brew Ginger Beer Powdered Drink and YanguMasi Amasi Processing Aid. The Blom Bake range is the latest addition launching in October 2021.

The story behind Blom Bake starts with Chris Blom. He was one of the founding members of African Food Industries (AFI), the sales and application business unit within Synercore. With a passion for baking and an extensive knowledge about milling,

*A year from now  
you will wish you had  
started today.*

Unknown

### WE LOVE WHAT WE DO

- Research and development
- High quality manufacturing (FSSC 22000 certified)
- Customised product formulation and application support
- Supplier of speciality ingredients
- Contract blending and toll manufacturing

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PROUDLY SOUTH AFRICAN

**ALLMARK  
FOODS**



## SYNERCORE LAUNCHES NEW RANGE OF BAKING PREMIXES

He was dedicated to teaching, and never ceased to help artisanal bakers create the best products possible. Chris passed away in October 2020, and in memory and celebration of his life and passion, the Blom Bake range was created. Tertius Cilliers, Synercore's CEO described Chris as

*“a philosopher and unique individual that did not accept the status quo, always pushing to improve and innovate.”*

The vision for Blom Bake is to have a premium bakery range that not only celebrates the legacy of Chris, but that offers consumers quality, convenience, and versatility for DIY home baking. With that in mind, Blom Bake was created as a range of high quality, easy-to-use bakery premixes that only requires one or two additional ingredients to create a variety of baked products that come out perfectly every time.

The Blom Bake range consists of five premixes. Bread, Roll & Vetkoek Mix, Flapjack Mix, Sponge Mix, Scone Mix, Madeira & Waffle Mix. The premium Bread, Roll & Vetkoek Mix delivers up to two loaves of white bread, 12 white bread rolls or 30 vetkoek. The Flapjack Mix only requires milk and eggs as additional ingredients and makes about 15 flapjacks or 30 crepes. Versatility is what makes the Sponge Mix unique, with one 500 g premix, customers can bake up to 24 cupcakes, a two-layer sponge cake or a decadent swiss roll. By just adding milk, customers can create fresh scones with the easy-to-use Scone Mix. The last premix is the Madeira & Waffle Mix that creates a sweet and dense dough that can even be used as the base of a carrot cake.

To reflect Chris's philanthropic and caring spirit, R2.00 of each sale will go towards The Chris Blom Foundation. Chris Blom was known for always having the best intention and generosity, so in his memory, the funds raised by Blom Bake will go towards supplying baked goods to a few selected local schools in the area around Synercore's production facilities in Klapmuts and Midrand, as well as to the Shiloh Synergy upliftment program.

In celebration of Chris's legacy, the Blom Bake range is an innovative showcase of Synercore's bakery capabilities, ingredients, and formulation offering. Blom was a social butterfly, always friendly and full of joy, which is what the Blom Bake brand wants to represent. By bringing that same joy and laughter into the homes of other families, we hope that they too can create lasting memories together.



is for sale on Synercore's Innovation Shop website at  
<https://synercore.co.za/product/blom-bake/>

## NEW YEAR, NEW OPPORTUNITIES



*Dr. Tertius Cilliers, PhD, Chief Executive Officer*

### A message from our CEO

The last two years have taught us valuable lessons. It taught us about change, opportunity, teamwork, diversification, flexibility, and the undeniable value of truth and exceptional customer experience.

As we take on 2022 and embark on our next chapter, I am excited and optimistic about the future of our company. We have been blessed in many respects and need to reflect on these with gratitude and humility. We have laid a solid foundation during the past year and I am sure that we will reap the rewards for our hard work. My hope for 2022 is that we remain patient and energised, while driving our strategic objectives with focus and persistence. By trusting in the process, engaging in our daily routines and taking accountability for our respective roles, we have the opportunity to have a successful and fulfilling year.

A massive thank you to each employee and stakeholder for their commitment, dedication and support in delivering on our core values and truly making Synercore, AFI, Allmark and IRS relevant within a competitive marketplace.

May 2022 be prosperous and rewarding for everyone associated with the Synercore Group of Companies.

*Tertius Cilliers*



# INNOVATION SHOP: EMPLOYEE DISCOUNT AND BENEFITS

On behalf of the Innovation Shop, we would like to offer all Synercore and IRS employees a discounted rate on our branded retail products. There are two easy ways to buy the delicious Ginger Brew, Blom Bake, and Dear Body products.

**OPTION 1:** Buy these products at reception at wholesale prices via cash or EFT. Visit Bronique at the Klapmuts reception or Pumza and Neo at the Midrand reception to get yours now.

**OPTION 2:** You and your family/friends can visit the online Innovation Shop on the Synercore website and use the coupon code Synercorefamily to get 20% off any product. You can pick up your order from reception when it's ready.



Synercore in Partnership with Innovative Research Solutions Launch Innovation Shop

## THE INNOVATION SHOP BRINGS IDEAS TO LIFE

The Innovation Shop showcases the formulation capabilities and functional ingredients of Synercore and its channel partners through commercial products and fun brands. The Innovation Shop affords Synercore the opportunity to engage with end consumers to test concept ideas and trends on a commercial basis to ultimately enhance our service offering to our customers - whether it is a functional ingredient, complete formulation or even brand-offering. Just another way we Innovate at Synercore - "Here's to the crazy ones... the ones that see things differently..."



## YanguMasi

YanguMasi is a processing aid that allows you to be creative, and make your own Amasi at home - effortless and more affordable than ever before. Just add YanguMasi to milk and enjoy fresh Amasi daily.



## Blom Bake

Blom Bake is a range of high quality, easy-to-use, innovative, bakery premixes that only requires one or two additional ingredients to create a variety of baked products that come out perfectly every time.



## Dear Body

Dear Body is a multi-support, synergistic focused formulation consisting of VERISOL™ collagen peptides, superfood powders, botanical extracts, novel fibre, vitamins, and probiotics that support skin and gut health.

## Ginger Brew

Ginger Brew is an all-in-one product, that is simple and fun to use, to allow anyone to feel like a professional brewery expert from the comfort of their own homes. All you need to do is mix 2 L of water and Ginger Brew in a bottle, leave it at room temperature with the cap slightly unscrewed and within 2 days you have the perfect tasting ginger beer to enjoy with your family and friends! 1 Sachet = 2L of Ginger Beer



## ifaCEL

The ifaCEL SW10 is a 10% CMC solution, with a low viscosity and high degree of substitution, used for tartrate stabilisation of still and sparkling wines.

## EMPLOYEE SPOTLIGHT



**Elnico Verneel,**  
Production Supervisor, Allmark Foods

Over the last 9 years, Elnico has proven that hard work pays off. After starting as a casual worker in 2013, he worked his way up the ranks to packaging team leader and since 2020, he has been promoted to production supervisor at Klappmuts. In 2019 and 2020 he successfully completed two learnerships and is now equipped with both NQF 2 and NQF3 National Certificates in Wholesale and Retail Distribution.

In a nutshell, tell us about your new position and what it entails?

*As production supervisor my main duties include supervising and providing leadership in all areas required by the production team.*

What do you enjoy most about production?

*To work with a variety of products and to continuously learn new skills with new products that we manufacture. I also enjoy being part of the bomb squad which works whenever it is required.*

What is your life motto?

*Tomorrow is never promised, so make the best of today.*

What is your favourite meal?

*Steak with a green salad.*

What are your hobbies outside of work?

*I enjoy playing rugby and installing sound systems in cars.*

## STATIONARY DRIVE

*"It is that time of the year again, when we start collecting school stationery, esp printing paper and school shoes for schools and children in need. We need to support the 65 children on our list with the necessary means to be able to become literate and contribute to our economy. We also have 20 more children on a waiting list and would like to assist them with school clothes and stationery, for 2022."*

## ORANGE GROVE DONATION

At the end of 2021, we partnered with our generous client, Orange Grove, to donate 5450 food and emergency parcels to families in Kwazulu-Natal. We are inspired and motivated to keep helping communities in 2022.



A little help goes a long way, and Synercore is thankful for every employee's contribution. If you can help with any of the above, please drop-off your donations at

### Donation drop-off points

**Midrand:** Diane Cloete, Operations & Site Manager

**Groene Weide Farm:** HR Department



# IN THE NEWS



Synercore is far from ordinary, we pride ourselves on being entrepreneurial, innovative and forward thinking, which is why sustainable development and making a difference is so important to us. It's great to be featured on the cover of SA Food Review in their August 2021 issue.

[Click here to read the article](#)



Tertius Cilliers, CEO at Synercore, discusses Synercore's customer-centric approach and innovative drive to operations in South Africa in issue 91 of Africa Outlook Magazine.

[Click here to read full article](#)

## NEWS FROM HR

### HERE'S TO OUR EMPLOYEES

The dedication and loyalty of our employees never go unnoticed and today we want to celebrate and say thank you to the following people for their five- and ten-year work anniversaries.

#### 10 YEARS: KLAPMUTS

Bathandwa Ngqaba

Elize Nel

Frikkie Erasmus

Nyameka Mkhuzangwe

Pieter Kock

Wayne Patton

Xolile Joyi

Louis Venter



## 5 YEARS: KLAPMUTS

Abdurasiet Darries

Adriana Booysen

Bongani Mvani

Desmond Solomons

Bulelani Ngozi

Elnico Verneel

Hilary Valentyne

Luvuyo Mpama

Mariesa Very

Mark Chamber

Mcingeleni Mqonga

Raymond Esau

Schalk Nowers

Thandikaya Mbambo

Tertius Cilliers

Valentino Gordon

Vicky van der Westhuizen

## 10 YEARS: MIDRAND

Alex Moshidi

Charles Banda

Diane Cloete

Jeffrey Baloyi

Joseph Baloyi

Lungisani Mkhwa

Michael Mboweni

Pumza Sobuza

Sakile Nyoni

Selby Mzimba

Themba Nkosi

Tseufatso Moseamedi

Zakhele Vilakazi

## 5 YEARS: MIDRAND

Clement Ramadia

Darryn Loubser

Dewald van den Berg

Patrick Moraine

Rueben Kekana

Sheleni Maanaso

Suzette Olivier

Tankiso Matjoa

## LONGEST-SERVING EMPLOYEES

A special thank you to Frikkie Erasmus, Elize Nel and Wayne Patton for your years of service. You have been an essential part of Synercore's success. Your hard work is on display every day, and we truly appreciate your dedication.

## AND THE AWARD GOES TO...

At our year-end function in 2021, we announced the winners of our employee awards. **Congratulations** to each one of our winners - we appreciate the spirit and vigour you bring to our teams. We are excited to see who will win this year!

### KLAPMUTS WINNERS:

Nelson Mandela **Most Inspiring Person** Tertius Cilliers  
Eddy Murphy **The Company Comedian** Morne Fillies  
Princess Diana **Most Helpful Person** Karla Pretorius  
Michael Jackson/Madonna **Most Passionate Employee**  
Mariesa Vrey

Busy Bee **Person Always in a Hurry** Desmond Solomons  
Go with the Flow-er **Most Relaxed Person** Valentino Gordon  
Mr./Mrs. Smiley **Friendliest Person** Bertram Anderson and  
Bronique Blankenberg

### MIDRAND WINNERS:

Nelson Mandela **Most Inspiring Person** Tertius Cilliers  
Eddy Murphy **The Company Comedian** Zahkele Vilakazi  
Princess Diana **Most Helpful Person** Thando Ndebele  
Michael Jackson/ Madonna **Most Passionate Employee**  
Letha Spangenberg

Busy Bee **Person Always in a Hurry** Alex Moshidi  
Go with the Flow-er **Most Relaxed Person** Darryn Loubser  
Mr./Mrs. Smiley **Friendliest Person** Tebogo Kutumela

## DUNOON YOUTH ACADEMY DONATION

Synercore spoiled the team with a contribution of party treats to end off a rough 2021. We wish you a prosperous and bright New Year!

