

HERSHEY – NEW MANUFACTURING PLANT AT SENAI, JOHOR

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Application range

Industrial

Type

Reference, Showcase

The Hershey Company (Hershey's), the largest chocolate manufacturer in North America is investing RM 816 million to build a manufacturing plant at the Senai Free Trade Zone in Johor. TROX has been selected to supply the air distribution products including TROX VDL adjustable swirl diffusers to ensure that the correct environmental conditions are maintained to manufacture Hershey's world famous confectionary products in Malaysia.

The new plant is expected to be complete in 2015 and will be spread over an area of 70,000 sq. ft., representing the single largest investment by Hershey's in Asia.

In order to meet Hershey's high expectations, the M&E Consultant - M.E.I Project Engineers required diffusers capable of delivering a quick exchange of high volume air for both supply and extract air application at a ceiling height greater than 3.8 m. TROX worked closely with the MEI to assist in providing the correct solution.

This resulted in the selection of TROX VDL adjustable swirl diffusers in order to meet the exacting requirements of this project. TROX will supply 956 of these diffusers, which will represent the largest VDL swirl diffuser order for the TROX Malaysia factory to date. In addition TROX Malaysia will supply 189 VDW diffusers as well as other grilles & diffusers and weather louvres. These products will be supplied to the M&E contractor, Specific Dimension Sdn. Bhd. and delivery will start in November 2014 and will be completed in March 2015.