



# Building a brighter future for Namibia

Pan Mixers South Africa (PMSA) – the largest supplier of concrete brick, block and paving-making machinery and technology in Africa – is set to experience measurable growth in Namibia thanks to the government's new housing development programme.

**P**MSA marketing and sales manager, Quintin Booysen, notes that the new housing development programme that has been implemented by the Namibian government will have a positive impact on the company. "PMSA has been working in Namibia for the past three decades, and will continue to grow in the region thanks to this new initiative."

The housing development plan intends to build 185 000 houses by 2030 to address the country's housing backlog, as well as upgrade housing in the country's informal settlements. The aim is to build 9 000 houses over the next 15 months, and the remaining quota over the next 16 years.

According to Booysen, this has created a boom in the Namibian market. "In order to meet the increased demand for bricks brought about by this programme, existing clients have placed orders for additional plants. What's more, prospective brick and block making businesses have also placed orders for PMSA plants after identifying new business opportunities."

Booyesen points out that the most popular plants are the VB4 and VB4X range of block making machines. "The high-performance and reliability of PMSA's block making machines ensures that producers can consistently produce large volumes of bricks with minimal delays and downtime."

Both models come standard with adjustable speed control of the hydraulic functions, resulting in faster and smoother machine operation, with increased productivity and a reduction in wear and tear. What's more, an electronic PLC control allows for change of pre-vibration, feed box movement, number of feed strokes and number of pre-vibrations, while the machine is still in operation. These features ensure instant adaptation to changing moisture contents and aggregate consistency, without stopping the machine. Booysen notes that the heavy-duty VB4X block making machines are capable of producing more than 120 000 bricks per shift.

"It is estimated that most houses will be between 60m<sup>2</sup> and 90m<sup>2</sup>, which would require approximately 18 000 bricks per structure. A brick manufacturer producing up to 120 000 bricks per day could therefore add substantial value to this project by making use of the VB4X plant," he adds.

Booyesen states that PMSA has been dominating the Namibian market through quality concrete equipment. "Many customers have been running the same machines for the past 30 years. When new technology is developed, technicians go onsite to upgrade the existing equipment to ensure that it is running at optimum efficiency. This forms part of our 'built to last' philosophy."

PMSA also offers customer training and support whenever it is needed. "We are able to offer clients on-site training, in addition to providing them with the option to come to South Africa for training at our purpose-built showroom and sales facility."

Booyesen admits that PMSA has faced challenges working in Namibia. "To service the far reaching areas of such a vast country, a company needs to be quick and agile. Namibia's close proximity to South Africa has enabled us to overcome this challenge by delivering machines and parts by road, while small parts are delivered via air freight on the same day if necessary."

According to Booysen, PMSA has a positive future in Namibia, which he believes is a stable country that is investing in its people and infrastructure. "PMSA will play an important role in the housing scheme that is currently under way, as many of the bricks will be manufactured using our machines. In addition to this, the country shows signs of phenomenal opportunity with the new gas and oil refineries, which prompts the potential for greater growth," he concludes.