

## COVER STORY

# Fair mix of locals and internationals

*In bringing together some of the highest quality equipment and the most knowledgeable industry experts at its international product fair on 10 and 11 September 2009, Pan Mixers sent a clear message: The company is committed to its customers, suppliers and the market as a whole.*

**P**an Mixers director **Walter Ebeling** says: "The fair was more than just a way to show our customers new products. It was our way of showing our commitment to offering the best service and the best technology – in good and in tough times."

A line up of speakers from around the globe discussed various industry issues but – importantly – were also be on hand to answer delegates' questions. Local speakers included Omega Consulting Services' **Gordon Forester**, with over 30 years of experience in the concrete industry; and **John Cairns**, Director of the Concrete Manufacturers Association, who will discuss new SABS paving slab standards for January 2010.

A highlight of the Product Fair was the launch of Pan Mixers' new range of Sermac concrete pumps. The new range shows why the Italian company has grown to become one of the market leaders in its field.

After years of research and development, along with testing under extreme conditions, the Sermac truck-mounted concrete pump uses a special "S" valve that guarantees greater outputs and smaller load loss.

Pan Mixers general manager **Michael Dörner** notes that the high-performance pumping unit comprises of a hydraulic pump combination that is mounted to a transfer shift-gear driver by the engine PTO system. "The boom and pump are controlled via a proportional system distributor and all their functions are managed

by radio remote control, with a variable regulation of the concrete output."

New on the market is the Star Series 6, with concrete flow rates of up to 60 m<sup>3</sup> per hour, and a maximum concrete pressure value of up to 108 bar. The sophisticated system is trailer-mounted for maximum mobility and efficiency across various areas of a construction site.



*From left to right: Alessandro Viello-SERMAC Marketing Manager, Robert Ebeling-PMSA Director, Walter Ebeling-PMSA Managing Director, Dario Viello-SERMAC Vice President & one of the founders, Michael Dörner-PMSA General Manager, Gian Carlo Montesoro-SERMAC Consultant*

Pan Mixers became the Sub-Saharan Africa distributor for Sermac in February this year. "Sermac felt that we were an excellent fit for its operations, having checked our infrastructure, technical support facilities, service and reliability. We felt that it was a natural extension of our customer base. Pan Mixers is already involved in construction and concrete, so it suited our company profile perfectly," Ebeling explains.

Pan Mixers represents Sermac across all Southern African developing countries, including Namibia, Mozambique, Zimbabwe, Kenya, Angola and Zambia.

Pan Mixers' associates from Sermac – managing director **Dario Viello**, sales executive **Alessandro Viello** and sales agent for Africa **Giancarlo Montesoro**, were also on hand for the launch of the first Sermac pumps to be offered in South Africa.

"We have two Sermac pumps in the country right now," explains Ebeling. "The SD100 stationary pump, which runs at 100 m<sup>3</sup> an hour and the 4Z 36, which has a four piece Z-boom with a 36 metre reach. It was the largest crane that we could import





## COVER STORY

without having to use a double axel on the front wheels of the truck." *The pump is mounted on a Mercedes 2628 truck.*

The new Z-design pumps allow for opening and closing of the boom in confined areas and Sermac has incorporated large cylinders in the pumping group, making it easier to pump difficult or stickier concrete.

Says Ebeling: "What excites me is the quality of Sermac's equipment. Every component is of the best quality available, resulting in products that can compete with the best in the world. Sermac suits Pan Mixers' dedication to quality, and we are happy to have the opportunity of adding our high level of service to these superior products."

Able to pump 140 m<sup>3</sup> of concrete an hour, the pumps are perfect for the local construction and house building markets. Ideal for any large area, Sermac pumps offer neater, faster and more accurate placing of concrete, as well as a reduction in manual labour.

The new and innovative Ikhaya brick (i-brick) was also launched at the fair and looks set to change the face of the house building sector. "Nico Le Grange of Ikhaya Brick Technologies approached Pan Mixers with the latest in stabilised soil/cement brick design, and we developed the machine to make the i-brick to the quality standards and production capacity required," Ebeling maintains.

The i-brick is an innovative and valuable new product that was designed specifically for housing in Africa, due to its design ability. The soil mix will include Ikhaya Brick Technologies (IBT) additives in addition to cement as a stabiliser to ensure

waterproofing and better longevity than current soil brick products. I-bricks are manufactured under high pressure – up to 20 tons – where conventional equipment uses 7 tons, and the additive binds the products successfully to extend its lifespan to beyond 30 years.

A single stage press will yield approximately 2 000 i-bricks a day, and a double stage press with double the capacity will also be available.

"The product is erected with re-bar running vertically through the i-brick so it can be reinforced. Grooves at the top of the i-brick allow for further reinforcing horizontally, forming a ring beam, which makes it perfect for the housing industry.

The semi interlocking facility means that lower skill levels are required for building, so the product is ideal for low cost housing in rural communities, where people will be able to participate in the building of their homes," adds Ebeling. The presses are manufactured exclusively for Ikhaya Brick Technologies by Pan Mixers and sold through IBT.

Adding to the international line up at Pan Mixers' Fair was the new Fasteverdini range – now on offer to local customers. Direct from Italy, products include drum vibrating rollers, vibrators and convertors, power screeds and core drills.

"There has been great excitement generated about this Fair, with in the region of 400 people expected to attend," concludes Ebeling. "Besides our local guests, we have customers coming from all over Africa. We are keen to meet with as many as we can, and continue to offer products and services befitting our dynamic industry."



SERMAC Southern African Launch