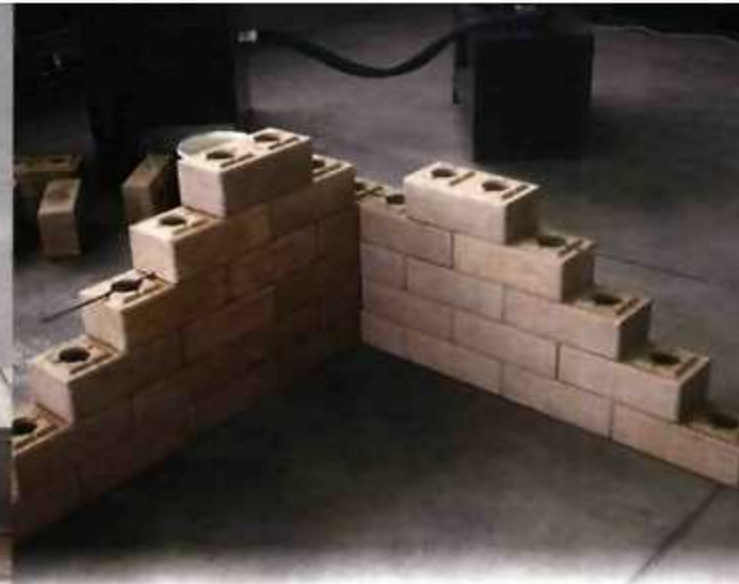




*The impressive Sermac pump extends 36 m in height*



*The Ikhaya Brick was launched at the Pan Mixers International Product Fair.*

# Pan Mixers International Product Fair

**T**hursday 10 and Friday 11 September saw the launch of the highly anticipated range of Sermac concrete pumps in South Africa, as well as the introduction of the Ikhaya brick, at the first ever Pan Mixers International Product Fair. The product fair, organised by Ngage Public Relations, garnered much excitement and saw both local guests and Pan Mixers' customers from across Africa attending the event.

Guests were treated to an array of international and local exhibitors showcasing their latest wares, demonstrations of the impressive Sermac pump, which extends 36 m high, the launch of the revolutionary Ikhaya brick – developed by Nico le Grange of Ikhaya Brick

Along with demonstrations of the Sermac pump and the Ikhaya brick, guests were able to attend presentations by a line-up of speakers, including Omega Consulting Services' Gordon Forester who addressed trends in the concrete industry and director of the Concrete Manufacturers Association, John Cairns who discussed the new SABS paving slab standards for January 2010.

The function was met with a tremendous response from more than 300 customers, suppliers, industry specialists and journalists who attended the two-day fair.

With the product fair having been such a success, there are already plans to hold another one next year. ■