

Promising news for sector

Ebeling says that the market is finally showing signs of turning, and that is welcome news for businesses in the industry that have been struggling for the last couple of years. "These signs of recovery are already prevalent. PMSA has a solid order book and we are expecting more orders not only from Southern Africa, but Africa in general. What's more, demand from the affordable housing market is on the rise, and that is a positive sign for the country."

Ebeling points out that the shift to greater awareness for thermal efficiency in buildings in the market has led PMSA towards securing exclusive distribution rights for a leading lightweight concrete agent and generator, ideally-suited to the affordable housing market.

"This product is excellent for insulation and lightweight building structures such as internal dividing walls." Ebeling's upbeat celebratory tone comes in the wake of two of its customers scooping a number of awards at the Concrete Masonry Association Awards Ceremony, in November.

The bi-annual awards ceremony, held in recognition of excellence in pre-cast concrete and concrete products, saw Cape Town-based CEL Paving Products and Cape Brick share the Regional and National awards for their joint venture in production of PlazaBloks, PlazaQuartet, Classic Cobble, Lava Kerbs and Lava Channels, which were manufactured using PMSA equipment.

The highlight for CEL Paving was the highly-coveted premiere award, for its Phillipi urban renewal programme in Cape Town. The company used marble-exposed aggregate paving bricks in the project.

Managing Director, Claude Gorgulho, says, "This has been by far our most successful year at the CMA Awards, and we are especially proud to have received the premiere award. The bricks were manufactured using a PMSA VB1 topping feed,

SA housing market looks set to strengthen in 2011, as the local housing market begins to show signs of recovery, says Walter Ebeling of Pan Mixers South Africa, (PMSA), the leading manufacturer of concrete block, brick and paving machinery.

with a separate batching plant." Gorgulho added that it was a team effort between CEL Paving and PMSA. The company is looking forward to what the future holds for the industry," says Gorgulho.

CEL Paving and Cape Brick won the coastal award in the residential category of the paving products section, for their PlazaBloks, PlazaQuartet Blocks and Lava Kerbs and Channels, at The Curzon in Constantia, Cape Town. The winning duo also scooped the national and coastal award in the roads category for their PlazaBloks, PlazaQuartet Blocks, Classic Cobble and Lava Kerbs and Channels, which were used at Market Square, in Hermanus.

Cape Brick Managing Director, Anthony Gracie, says, "This is the first time that Cape Brick has won an award



in the paving category, and we hope that this success is a sign of things to come in the future. What makes this award even more special is the fact that the paving division of Cape Brick was restructured with new management a year ago, and we hope that this is the start of a successful new era. PMSA has been a reliable supplier of mixing and batching plants to Cape Brick for the past 15 years and our success rests on the back of the company's reliable products and excellent service."

Ebeling notes that both CEL and Cape Brick have two VB4XA block machines, a VB1XA block machine, as well as Pavatile moulding and V300 turbine pan mixers.

He added, "With wet cast products, the moulds often bulge out. Pavatile has developed a technology of mould-making that produces superior wet cast products with extreme accuracy, from moulds that are exceptionally consistent. PMSA is extremely proud to be associated with CEL Paving and Cape Brick. Both companies are producing world-class products using PMSA equipment, which is a big compliment to us. We relish our clients' successes as we not only on supply world-class machinery, but also provide unrivalled after-sales and technical support."