



## CEMENT & CONCRETE

# PMSA's Vision for the Future is Set in Concrete

*Pan Mixers South Africa (PMSA) is aiming to consolidate on its current successes by increasing the reach of its products and services into emerging markets in Africa and abroad.*



Walter Ebeling



Quintin Booysen

As the leading supplier of concrete equipment, solutions and technology in Africa, PMSA has identified the rapid infrastructural development taking place across the African continent as the ideal platform for the company to obtain significant growth and increased market share in the future.

PMSA sales and marketing manager Quintin Booysen notes that the company's long-term vision is to become recognised as a preferred supplier of concrete equipment and technology to all international developing markets, and he believes that this can be achieved by focusing on the short-term goal of expanding the company's footprint across Africa.

"Africa looks set for an unprecedented agricultural and industrial revolution spanning decades, and PMSA is committed to ensuring that it can play a significant role in that overall development, by supplying high-quality products and services to meet the requirements of this vast and evolving industry," he explains.

PMSA director Walter Ebeling is confident that the Johannesburg-based company, which boasts 35 years of experience and expertise in Africa, is in a strong position to gain significant market share in emerging African economies. "PMSA has a comprehensive understanding of the African market, and supplies a wide range of high-quality equipment and machinery that are custom-designed for the harsh African climate and terrain, and are backed up with

dedicated after-sales and technical support."

He also notes that a large amount of the company's business comes through repeat business, and customers emulating the success of others, as is the case in Namibia – where customers purchase PMSA equipment, as they have witnessed the success of other companies operating with PMSA equipment.

Ebeling notes that one of the biggest challenges facing the African concrete industry is the influx of cheap and inferior products and technologies. "A large number of contractors in Africa are drawn in by the initial price of low-cost equipment. In the majority of cases; however, this results in additional long-term costs, as a result of unreliability of the equipment and poor-quality end-products," he continues. "All PMSA equipment pays for itself immediately, thanks to improved production levels and the overall quality of the end-product produced."

Booyesen highlights the fact that PMSA produces all the principle components and assemblies in-house for the range of equipment manufactured by PMSA. "PMSA reduces its reliance on outside suppliers, as their level of service does not always meet with the company's high expectations of quality and delivery and turnaround time.

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By manufacturing our own components, our in-house specialists are able to source and address any problems swiftly and effectively. PMSA is committed to remaining at the forefront of technological innovation, and prides itself at setting the pace for competitors to follow."

With more than R17-million worth of parts and spares stocked by PMSA at any given time, Ebeling notes that turnaround times for the company's clients are always kept to a minimum. "With development in Africa taking place at such a rapid rate, contractors – who are very often based in remote and isolated locations – cannot afford unnecessary downtime periods as a result of lengthy waiting periods for parts. PMSA has a comprehensive stockholding onsite to eliminate the associated risks of downtime, and endeavours to ensure that it can source a part that it does not stock in the shortest time possible."

What's more, Ebeling points out that PMSA recently entered into an agreement with Barloworld to provide full backing and support to the Perkins engines used in the Fiori range of concrete batching vehicles. "This arrangement provides a 24 month engine warranty in South Africa and a number of additional African countries, with customer training offered on engine maintenance."

Looking to the future, Booysen believes that there will be a significant increase in demand for PMSA equipment and technology

across Sub-Saharan Africa, as trade and investment increases between national borders. "PMSA prides itself on assisting its customers in being successful in every aspect of their business, by consistently delivering on its promises. With an economic boom forecast for Sub-Saharan Africa in particular, PMSA plans to be at the grassroots of that development by supplying all associated concrete technology, equipment and solutions to the various projects under the PMSA umbrella of companies," he concludes.

Pan Mixers SA is a leading manufacturer of a wide range of concrete block, brick and paving machinery, turbine and counter-current pan mixers and batching plants for the Concrete, Refractory and Ceramic industries. Pan Mixers have been servicing the needs of local and overseas customers since 1976. PMSA brick-making machinery, in the Johannesburg area alone, produces 2 000 000 bricks per day.

**For more information, contact:**

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