

# PMSA

## New talent

Pan Mixers South Africa (PMSA) – one of Africa's leading suppliers of concrete equipment solutions and technology – has made two senior appointments with the employment of Quintin Booysen as the company's new Sales and Marketing Manager, and Fredrik Toftemo as Sales Manager: Twister Sales Southern Africa (Floor Cleaning Solutions).

Quintin has comprehensive experience in marketing industrial products – particularly concrete and building equipment – into developing economies. He has visited more than 50 countries on six continents, where he has worked on projects ranging from community and housing, to rural schooling and community development projects.

Quintin holds an Honours degree in BSc Building Science (Wits), a PDBA (GIBS) and an MBA (GIBS), and has received several academic awards including academic honorary colours from University of Pretoria. He has attended and presented at several international conferences on the construction of



### △ Quintin Booysens & Fredrik Toftemo

housing, schooling and buildings in developing economies.

His wealth of knowledge and expertise makes him a valuable asset to PMSA, and management would like to welcome him to the team, and wish him all the best in his new position.

Fredrik is an expert in the professional floor cleaning industry and his expertise are greatly valuable to the floor cleaning industry as he comes with a forte of experience from the European Floor Cleaning Industry which takes advantage of the latest green trends in cleaning as well as cost-effective cleaning.

Fredrik has been living in Sweden (where he comes from originally) and working for Twister, which is at the forefront of cost-effective chemical free cleaning for the professional floor cleaning industry. His main objectives are to educate cleaning companies and further develop the professional floor cleaning market in Southern Africa.

Fredrik is here to assist all companies who are serious about cost saving, cleaner and shinier floors with the added advantage of reducing bacteria, shining floors to a higher gloss and all of this achieved only with water and a single green Twister pad.