

## COVER STORY

# Second International Product Fair back by popular demand

*World-class building technology will be brought closer to home at the second annual Pan Mixers International Product Fair, being held in Johannesburg in September.*



*Walter Ebeling on the Fiori DB460SL self loading concrete mixer, which has a 4 cubic meter loading capacity and can manufacture up to 16 cubic meters of concrete per hour. This mixer is fitted with an on board weighing system and printer to ensure consistent quality with a printed report of each batch produced.*

**A**n International Product Fair, showcasing the finest equipment and technology in the building sector, is being hosted by Pan Mixers South Africa (PMSA) - Africa's leading manufacturer of concrete block, brick and paving machinery.

Following the success of last year's event, PMSA will host the fair for a second year running; thereby, providing industry with the perfect opportunity to learn more about new trends and technology in the industry.

PMSA director Walter Ebeling says: "We feel that it is our responsibility as market-leaders to showcase the technologies that are available to our customers. Last year's fair was a great success, with more than 400 people attending the two-day event, and we aim to make this year's event bigger and better, with additional exhibitors, product launches and demonstrations.

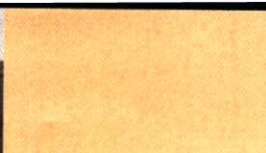
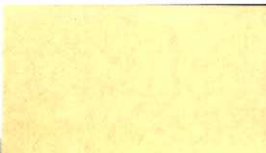
### RANGE OF NEW PRODUCTS

The Fair is being held on 15 and 16 September 2010 at PMSA's factory in Graniet Street, Jet Park, Boksburg, and will feature a range of new products, including: the highest-quality European-manufactured Fiori self-loading concrete mixer, which comes fully-equipped with an on-board weighing system that allows the user to weigh aggregates before loading them into the mixer. Advanced technology developed by Fiori enables the mixer not only to weigh the raw materials, but also to calculate whether the material is mixed, and the slump value required – making it the only self-loading mixer in the world capable of producing CE quality concrete.

Another product that will be showcased at the fair is German-engineered wireless moisture sensing technology, developed by Franz Ludwig. The world's first Wi-Fi moisture sensor, designed for conditions where wiring is impossible, allows users to measure the moisture content of readymix concrete from within a mixing drum.

Imported from Sweden, the HTC range of concrete floor preparation machinery, and the TWISTER floor cleaning system, will also be launched and demonstrated at the fair. The TWISTER range offers an environmentally-friendly alternative to floor cleaning – by making use of grinding discs coated with microscopic diamonds, as opposed to using toxic chemical detergents.

Walter notes that on the local front, PMSA will be officially launching a topping feed attachment on the RE600 block making machine, for manufacturing paving to meet the new SABS requirements. This is the smallest machine in PMSA's range with a top feed attachment. Also on display at the fair will be the latest developments in PMSA software control systems and remote access SCADA solutions for improved plant reporting and fault finding.



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### FIRST OF ITS KIND

Another unique product that will be on display and demonstrated at the fair is the Sermac range of concrete pumps from Italy. As far as Walter is aware, PMSA's 36 meter Sermac concrete pump is the first of its kind to be certified to be road legal in South Africa.

### ADDITIONAL PRODUCTS THAT WILL BE ON DISPLAY AND DEMONSTRATED AT THE FAIR INCLUDE:

- The Wil-el-Mil three stage rotary press machine
- The Finke Universal Powder Pigments Dosing system
- The I brick soil brick-making machines
- BFS wet cast and pipe-making machinery

Guest speaker Clem Sunter, a world-renowned global strategist and scenario-planner, will be holding a talk on the future of the South African construction industry. Sunter has distinguished himself as a world-class author, with a number of best-selling titles, and has been voted by leading South African CEOs as the speaker who has made the most significant contribution to, and impact on, best practice and business in South Africa.

Attendees will be able to get tips and advice from numerous experts in their respective fields, including Jean Tresfon, who will give a presentation about 'green' building, and how the concrete industry can capitalise on this growing trend. What's more, the Cement and Concrete Institute (C&CI) will be giving a presentation on the sustainability of the concrete industry.

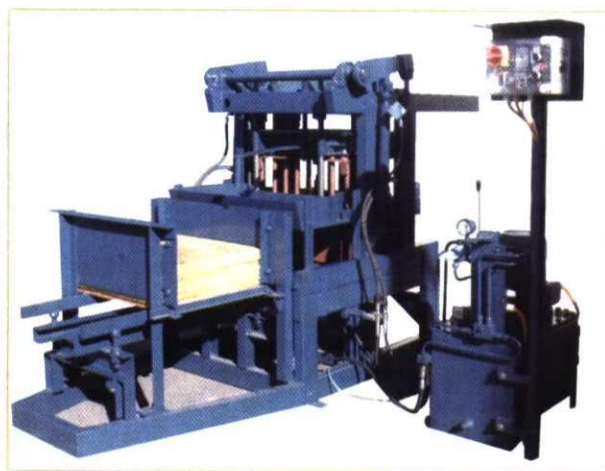
"The last two years have been tough for many businesses in this industry, and the event will give customers the chance to network

and exchange information. Lastly, the Fair is another way for Pan Mixers to show its gratitude for the continued support it receives from the concrete industry," Ebeling concludes.

This year's event will also feature a networking session – aimed at giving visitors the opportunity to communicate with key players in their industry, while enjoying a spit braai and a selection of cold beers on tap.

Anyone interested in attending PMSA's International Product Fair can call 086 100 7672 to confirm attendance or email [fair@panmixers.co.za](mailto:fair@panmixers.co.za).

**For more information on the event, or for a full schedule visit [www.pmsa.com](http://www.pmsa.com)**



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