

## cement and concrete technology

# Laying concrete plans for the future



Concrete batch plant for brick and block making.

As the African continent gears up for significant infrastructural development and growth, Pan Mixers South Africa (PMSA) is aiming to consolidate its current successes through the company's long term vision of becoming recognised as a preferred supplier of concrete equipment and technology to all international developing markets.

### Africa's cement needs

PMSA sales and marketing manager, Quintin Booyesen points out that over 70% of the world's cement is consumed in developing economies and – as the leading supplier of concrete equipment, solutions and technology in the rapidly-developing continent of Africa – he believes that the company's experience will serve as the ideal platform for the company to obtain significant growth and increased market share in the future.

"The long term vision of PMSA is for the company to be at the forefront of development in emerging economies by creating and sustaining a strong presence in all industries using concrete which will be achieved by offering a comprehensive solutions package for all of its clients," he explains. "Africa looks set for an 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."

### Understanding the African market

PMSA director Walter Ebeling notes that the company boasts 35 years of experience and expertise in Africa, and he is confident that the company's Johannesburg headquarter is the ideal gateway to emerging African economies.

"South Africa, and in particular Johannesburg, has a well-established infrastructure with strong ties to emerging African economies," he notes. "This base puts PMSA in a strong position to expand its footprint across the continent."

Ebeling highlights the fact that PMSA has a comprehensive understanding of the unique African market. "PMSA manufactures and supplies a wide range of world-class equipment, and represents several European concrete equipment manufacturers to complement our already extensive concrete equipment range."

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Above: PMSA sales and marketing manager, Quintin Booyesen, and below: PMSA director, Walter Ebeling.



►►► Equipment that is manufactured in Europe to the highest standards has been selected by PMSA to suit the harsh African climate and terrain. This equipment is backed up with dedicated after-sales and technical support – which has made PMSA a tried-and-trusted name in the industry.”

This expertise has led to a large amount of repeat business for PMSA, through its long list of satisfied clients, notes Ebeling. “Customers want to emulate 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.”

### **PMSA's in-house capabilities**

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, delivery and turnaround time. 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 on site 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.”

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, Booyesen believes that there will be a significant increase in demand for PMSA's concrete 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 strong economic growth 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. ■