

AFRISAM MAKES HEADWAY ON THE JOURNEY TO BECOME TECHNICAL SOLUTIONS PARTNER OF CHOICE

One of AfriSam's objectives is to be a partner of choice to its cement and concrete customers and has introduced several changes within the organisation to achieve this goal.

Among these changes is a "single selling organisation" strategy, which is well on track to create a single point of contact for all customers in order to provide support across AfriSam's entire product range. AfriSam created a Centre of Product excellence (CPE) which is, amongst other activities, focussed on customer support.

The AfriSam Customer Support team is managed by Amit Dawneerangen who is assisted by technical consultants who call at customers' sites to help optimise their processes and who are equipped to conduct investigations into product performance issues. Mike McDonald, AfriSam CPE manager, says in the past this service was somewhat fragmented within the organisation but is now consolidated into a single department.

"Because it's so important for customers to have an understanding of the most appropriate materials for their specific applications, our Customer Support team is equipped to give professional advice backed by test results from our SANAS accredited testing facility," McDonald says. "This team is geared to partner with customers and help them to make the best choice of material. "

The CPE team's success in the marketplace is underpinned by the release of the latest edition of AfriSam's industry-renowned Technical Reference Guide that showcases the latest facts and figures on AfriSam cement, aggregate and readymix products, and provides general information and guidelines on concrete technology.

This information file, available in printed or electronic version, is now in its 16th year of publication and remains in demand from a full spectrum of users, from students and lecturers to architects, specifiers, general contractors and concrete manufacturers. This guide has become the undisputed industry

reference document imparting information on the correct and optimal use of cement, aggregate and readymix products.

“And, in support of these activities, our dedicated Product Development team focuses on the latest technical innovations in cement and concrete worldwide in order to come up with a new generation of products.

“The South African cement market is fiercely competitive and we continue to look at innovative solutions to win over new customers and retain existing customers. All these recent changes are part of our in-house Customer Value Management initiative that is helping us unlock value for customers across the board. This initiative is starting to gain real traction across the industry and we regard this as a significant achievement and proof that we’re making headway on our journey to delivering a whole new level of service to our customers,” he concludes.

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NEW RANGE OF AFRISAM PREMIX CEMENT AND AGGREGATE BASED PRODUCTS

AfriSam’s new range of branded premixed products targeting the DIY and BIY markets, correctly formulated to industry best-practice specifications, is growing in popularity since its launch in 2012. The range comprises AfriSam Concrete Mix, AfriSam Screed Mix, AfriSam Plaster Mix and AfriSam Building Mix. All products contain quality AfriSam aggregates and Cement to SANS 50197.

The AfriSam Concrete Mix has been designed to achieve between 15 and 24 MPa after 28 days, while the AfriSam Screed Mix consistently achieves between 6 and 9 MPa. The new AfriSam Plaster Mix and AfriSam Building Mix for mortar are able to achieve between 5 and 9 MPa.

Marketing, sales and logistics are being handled by AfriSam and all technical support is handled by the AfriSam Centre of Product Excellence. Quality control is monitored by the company’s technical teams to ensure adherence to AfriSam’s rigorous standards.

“AfriSam is renowned for producing the highest quality products in the marketplace and our Premix range is proving no exception,” Victor Bouguenon, AfriSam’s marketing manager, says.

SA BUILDER FRONT COVER SEPT PIC 01: AfriSam’s Centre of Product Excellence partner with customers to assist them in making the best choice of material.

SA BUILDER FRONT COVER SEPT PIC 02: The company’s Product Development team focuses on the latest technical innovations in cement and concrete.

SA BUILDER FRONT COVER SEPT PIC 03: Mike McDonald, AfriSam’s product manager.

SA BUILDER FRONT COVER SEPT PIC 04: AfriSam’s readymix concrete is specified for large scale projects such as Cradlestone Mall, which is being constructed in Mogale City in Johannesburg.

SA BUILDER FRONT COVER SEPT PIC : AfriSam produces a range of high quality pre-mix products including AfriSam Concrete Mix, AfriSam Screed Mix, AfriSam Plaster Mix and AfriSam Building Mix. All products contain quality AfriSam aggregates and Cement to SANS 50197.

Contact : MAXINE NEL
AFRISAM
TEL: +27 011 670 5893
EMAIL: maxine.nel@za.afrisam.com
www.afrisam.com