

FOR IMMEDIATE RELEASE

**AFRISAM'S NEW RANGE OF DIY PREMIXES PROVIDES EMPLOYMENT FOR
LOCAL COMMUNITIES**

AfriSam has introduced a new range of branded premixed products that are expected not only to set the industry benchmark in terms of quality, but also to uplift communities around the country.

Correctly formulated to industry best-practice specifications, the new range consists of a Concrete Mix designed to achieve between 15 and 24 MPa after 28 days, a Screed Mix which consistently achieves between 6 and 9 MPa and a Plaster Mix and a Building Mix for mortar which achieve between 5 and 9 MPa. All products contain quality aggregates and AfriSam Cement to SANS 50197 ensuring end-user peace of mind.

Commenting on the focus on quality, Victor Bouguenon, AfriSam's marketing manager, says, "We are renowned for producing the highest quality products in the marketplace and the new AfriSam Premix range is no exception. We have thoroughly evaluated a number of products in the marketplace which often fall short of the recommended specifications required for their particular applications. These obviously cost less to produce often resulting in a lower shelf price however we have to caution the consumer that these products are often sub-standard."

The company operates 16 quarries across Gauteng, KwaZulu-Natal, the Western Cape and Mpumalanga and has set in motion a job creation and skills transfer initiative that is seeing unskilled members of communities around the quarries being assisted to set up registered micro enterprises to package the new AfriSam Premix range. This aims to create genuine employment and skills transfer as well as assist AfriSam in achieving its Enterprise Development goals.

"We're busy setting up filling and packing infrastructures at strategically located aggregate quarries that meet the distribution footprint requirements of our bigger strategic plan," Bouguenon says. "The entrepreneurs have been recruited within a 10 kilometre radius of the

quarries. Each micro enterprise is owner-operated and comprises a team of ten people, many of whom have never been in formal employment before.”

The first three operations are being rolled out in Gauteng and AfriSam has provided site establishment, bag sewing machines, packing tables and other equipment via an interest-free loan system. The company is also mentoring the new business owners and training their Premix teams in all aspects of business.

“Safety is paramount at AfriSam and we are training the Premix teams to work within prescribed safety procedures and overseeing the implementation and compliance,” says Bouguenon. “As part of AfriSam’s Enterprise Development programme, we provide the required Personal Protective Equipment (PPE) such as masks, sterile latex gloves and outer gloves and reinforce the high levels of hygiene required in an operation such as this. Each micro enterprise elects a safety officer who attends all safety meetings conducted by the AfriSam safety teams at our quarries. These people also have access to the company clinics and facilities.”

“We’re tremendously excited about this initiative because we have the best infrastructure to make it work countrywide. We also have the economies of scale to expand the initiative to create employment for informal transporters in many instances. This makes the entire undertaking sustainable in the long term,” Bouguenon concludes.

The learnings drawn from the initiative to date are being documented to create a model that can be applied successfully in future growth areas.

Products

The new range of AfriSam Premix cement and aggregate based products is a natural extension of AfriSam’s Cement range and is aimed at the DIY and BIY markets. The range comprises an AfriSam Concrete Mix, AfriSam Screed Mix, AfriSam Plaster Mix and AfriSam Building Mix.

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

ENDS ... SEPTEMBER 2012

FROM : CORALYNNE & ASSOCIATES
TEL : +27 011 422 1949
EMAIL : communicate@coralynne.co.za
WEBSITE: www.coralynne.co.za

FOR : VICTOR BOUGUENON
AFRISAM
TEL : +27 011 670 5520
EMAIL : victor.bouguenon@za.afrisam.com
www.afrisam.com