EP

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ALGORAX GOES BLUE FOR NEW 'GREEN' IMAGE

EP MAKES IT

SUPPLEMENT TO THE EP HERALD OCTOBER 28, 1993



DELTA-NEW OPEL ASTRA AND KADETT ASSEMBLY LINE



PORT ELIZABETH-A MODERN HARBOUR WITH WORLD CLASS FACILITIES



PORT ELIZABETH-CITY OF OPPORTUNITY

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Successful year keeps Tycon flying high with the eagles

THE launch of the Goodyear Eagle GTA range of high-performance, steel-belted radials was one of the highlights of a successful year for Tycon, the Uitenhage-based manufacturer of tyres, industrial rubber products and clingwrap films.

Tycon's tyre sales were significantly better than the previous year, and came within a whisker of matching the company's all-time record volumes of 1991.

This was despite a decline in the overall number of vehicles on South Africa's roads and increasing competition from imports.

Apart from its Eagle GTA car tyres, received enthusiastically in both the original equipment and replacement markets, Tycon also introduced locally manufactured, white-sidewall, light truck tyres which have proved extremely popular in the minibus taxi segment.

The Goodyear Unisteel range of medium truck tyres, aided by the introduction of "80 Series" low-aspect ratio sizes, maintained its dominance of commercial vehicle fitments.

Tycon was able to offset declining sales of conveyor belting to the depressed local mining industry by securing new export orders.

The company was also awarded a R40m contract to supply belting to Iscor for the next three years.

The cling-wrap films division also entered the export market, compensating for an overall drop in local consumer demand and an increase in imports.

The Uitenhage factory maintained its proud safety record, being the only tyre and rubber company to achieve a five-star NOSA grading for the fourth successive year.

The company's sales achievements were backed by strong advertising and promotional support.

Goodyear tyres have dominated Group N and Formula Ford racing for the past two years, while the Formula One grand prix at Kyalami in March attracted world-wide attention for the Goodyear brand.

The Goodyear Classic golf tournament in mid-summer and the successes of the Kelly Tyre-sponsored Free State cricket team, added impact to the company's marketing programmes.

The company's expertise in the promotional field was recognised at both the Electra Mining exhibition and the Itec transport show, in the form of gold awards for outstanding displays.

With the Government poised to abolish quantitative import controls, the main challenge facing the local tyre and rubber industry is to meet increased competition from foreign manufacturers.

Tycon intends to meet this challenge by reducing costs, improving productivity and maintaining international technology and quality standards.

Proud tradition continues

NOT only does EP make it now — EP has been making it for more than a century!

Southern Africa's economic structure was formed at the coast, through the ports which linked it to the rest of the World.

Since 1488 our produce has sustained sailors and stocked the larders of Europe and the East Indies.

Our natural treasures still provide the materials which create jobs to the east, west and north of us.

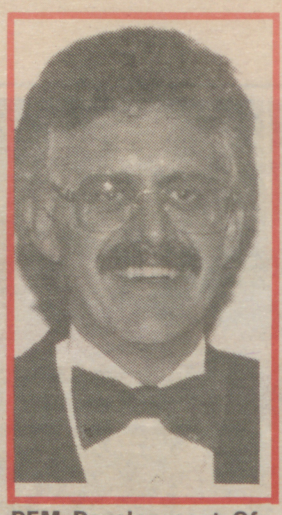
For many decades Algoa Bay was the gateway into Africa through which motor vehicles, clothing, foodstuffs, machinery, glass, leather and a host of other products entered.

Today, it is the gateway through which we provide cars for Mainland China, medical supplies for Russia, fresh and frozen food for the Far East, auto components for America, health care for Africa and pharmaceuticals for just about everyone.

Sanctions are rapidly becoming history. Multinationals which have left are eyeing our large population as potential customers for their consumables and our workers to overcome higher foreign wage rates.

Others who have never been here, with products often new to the world, are considering us as their springboard into the African continent.

But the downside is that we have to do our homework as never before.



PEM Development Officer Andre Crouse.

Corporations seldom site new plants in countries only to serve that country. Modern rapid transport and communication systems make it possible to deliver your output to most destinations in the world in a very short time-span.

The export of fresh flowers to Europe on a weekly basis, and our daily provision of fresh oysters to Johannesburg's top restaurants, bear testimony to this.

Volkswagens leave PE for Beijing in their thousands, despite the costs of distance and the competition of lower wages in the Mainland.

The Asian Tigers often scare entrepreneurs with their lower priced goods and the higher technology they employ.

Their success story commenced 50 years ago, and much of it was created using our metals, our gold, our wool, and our hides.

The challenge is therefore clear: using the same supply of primary inputs, from our farms, our mines, and our factories, let's add their skills, their technology, and their capital (which foreign banks are again making available).

Let's supply our own consumers with products we're now importing, and make enough for our continent's other nations as well.

Let's use our harbour as our front door and the Eastern Province as our kitchen to cook up some new technology, as they're doing at ACS Tooling; to make some new products, as they're doing at Industex/-Coretex; to find new markets, as they're doing at Sten Products; to take on new challenges, as they're doing at Algoa Oil and Pipeline.

Let's do more of what they'e doing at Algorax; beneficiating our resources and ensuring that valuable job opportunities aren't exported to our competitors.

South Africa is being given another opportunity. Port Elizabeth and the Eastern Cape hinterland is ideally located to convert that opportunity into jobs for people.

Our industry has long been our lifeline, with tourism in a supporting role.

What we need is entrepreneurs who will re-examine their skills and apply them in the production of a greater variety of good and services.

Come on EP, let's make even more of it!

André Crouse, Development Officer, Port Elizabeth Municipality.

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The Sunpacer has a steel shell-type chassis up to bonnet height, with high sills and large box sections all round for strength and occupant protection. The shell is hot dip galvanised after fabrication, the best treatment against rust. Attractive fibreglass outer panels are easily removable and repairable if damaged.

Splash out with Sunpacer

DO YOU have a middle-aged car that runs well but has a body riddled with "cancer" which you are not quite ready to replace?

The cure could well be to convert it to a Sunpacer Buggy.

You can build this car yourself from a Sunpacer Kit, starting at R7 000 including VAT, if you have a Golf 1 as a donor vehicle.

A tough and highly versatile two-seater hatchback, the Sunpacer is ideal for work and play.

For outdoor recreation it can be used with the top off. For the working day, it can be used as a commuter, Mom's taxi, a business runabout or a workhorse for towing.

The kit uses mainly VW Golf 1 donor vehicles, around which it was originally designed.

However, the firm is broadening the application and will supply kits for Golf LDVs and Nissan 1400 LDVs.

The staff will also talk to anyone else who wishes to build a buggy using their old car or bakkie as a donor vehicle, and assess whether or not this is feasible.

Created in Port Elizabeth, the well-tried design has been very successful.

Over five years, 40 units have been built on a low-key basis, mainly from customer-supplied donor vehicles. These are seen regularly on the streets of Port Elizabeth, Durban and some other centres.

Says design contributor Pierre Joubert: "We wanted to iron out the bugs before offering it to the public as a kit car.

"We feel we are now ready to do so, but we will continue to build over cars for non-mechanically inclined customers."

Ex-factory, VAT inclusive prices range from R7 003 to R9 561 for kits and from R12 696 to R15 000 for the building-over of customer-supplied vehicles.

Contact Sunpacer Manufacturing cc in Port Elizabeth, at ☎ 331743, or PO Box 2884, North End, 6056.

Plea to support local firms

THE Port Elizabeth Computer Group (PECG) has urged businesses in the Eastern Cape to support their local computer dealers.

PECG sales and marketing director Mike Coppin says many branches of businesses with head offices elsewhere were being forced to accept computer equipment supplied by their head office and were not being permitted to source equipment locally.

"Very often these companies subsequently required either hardware or software support from local computer dealers, who are expected to provide support, often at the expense of their loyal clients," Mr Coppin said.

"The local business fraternity should support each other, thereby contributing to the retention of essential skills.

"All too often the skills of local dealers are nothing less than abused by some companies who bully the dealer into providing support on equipment not supplied by the dealer for fear of losing future business.

"This lack of support could lead to the demise of some dealers and the resultant loss of valuable skills in the region."

Mr Coppin said he had recently moved to PE from Johannesburg, where he served on the board of directors of a number of companies. He was confident almost all the necessary computer technology and skills were available here at competitive prices.

"As a matter of fact, certified netware engineers (CNE's), of which the PECG has two, charge significantly less in Port Elizabeth than their counterparts in Johannesburg. Local businesses therefore benefit financially, both in the short term and long term, when supporting their local computer dealer," he said.

Knock on our door. We have an offer you shouldn't refuse!

You already know Port Elizabeth boasts a spectacular coastline, golden beaches, a wealth of exciting outdoor activities and a highly sought-after lifestyle.

Now look at what we offer the businessman. A population of over a million people to support your venture. Excellent harbour facilities and airlinks. A great road network and infrastructure. Industrial land available at R12,10 a square metre. And our Regional Industrial Incentive Package.

The opportunities are endless. For details, contact our Development Officer, André Crouse, at telephone (041) 561056, facsimile (041) 559078 or PO Box 116, Port Elizabeth 6000.

R12·10 PER SQ.METRE

City of Opportunity
PORT ELIZABETH

△ TRIO ADVERTISING (P.E.) 9235

PORT ELIZABETH DEVELOPMENT OFFICER

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The PPC factory in Deal Party, with its storage silo that has become a landmark, has been supplying cement to meet local building and construction needs since 1928.

PPC – building for our future

WHAT company in Port Elizabeth employs 250 people in its operation, spends R20m on local goods and services and has a factory that would cost R500m to replace?

The answer is PPC and there's hardly a house, factory, shop, office or public building in the Eastern Cape that doesn't contain PPC cement.

In fact, the company's factory in Deal Party has been supplying cement to meet local building and construction needs since 1928. And with the prospect of a new government initiating much-needed housing and infrastructural development, demand for cement is set to increase.

"Our factory runs flat out all the time and even in the current depressed market, we still can't meet all the needs of the Eastern Cape," says PPC regional manager Colin Mitchell.

"We will produce 265 000 tons of cement this year. The balance of local demand, another 155 000 tons, is imported 900km from the Northern Cape.

"Cement is a high-bulk/low-value commodity and transport is a high proportion of the delivered cost to the customer so it makes sense to produce as much as we can locally."

Cement is made from calcium carbonate, a raw material that is normally found naturally as limestone. The limestone for the PE factory currently comes from PPC's quarry at Loerie, 76km from Port Elizabeth, and is railed to the city along the narrow-gauge line.

However, by the end of the decade, the reserves at the quarry will not be able to supply the needs of the factory and a new source must be found.

PPC has so far identified two possibilities. The first is at Oudeboschkloof near Hankey, and the other is along the coast towards the Sunday's River Mouth in the Hougham Park/-Schelmhoek area.

"We are very aware of the fact that a decision on selecting a new raw material site is a sensitive issue," says Mr Mitchell.

"As part of our commitment to being a responsible member of the community, we have committed ourselves to working through the principles on Integrated Environmental Management (IEM) to determine the best option

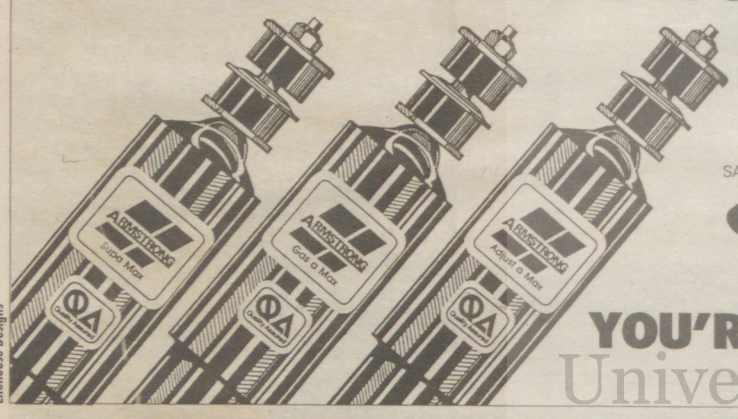
"The IEM philosophy has three key elements.

"The first is to involve all interested and affected parties in the decision-making process for the selection of a raw material extraction site.

"The second is to consider all possible alternatives; and the third is to predict the benefits and impacts of each alternative."

Finding an acceptable replacement for Loerie is vital for the PE economy. It will ensure that local people continue to make the cement that will build the future prosperity of the Eastern Cape.

A STRONGER SHOCK IS A SAFER SHOCK



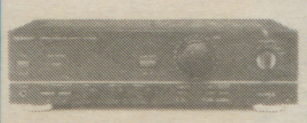
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SYSTEM 1



50W x 2 SUZ 220
- New Class A circuitry for undistorted sound
- Direct switch for clear sound
- 4-position input facilities and 2 tape monitor switch
- Loudness switch
- Bass and treble controls

R1 300

SYSTEM 2 — REMOTE



SA/30 RECEIVER
50W x 2
- 38 key AV Remote Control
- 30-station AM/FM random preset with 10-key
- 4 Audio input and 1 VTR input
- A and/or B Speaker Selector

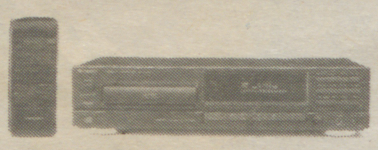
R2 600

SYSTEM 3



70W x 2 SUA 600
- MOS Class AA circuit for super linearity
- R-Core transformer for minimising power-loss and leakage flux
- THCB (Technics Hybrid Construction Base)
- New X-Pro capacitor for high quality sound
- Highly alarmed amplifier

R2 399



SL-PG440
- MASH * 1 bit/4 — DAC System
- Volume Remote Control

R1 900

SL P340 CD PLAYER (MASH BIT)



R1 500

MASH* 1-bit/4-DAC system
- Remote Control capability with Technics Receiver
- Peak Level Search Function
- 20-step Random Access Programming

SL-PS840 CD PLAYER



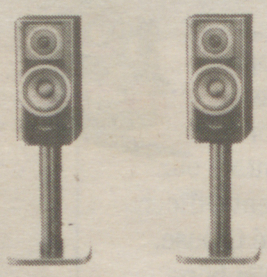
R3 600
- Advanced MASH* 1-bit/8-DAC System
- High quality power supply circuit of Virtual Battery Operation
- THCB (Technics Hybrid Construction Base)
- Symmetry Construction
- High grade audio parts



Technics SBLX3 70 Watt

R899

Total price R4000 deposit R400 24 x R200pm

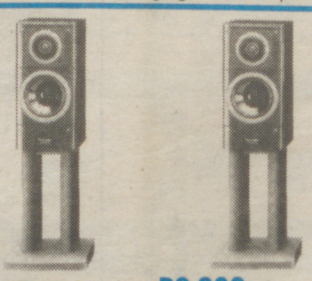


SB LX3 70 WATT

R899

Total price R5000

R500 deposit 24 x R250pm



EXE Technics SBMX30 80 Watt

R3 900

Total price R9 900 deposit R990 24 x R450pm

COMPONENTS



ST-610
Quartz Synthesizer AM/FM Stereo Tuner-

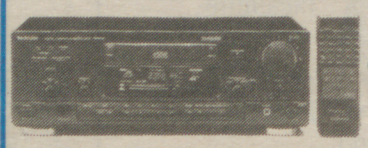
R990



RS-TR232
Auto-Reverse Double Cassette Deck

R1 799

COMPONENTS



DOUBLE DECK RS- DC10

DIGITAL dcc COMPACT CASSETTE
- Technics first home DCC player/recorder
- Digital Recording/Playback
- Playback Compatibility with Analog Cassettes
- 1-bit ADC/DAC System
- Reliable auto-reverse mechanism
- Data Rate Servo System

R3 990

COMPONENTS

SL-PD627 Rotary Compact Disc Changer. Compactos rotativo
- Front-loading, 5-disc rotary design lets you change any four discs while a fifth plays on
- MASH 1-bit DAC system for accurate small signal reproduction
- Remote control capability when used with selected Technics receivers

R1 900

HOME THEATER SYSTEM SA-GX530 SB-FW40 SB-CSS30
- Dolby Pro Logic Surround, Home Theater Mode, Digitally Encoded Rotary Tuning, 58-Key AV Remote Control, 2-Video and 4-Audio Inputs (Receiver)
- Digital Servo, Remote Control, New ID Scan (CD Changer)
- B/C, Dual (Deck)
- Satellite/Subwoofer Speaker System (Four 8cm Full Range Cone Type, Four 20cm Cone Type Woofer)
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Excl. CD/T Deck TV Set Stand not included

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Pioneer project fund will boost small business

THE Small Business Development Corporation's R88m Pioneer Project Fund, launched recently, is aimed at the informal and semi-formal sectors.

Funds for the project come from R60m made available by the Government and R28m from the SBDC itself.

In the Eastern Cape, special Pioneer Project units have been formed at all SBDC branches.

In addition, 26 new Mentor Advisory Councillors have been appointed to be used in an advisory capacity to assist clients in their businesses.

But what does the fund offer and who qualifies for assistance?

Mini-loans of up to R6 000 as well as comprehesive assistance programme loans of up R75 000 will be financed. But loans will not be hand-outs and the entrepreneurs must be able to operate viable and sustainable businesses.

A trainee development programme has been identified and trainees will go through the various working spheres of the SBDC for a period of three months.

Thereafter, they will be assessed as to whether or not they can be placed in a permanent business set-up.

Matriculants can apply to the SBDC to be enrolled in the trainee programme and so far six have been appointed.

Another feature of development through the fund is the establishment of business information centres, where young entrepreneurs can obtain advice from professional people on how to run their own business and other related matters.

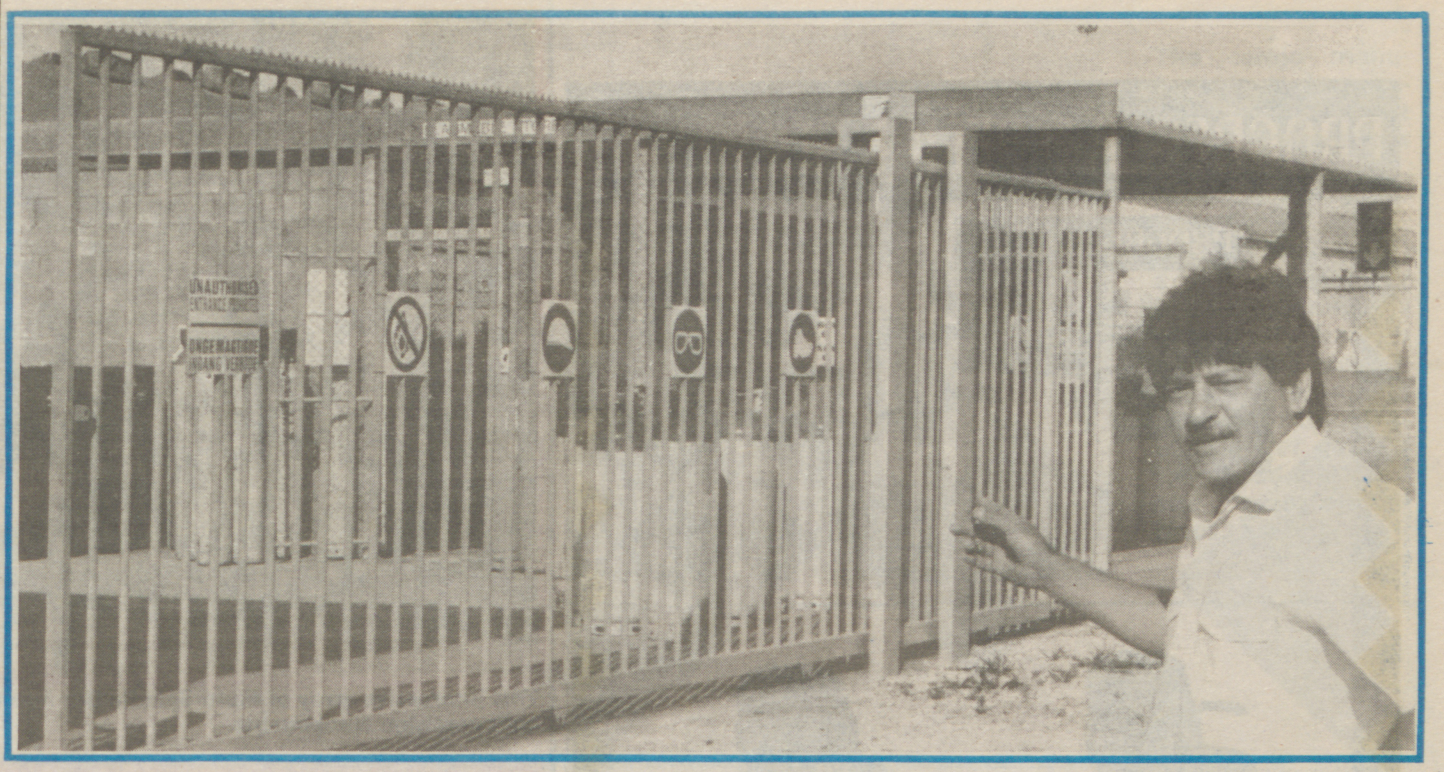
Support services are also available to assist hawkers and people operating market stalls and container units.

The fund will also cover community-based hives, which can be set up for manufacturing and training purposes.

Support is also given to joint ventures with non-governmental organisations and in the Eastern Cape four projects totalling R94 000 have started.

The fund also will assist arts and crafts and home industry development.

Port Elizabeth SBDC senior manager Frank Lincks, who heads up the fund for the Eastern Cape, regards it as one of the most important developments for small business in the region.



Progressive Wire workshop supervisor Frank Francis examines an industrial automated sliding gate manufactured by the company's Contracts Division.

Growth, change the PWW way

GROWTH, expansion and change are synonomous with Progressive Wire Works, which moved into its new premises at the beginning of this year.

Progressive Wire is an autonomous company affiliated to the national Cape Gate group. The group has been in the wire industry for more than 60 years and has established a reputation for excellence in every sphere of operation.

The success of this company is based on the combination of a solid marketing policy and high-quality products and service, catering for industry, commerce and the retail consumer.

It offers one of the most diverse ranges of services and products available in this field in the region.

Since moving to larger and better premises in Deal Party, operations in its light engineering department, which forms part of the Contracts Division together with the fencing department, has been considerably expanded to include the manufacture of the following:

- ☐ Automated security gates — industrial and domestic;
- ☐ Shopfront grille-type protection panels and gates;
- ☐ Burglar bars;
- ☐ Wire mesh lockers;
- ☐ Wire mesh partitioning and cages inside factories;
- ☐ Wire mesh stoneguards for vehicle windscreens and building windows;
- ☐ Wire mesh guards for machine operators;
- ☐ Light structures for inside or outside storage enclosures;
- ☐ Miscellaneous metalwork, such as balustrading, and much more.

The company believes in striving for excellence and has invested in experienced staff and on-going training, ensuring it offers quality service and products while remaining competitive and cost-effective.

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The network that grows with you.
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So when you're ready to implement the system which will increase your business efficiency, allowing its full potential to be realised, call the specialists with the expertise. Call PECG. Our technical backup will always be there for you.
Growing as you grow.

Call Mike Coppin.

PECG
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We don't just install systems.
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Broad-based education ensuring that the student graduates with more than just a diploma
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For further details regarding your future, phone (041) 504 3911 or write to P/Bag X6011, Port Elizabeth 6000.

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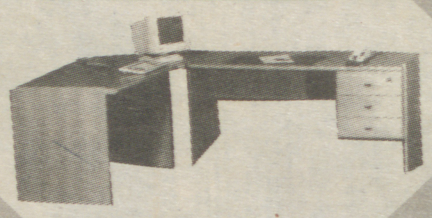
PROGRESSIVE OFFICE SOLUTIONS

PROGRESS DESK

Main Desk (1500x750)
was R1002 now R549

Smaller Desk
was R511 now R269

Link
was R214 now R139





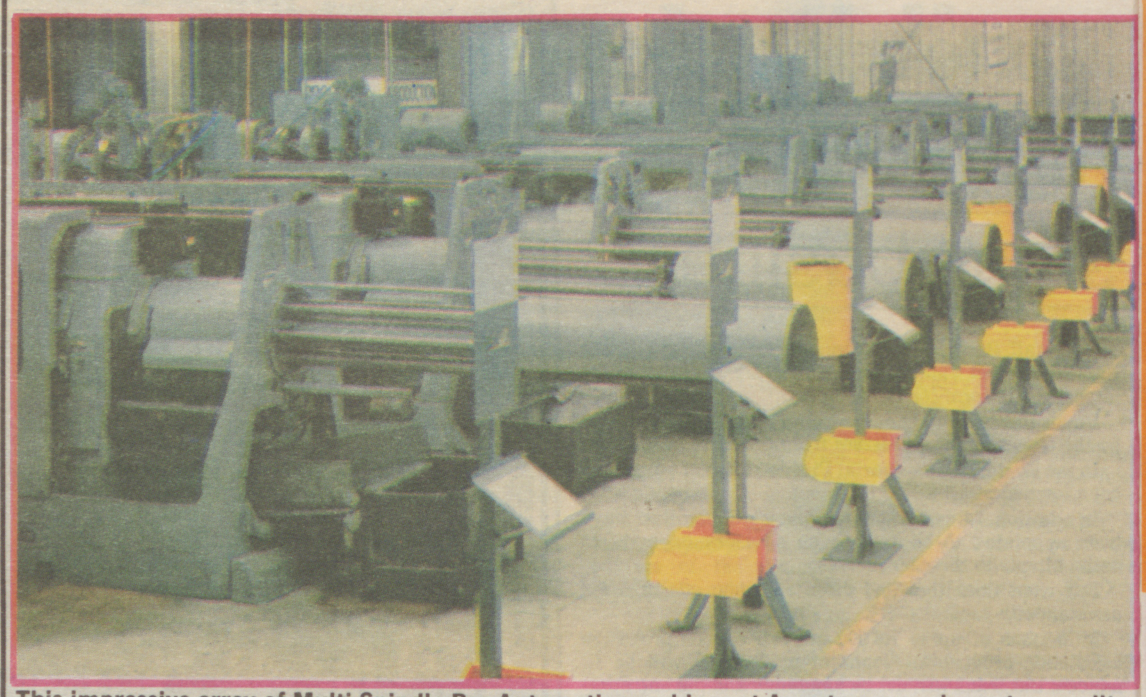


SWIVEL & TILT CHAIR
was R429 now R329

VISITORS CHAIR
was R262 now R162

PEPLA Office Furniture

Showroom: 3 Swartkops Street North End P.E. Tel: (041) 54-7316



This impressive array of Multi-Spindle Bar Automatic machines at Armstrong produces top-quality high precision components.

Armstrong's expansion plan completed

ARMSTRONG has completed an expansion programme involving an investment of R15m over the past three years.

This resulted from close monitoring of overseas trends, which clearly showed that continuing improvements had to be made in the following areas:

☐ Highly flexible manufacturing facilities were needed to accommodate the requirement to manufacture relatively small batches at short notice.

☐ Improved processes and equipment were needed to further enhance the quality standards previously achieved.

☐ Additional warehouse facilities were needed to cater for sufficient stock to provide a high level of availability and despatch at short notice.

☐ Increased overall efficiency was needed to meet the requirements for cost containment.

This investment programme is further evidence of Armstrong's commitment to excellence in quality and service.

That this programme has been a success is borne out by the numerous supplier awards the company has received, culminating in Toyota choosing it as "Supplier of the Year" for 1991 and 1992 — the first time this award has been won by a supplier in consecutive years.

The perfect timing of these investments is evident from the number of high volume new models for which Armstrong has contracts.

These include the Ford Telstar, Mazda 626, Nissan Sentra, Toyota Camry and VW Golf III.

This increased market share has meant that Armstrong has been able to maintain full employment for its staff, despite the deep recession of the past four years.



This display of supplier awards reflects some of the recognition received for Armstrong's quality and service standards.

Faxes On Your Laser Printer?



Yes! with Nashua's revolutionary JetFax 2, you can receive and transmit crisp, clear faxes on plain bond paper. No more curled, unwieldly thermal fax paper and time wasted copying faxes onto plain paper.

And, with Nashua's JetFax 2, you can transmit your pc files directly, without the hassle of internal fax hardware. For a free demonstration, call Nashua at Port Elizabeth (041) 57-3120 or Grahamstown (0461) 29-666.

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LIGHTHOUSE DESIGNS

Pepla moves ahead

PEPLA Industries, the largest office furniture dealer in the Eastern Cape and established in 1963, has just introduced its latest desking range called *Computech*.

The range is an innovative concept combining the conventional desk, link and L-extension into one unit with one desk-top thereby giving the user a 30 per cent greater working area.

Computer operators can now have their PC on their desk, with sufficient space to move and the correct spacing for optimum eye focus. This desk also features power reticulation and desk-height interchangeable drawers for additional work surface.

"*Computech* has been so revolutionary in its simplicity," says Mr Robbie Bergh, newly-appointed general manager, "that we have had many inquiries and initial orders from the major centres."

Computech can also be set up to form workstations for two or four people at a substantially lower cost than conventional multi-user workstations.

The company's ongoing success has been due largely to innovative products and concepts.

"In the past we did not have the products to service the corporate market, but the host of modern new ranges on offer in our recently revamped showroom has made the difference," Mr Bergh added.

Internal systems improvements, a dedicated installation and service crew and new delivery vehicles have played an important role in improving service levels.

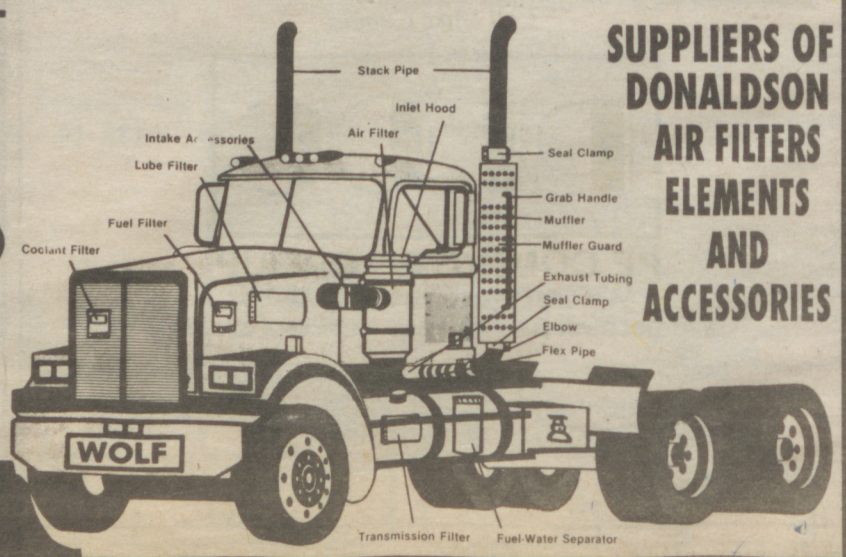
Customers also have the advantage of a full design and planning facility through Pepla's in-house interior designer. The company is in the process of consolidating operations and plans include housing its factory and warehouse under one roof.

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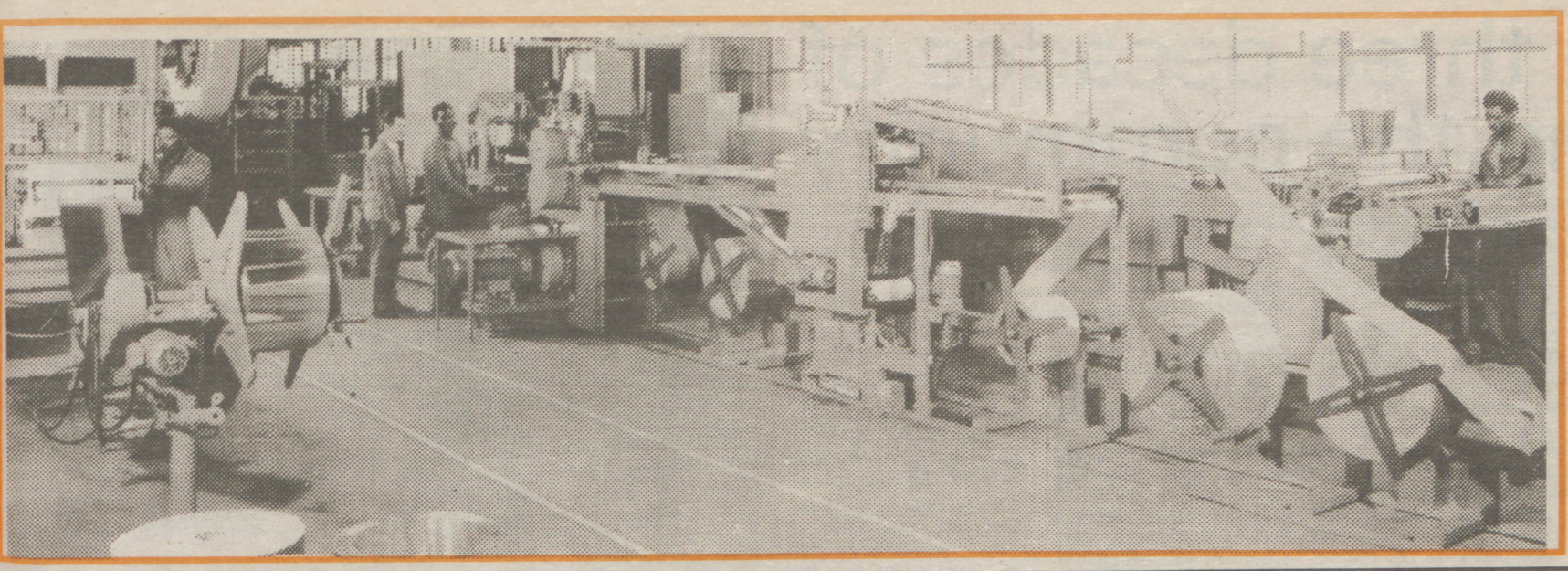
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The cemjo manufacturing plant recently installed at Payen Components in Port Elizabeth, flanked by the company's perforating press (foreground) and varnishing plant. The company previously had to import the cemjo-type materials it needed for the manufacture of gaskets for "head-to-block" and "manifold-to-block" sealing.

Payen stays in the lead

PORT ELIZABETH-based Payen Components, South Africa's leading manufacturer of gaskets and supplier of selected engine components for the passenger and commercial vehicle industry, has been at the forefront of the industry since 1949.

"Playing a vital role in this success is the fact that we have an extraordinarily dedicated staff, with the average number of years service being 15," said Payen managing director Dave Galloway.

"Our employees actively live up to the Payen mission statement, proving this is a working philosophy and not simply a document dictated by management.

"We have been successful not only in manufacturing the highest quality range of automotive gaskets and selected engine parts for the automotive industry, but also in building long-term relationships of trust with our customers and end-users by providing the best value-for-money products in terms of quality, reliability and service.

"Another significant achievement is the fact that we were recently awarded the coveted SABS ISO 9002 listing."

One of the most exciting projects undertaken by Payen has been the installation of a plant to manufacture previously imported cemjo – type materials in Port Elizabeth.

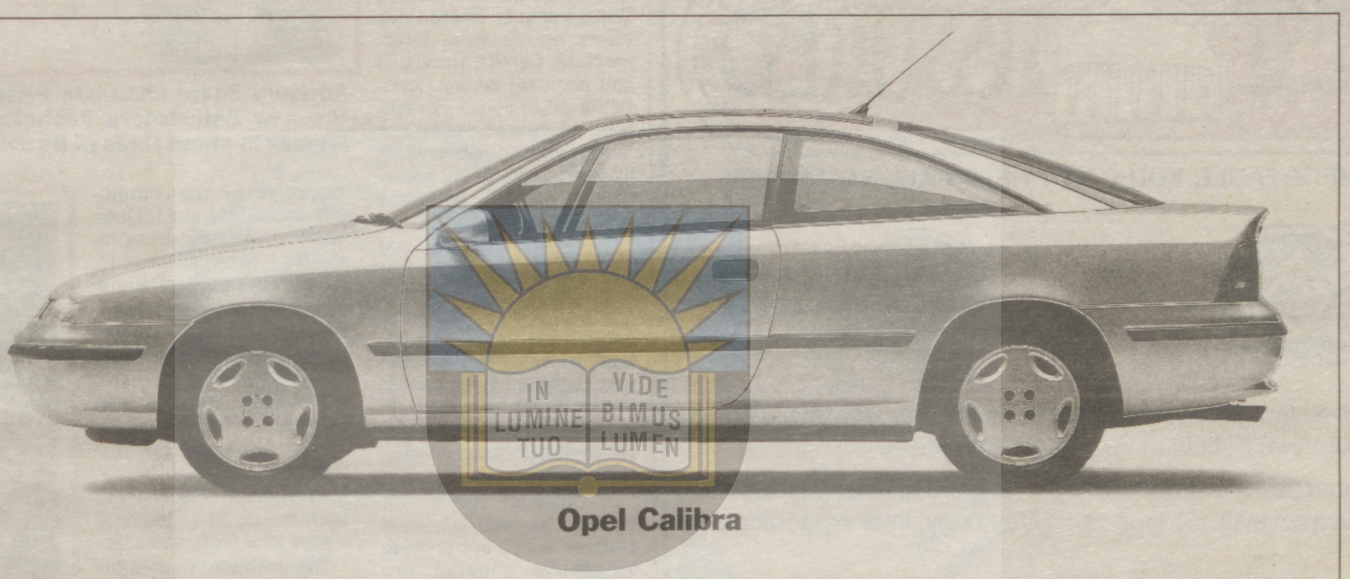
Cemjo is the base material used in the manufacture of gaskets for "head-to-block" and "manifold-to-block" sealing.

This project involved an investment of some R2m in specialised machinery and equipment, the major portion of this machinery being custom-built right here in the city.

Payen currently supplies more than 6 000 different types of gaskets for the motor industry alone, some of the vehicles catered for having been built over 40 years ago.

The company supplies both the local industry and customers in Europe and the Far East.

Payen despatches more than 20 000 superior quality gasket sets as well as between 75 000 and 90 000 cylinder-head gaskets every month.



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BTC - three decades of training the community

THE Bethelsdorp Technical College (BTC), which started as an off-shoot of the technical college in Russell Road in 1960, has over the past three decades evolved into a vibrant, innovative community training facility.

Today it serves the metropolitan area of Port Elizabeth, Despatch and Uitenhage as well as the rest of the Eastern Cape.

The college is one of 125 technical colleges in the country.

Its success over the years is borne out by its steady growth in staff, student numbers and range of courses. It has had to relocate numerous times to cope with the increased demand for its services.

As the college expanded, it was realised that permanent and much larger premises were needed and this resulted in the planning of the campus at Heath Park, north of the city.

The development is currently in phase three, which will hopefully be completed by the end of this year. Phase one, the civil works, and phase two, a lecture room complex, are complete.

BTC is currently located at three separate campuses and offers a wide range of full-time and part-time courses covering industry, commerce and the rapidly developing small business arena.

Engineering Studies are conducted at the Sidwell campus (previously known as the Ethel Valentine School); the Korsten campus offers Social Studies and Utility Services; and Business Studies are offered at the new Heath Park campus in the section that was completed early in 1991.

At present, Engineering Studies at the Sidwell campus offers a pre-N1 bridging course in mathematics and science and an N1 to N6 mechanical, electrical and building/civil. It is also the only college in the Eastern Cape presently offering N4 and N5 drawing office practice, with CAD training as an option.

Being close to many industries, the Sidwell campus is convenient for field visits to local industry by technical students as well as being easily accessible for those working close by and enrolled in evening classes.

The Business Studies Department at Heath Park offers the National Intermediate Certificate (NIC) and National Senior Certificate (NSC) courses in secretarial, management and accounting/administration as well as N3 to N6 secretarial and management courses.

Its Social Studies and Utility Services facility at Korsten campus offers a NIC and NSC in hair care and cosmetology, educare, food services supervision and clothing production. It is also the only college in the Eastern Cape to offer N4 to N6 clothing production.

A range of enrichment courses as well as short courses, which are proving extremely popular, are also presented in conjunction with community needs.

These have been well supported by the community as a whole and include basic needlework, dress designing, cake decorating, flower arranging, know your car, pottery, a comprehensive range of computer courses, basic bookkeeping principles, basic secretarial practice and various building courses.

BTC is one of the few technical colleges in the Eastern Cape still offering courses in the building trades on a full-tme basis.

Its enrolment figures for 1993 include 1 110 full-time students and 453 part-time.

As part of its drive to keep the public informed of what it has to offer, the college has regular contact with local commerce, industry, community organisations and senior secondary schools as well as participating in career exhibitions, technikon open days and many other opportunities.



Advisory Board chairman Pieter Herbst surveys the architect's model of the new Bethelsdorp Technical College Heath Park campus, which is already in phase three of its development.



Bethelsdorp Technical College clothing production students Lorraine Kenene, left, and Angeline Moultrie, are hard at work for their finals.

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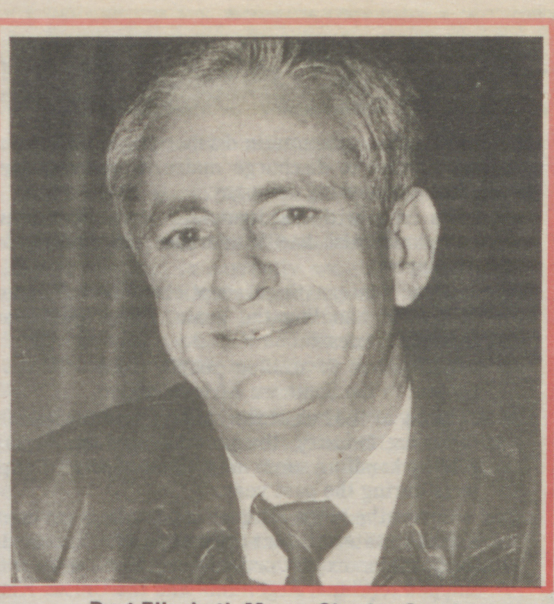
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Port Elizabeth Mayor Charles Garai.

Friendly City must go from strength to strength

MESSAGE from Port Elizabeth's Mayor Charles Garai:

In the year that has passed since the last edition of *EP Makes It* the Friendly City has made remarkable progress in various spheres.

The economy has shown rapid signs of recovery in the wake of a marginal reduction in interest rates, but it is the relaxation in sanctions which should probably receive most of the credit for the upturn in investor and consumer confidence.

Vehicle sales, our historical barometer of well-being, have improved over the last few months. That has spun off into bulging order books for the auto component sector and we trust a positive impact on job creation will follow.

More exciting than domestic demand is that we are exporting vehicles and components to distant parts of the globe, thereby showing that we are competitive in the production of First World, first-rate products.

Numerous expansions have been announced and especially welcome are those in the textile industry, which has so long been constrained by tight demand. I was also delighted to learn of the expansion of a local company into Mozambique. Africa is a vast, untapped market which South Africa needs to explore.

Our port is, of course, a major trump card in the game of trading with Africa and there is also the proposed development of the Bay Waterfront and the visible signs of progress on Brooke's Hill.

These, and the establishment of a number of new restaurants and bars which appeal to locals and visitors alike, are positive indicators that we are progressing towards our goal of being a highly frequented tourist and holiday resort city.

I am aware that our officials are assisting with various inquiries of an industrial nature, and believe that the good relationship between the City Council and the private sector has benefited the entire population.

Our progression towards becoming a truly unified city has earned us the envy of many communities around the country. The electrification of the townships is enhancing the quality of life of many new consumers, while numerous others have been able to acquire improved basic housing this year.

Port Elizabeth and its people remain my first priority. I sincerely hope that this edition of *EP Makes It* will show off our region's skills and aptitudes to the buyers and investors from elsewhere, and will also work as a stimulus to those among us who have latent entrepreneurial talents which have not been put to good use.

Riding the crest of the learning curve

THE Port Elizabeth Technikon is a dynamic institution for tertiary education which has experienced extraordinary growth over the past few years.

The Technikon's mission is to apply and extend knowledge by means of top-quality teaching and research, to educate students and train them for high-level manpower.

This will enable its students to serve all the people of South Africa, to be at the forefront of the innovation and transfer of technology, and to promote development in Southern Africa.

On account of its mission, the Technikon's special character lies in tertiary career education, research and community service.

It presently offers 150 formal courses in technology and the human sciences, including the following vocational fields: engineering, architecture, agricultural management, applied sciences, computer studies, management, marketing, communication and secretarial studies, art and design and forestry.

In addition to formal courses a large number of non-formal courses are offered.

These are directed mainly towards continuing education and continual service to the community in order to assist the latter to keep abreast with contemporary developments in the various professions.

Teaching and learning are the primary tasks of the Port Elizabeth Technikon.

This special character is reflected in the observance of the following principles: career orientation, industrial involvement and co-operative education, and integration of theory with practice.

In addition to the main campus at Summerstrand, there is the College Campus and two satellite campuses at George and East London.



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The Port of PE — gateway to SA good for the future



Pallets of fruit are shipped around the world. A record of almost 8,5 million cartons of citrus was exported in the past eight months. The previous record was set in 1989 when 6 808 800 cartons were shipped. These volumes were handled by the same number of staff, equipment and cooling chamber space. The port is constantly upgraded to provide quality service and the past year has been no exception. A new purpose-cargo shed was erected this year on the Charl Malan Quay and covers an area of 6 650m. In addition, five truck tractors for the road delivery service were replaced and three straddle carriers and a 28-ton forklift truck were acquired.

PORT ELIZABETH harbour is the gateway to a heavily industrialised and intensively farmed hinterland and is linked to other large consumer markets and neighbouring countries by modern road and rail networks.

One of Africa's biggest aid programmes ever launched was completed at the end of April. During this one-year grain importation project more than 350 vessels discharged about nine million tons of grain in the five South African ports involved in the project. This was a milestone in Portnet's history.

But how did the Port of Port Elizabeth cope?

□ A total of 34 vessels discharged about 900 000 tons of grain here.

□ An average of 3 000 tons were discharged per day — a rate similar to the other South African ports involved in the project and comparable to the ports of Beira and Maputo in Mozambique.

An African record for cargo discharged and bagged in 24 hours from one vessel was broken three times. According to the latest record, 3 960 (79 200 x 50kg bags) were discharged and bagged from the vessel Lucky Star.

The port railed 385 trains loaded with grain to Zimbabwe, 181 to Zambia and four to Botswana. Each train consisted of 40 wagons and the average cargo handled annually increased by about a half million tons.

Portnet employed more than 1 400 casual labourers to assist in the off-loading process. A total of R3m was paid in wages to people who would have otherwise been unemployed.

Each vessel spent an average of 21 days in port, during which the crews utilised the city's facilities.

A South African bagging company, specialising in the bagging of dry bulk cargoes, established a branch locally and also employed a number of casual labourers to operate their equipment.

The three pneumatic discharging machines, acq by Portnet to discharge maize, were maintained local engineering company.

To cope with the increased work load, steved companies also had to increase the number of p employed.

Despite international scepticism about Portnet's c bilities of handling the grain, the project prove tremely successful.

Altogether 80 million people were affected by project in the Southern African region.

Being at the hub of the country's motor vehicle m facturing industry, the port has proven its suppo role by handling some major motor-related export jects during the past year.

Beside the large volumes of containerised compor and raw materials that the port handles for this indu three major export orders from local companies shipped to China, Argentinia and the United Kingdo

This resulted in the inauguration of a new ship service from China, with the first Chinese vesse *Fuyuanshan* — berthing in January. It was the time a vessel from mainland China officially traded South Africa.

New cargo included dried fruit, originating f Upington, which has been exported through the port July this year. Portnet expects about 1 500 containe move through the port each year.

Social responsibility plays an important role and s 53 employees have completed Xhosa literacy cou since the implementation of training in 1989. Portnet just introduced an advanced literacy programme w includes basic and intermediate English, skills trai and primary health care courses.

One of the aims is to introduce an even more adva literacy programme, which includes numeracy skills and operational English.

A clinic, which is currently in the process of being registered and manned by qualified staff, has also been established in the port to handle health care issues.

Although the port is currently not fully utilised because of the downturn in the economy and some export commodities being routed to ports nearer the point of production or consumption, it can accommodate a significant increase in business without investing further capital.

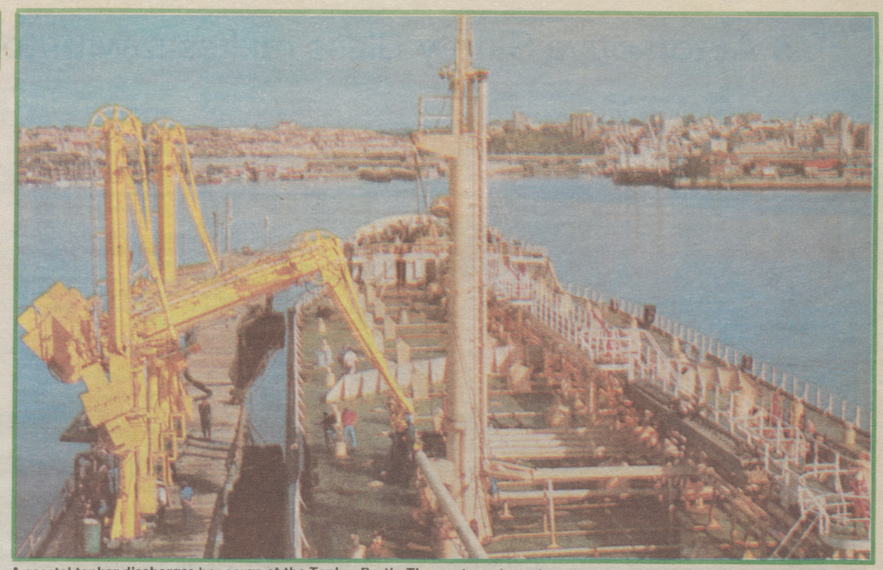
The future, says Portnet, includes the development of the Bay Waterfront, where about 100ha of under-utilised land has been identified for future property development.

The first phase of the project will start this year and will be completed around the end of 1994. The area, which covers 26ha, includes the land between the Baakens River Mouth and the Dom Pedro jetty in the port. Facilities and infrastructure in the first phase will include hotel accommodation of 80-120 rooms, several bars, four restaurants, four fast-food outlets, a shopping complex of about 40 shops, recreation facilities like cinemas, a wooden jetty and a boardwalk.

New and upgraded equipment ensures quality service and the port expects several improvements soon including five more straddle carriers, a third container crane and upgrading of the present container cranes.

This will increase the port's cargo handling capacity and improve it's reliability and service to clients.

For the vision of its role in the new South Africa, the port will remain a flexible, fast and friendly business to deal with and will focus on efficiency, productivity and profitability — the gateway with direct transport links into Southern Africa.



A coastal tanker discharges her cargo at the Tanker Berth. The modern shore- based equipment, which can also be used for bunkering vessels, can be clearly seen.

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PE's Automotive Safety Glass makes it with top-quality exports

SUCCESS in today's highly competitive international market requires total commitment to quality and productivity from each and every employee in an organisation.

This commitment, together with its technological expertise, manufacturing ability and quality control measures, has enabled Port Elizabeth-based Automotive Safety Glass (ASG) to successfully explore opportunities outside South Africa.

ASG originally entered the international arena in 1970 with an order for laminated windscreens from North America and has, since then, developed the necessary skills and expertise to successfully compete in these markets.



Anthony Dondongo wraps glass for export from the ASG factory. The company exports to the USA, Britain, Europe, Middle and Far East.

In recognition of its export drive, the company was honoured with the State President's Award for Export Achievements in 1989, followed by a Merit Award in 1991.

The company secured one of the largest single export contracts in its history earlier this year, with a R16m order for the supply of windscreens and side and rear glasses to the UK.

This secured ASG's position as one of the largest SA component suppliers of automotive parts to international customers.

Managing director Pieter Wagener says ASG's advantage over foreign competitors is its ability to manufacture shorter production runs.

He also points to the fact that it has the necessary tooling skills to meet design specifications.

"We have identified niche markets, with the accent on establishing long-term relationships in order to achieve success in the international arena," says Mr Wagener.

"To this end, we have geared up for markets which demand small volumes and a broad range.

"In keeping with this, we recently invested approximately R8m in a state-of-the-art quick change-over sag bending furnace to strengthen our position as a leading car glass exporter.

"A large portion of our business consists of supplying quality automotive glass to all seven motor manufacturers in South Africa. Ranked against rival companies abroad, ASG is one of a few with the capability to provide original equipment glass to such a broad range of different marques.

"We currently consign 52% of our production to local car companies, while 30% is destined for the replacement trade and 18% is exported to the USA, Britain, Europe, Middle and Far East.

"All our export products have to comply with the stringent international quality standards set by our customers, while domestic products must meet the standard set by the South African Bureau of Standards.

"We have had to focus on delivering to our customers on time in order to remain an international supplier.

"This has meant significant production increases to meet those conditions."

But ASG plays a wider role than that of supplier to the local and overseas motor industry and replacement sector. The company's expertise in developing glass components is called on by manufacturers up to two years in advance of the launch of a new model range.

Since the glass used in today's cars is as important as any other stressed element in modern design, it offers enormous technical challenges to glass companies.

Car designers, in an effort to reduce the weight of their aerodynamic creations, often rely on automotive glass manufacturers to produce thinner and lighter windscreens, rear and side windows.

Tighter engineering tolerances relating to flush glazing and improved assembly techniques make it even more important for glass manufacturers to perfect their products.

Automotive Safety Glass is the undisputed leader in the R900m-a-year car glass business in South Africa. Previously Pilkington Shatterprufe, it is a wholly owned subsidiary of the SA Breweries Group.

ASG operates two factories in Port Elizabeth, one in Ga-Rankuwa and one in Swaziland, with more than 1 900 employees.

The company's roots in Port Elizabeth can be traced back to 1935, when Pilkington and Shatterprufe both established glass-manufacturing facilities in the-then "motor city" of South Africa.

In 1983, Pilkington's production expertise was combined with Shatterprufe's marketing skills, resulting in the formation of Pilkington Shatterprufe as a division of Glass South Africa.

The SA Breweries Group acquired control of the organisation in April 1992 and a major restructuring followed to better meet the needs of customers and the fierce competition in local and overseas markets.



James Whitebooi (left) and Max Bles polish a consignment of export automotive glass. Almost one-fifth of production is exported overseas.

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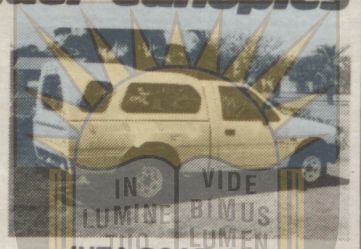
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Greenacres gears up for great shopping!

DURING the past few months approximately 100 people have been working day and night to make Greenacres, a regional shopping centre designed to serve the greater Port Elizabeth and neighbouring Eastern Cape towns, even bigger and better than it already is.

The original development of the centre began with the building of Checkers in 1979, and was followed by the completion of OK Bazaars in 1980.

The linking mall development, undertaken by Libery Life Properties, unified existing traders when the centre was opened in October 1981 — introducing a unique way of life to the shopping public of Port Elizabeth.

The refurbishment includes 1 300m² additional retail space designed to update and improve the tenant mix of the centre.

One of these new traders is Fischer's Jewellers, which occupies an 85m² store in the Woolworths Court. Some stores have re-located and these include the EP Building Society, NBS and Computicket.

In order to keep the malls free of kiosks, Computicket has re-located to a store at the new Woolworths entrance and is three times the size of the original kiosk.

The services Computicket provides have also increased, with the inclusion of the PE Publicity Association information counter to help tourists.

A new-look CNA has already opened its doors, a light and airy facility with extra wide aisles — and it's the first CNA store to sell chocolates!

Musica has just recently begun refurbishing its store and will be open for trade again early next month.

The food court area is complete and has an entirely new look. A metal reflective ceiling has been installed and the area is enclosed by a balustrade.

New metal and granite tables and chairs have replaced the old ones, giving the area a far more up-market look.

More seating has become available with these changes and the food court is now able to accommodate 230 people at any one seating.

This area really has become a hive of activity with other food outlets such as the Wimpy refurbishing to keep in line with the centre's trendy new look.

Nine skylights have been fitted throughout the centre and the look has been complemented by concealed lighting troughs and central down-lighting.

Around 42 222 Italian tiles have been used to cover the 3 800m² area.

A new set of toilets, situated adjacent to the new Woolworths court entrance, includes facilities for the disabled and a mother's room.

The expected date for completion of the refurbishment is next month.

In addition to this, the OK is also in the process of upgrading its mall.

On the marketing front, it has been a fairly quiet year for mall promotions because of the refurbishment but the calendar will soon be back to normal. Summer fashion shows are scheduled for November 4 to 6, with the countdown to Christmas already on.

Liberty Life Properties takes pride in re-establishing the number one position that Greenacres has maintained over the past 12 years — with the ultimate aim of making your shopping experience a pleasurable one.



The light and airy new look of Greenacres shopping centre . . . a combination of concealed lighting troughs, central downlighting and Italian tiles blended with muted painted surfaces.



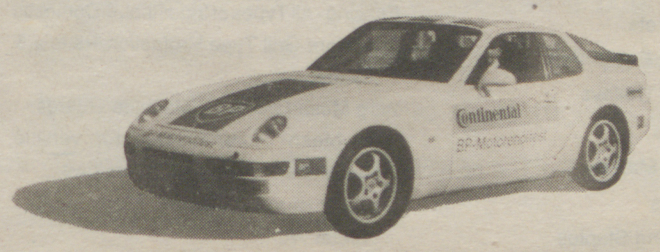
WHEN YOU TRAVEL 100 000 KM OVER THREE CONTINENTS IN 97 DAYS, THE CHOICE OF TYRES SHOULD BE OBVIOUS.

Gerhard Plattner, freelance motor journalist and holder of several high speed and endurance records, had set his sights on a new fixture in the Guinness Book of Records: to travel 100 000 km in 100 days, the toughest endurance test in the world.

When faced with the worst conditions three continents can throw at you, the choice of tyres is of paramount importance. Gerhard chose Continental Tyres.

His Continental-shod Porsche 968 glided over the 100 000 km through extremes in speed and temperature in North America, Africa and Europe as though it were merely a drive in the country. To bring Gerhard home a full three days earlier than planned. And to award another indisputable record to Continental Tyres.

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Kempston Truck Hire: always ready for the job

KEMPSTON TRUCK HIRE, founded by present chairman Tony Cotterell, needs little introduction, having been in business for more than 20 years.

Known as Kempston Investments (Pty) Ltd, it has three trading arms: Kempston Hire, Kempston Vehicle Leasing and Haulgoods.

The companies respectively deal in truck and car hire, full maintenance leasing for trucks and cars, and intertown organisation of load distribution and haulage.

Late last year Mr Cotterell took the controlling stake in a Cape Town-based household removal group, Laser Transport, which incorporates well known companies Stuttaford Van Lines, Pickfords, Fraser International and Rent-a-Rig.

In August this year, Mr Cotterell purchased the East London based Ronnie's Motors.

Kempston Hire opened in Port Elizabeth with 10 vehicles, and now has a national fleet in excess of 2 000 vehicles, with branches in major centres including Durban, Johannesburg, East London, Port Elizabeth and Cape Town.

The Port Elizabeth branch has a versatile fleet which includes cars, bakkies, buses, panel vans, three 8-ton enclosed and dropside vehicles, insulated trucks and crane trucks.

Prompt deliveries and collection, clean vehicles, competitive rates and a friendly, efficient service form part of its quest for excellence.

"We at Kempston Truck Hire put our clients first, offering them reliable vehicles and service and we attribute our success to this," says Port Elizabeth branch manageress Heather Matthew.

"Please do not hesitate to contact us on ☎ 432444 for a vehicle or a quote."

Merger heralds strong new marketing force

A NEW force has emerged in the South African abrasives industry with the integration of Norton and Cumar into a single sales and marketing team, under the Abrasives Corporation banner.

News of the decision to sell and support the strongly branded Norton and Cumar abrasives products through a combined and restructured sales team was made public by Abrasives Corporation chief executive officer John Lynch.

Mr Lynch was speaking at a highly charged conference attended by 140 company delegates.

The decision followed an intensive study and in-depth analysis by senior management over several months, reinforced by the recommendations of independent consultants and approved by the Abrasives Corporation board.

The integration of the two companies and their separate infrastructures will allow Abrasives Corporation to focus its resources primarily around specific, identified markets.

The corporation will be backed by a team of market specialists in defined geographical regions.

Its markets will include fabricated metals, mining, transport, wood, prime metals and DIY.

While it was acknowledged that the Abrasives Corporation had the best abrasives technology available worldwide, excellence of service was identified as imperative in the new structure.

The implementation of a focused strategy carried out by a highly motivated team drawn from current employees will allow Abrasives Corporation to:

- ☐ Focus on chosen markets.
- ☐ Gain market share.
- ☐ Anticipate and respond to customer needs.
- ☐ Provide improved service.
- ☐ Optimise all resources.
- ☐ Provide specialist know-how and technical support to customers.
- ☐ Implement a clear distribution policy.
- ☐ Eliminate duplication.
- ☐ Improve financial returns.
- ☐ Improve communication.

"We are convinced this strategy, underpinned by the new structure, is in the best interests of all the stakeholders in Abrasives Corporation: our customers, staff, shareholders, suppliers and the communities in which we operate," says Mr Lynch.

"The consolidation of Cumar and Norton under the Abrasives Corporation banner will give us new impetus in a changing environment.

"We are confident that we will provide our existing and new customers with the service excellence and outstanding product quality they deserve."

They're ready for big moves

NATIONAL firm Rent-a-Rig has, for the first time, an established branch in Port Elizabeth, headed by branch manager Dawie Fourie.

It offers a complete service for machine and factory moves, with experienced personnel trained to the highest level to give customers the professional standard of service they would expect.

The company also offers a long-distance transport service which covers all the major centres.

Each Rent-a-Rig branch is equipped with handling facilities to serve customer needs, regardless of the size or fragility of the machinery or package.

"The opening of the Rent-a-Rig office in Port Elizabeth has been much needed, and since the operation started up we have already needed to increase our initial fleet," said Mr Fourie.

"At present we have from 1-ton to 17-ton capacity cranes available and are geared to handle a wide range of projects.

"We are only too pleased to quote — even on what might seem like the impossible."

For more information, ☎ 43-6939.

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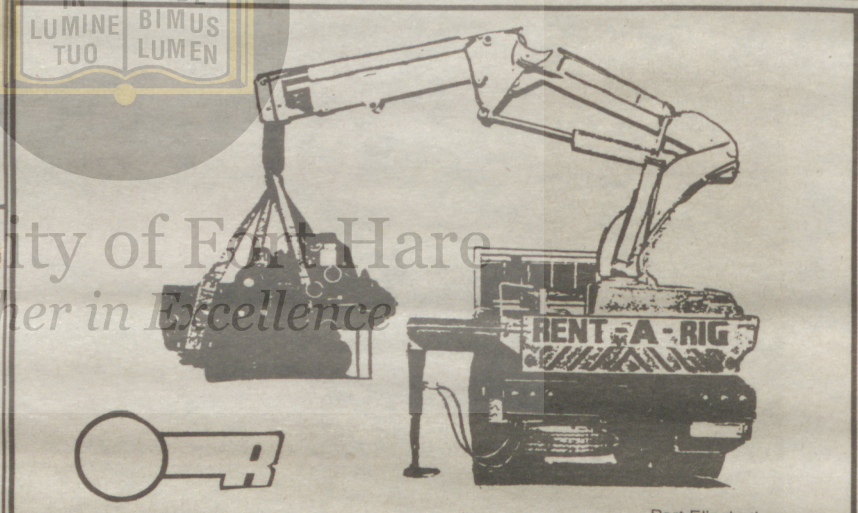
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Nederberg walks off with more Veritas awards



A double gold medal winner was the Nederburg Chardonnay — a white wine from their permanent range.

FOR the third year in succession Nederburg has been the most successful entrant at the prestigious South African National Wine Show's Veritas Awards, scooping nine double-gold awards and a total of 63 awards at a gala banquet held at the Cape Sun on September 15.

In addition to the nine double golds, Nederburg took home eight golds, 26 silver and 20 bronze awards.

One of the most significant double-gold medal winners for Nederburg at this year's competition was the 1991 Nederburg Chardonnay — a white wine from their permanent range.

This is certainly a feather in the cap for Nederburg considering there are more than 120 Chardonnays on the South African market.

A total of 62 Chardonnays were entered for this year's Veritas Awards — and there were only two double-gold winners — Nederburg and Backsberg.

The Veritas Awards, considered South Africa's highest honours for winemaking, attracted 852 entries (104 participants) from leading estates, co-operatives, private cellars and producing wholesalers who entered their commercially available wines for the show.

A panel of 50 judges, drawn from a broad spectrum of the local wine industry, consisted of wine experts, winemakers and representatives from the wholesale and retail wine trade, which included marketers and wine technologists.

Highly respected Dr Paul Pontallier of Chateau Margaux, France, gave his international input.

The results of the Veritas Awards are increasingly regarded by wine-lovers all over South Africa as a yardstick of excellence.

They provide consumers with an authoritative symbol of quality — the Veritas seal which is easily recognisable on the bottlestore shelf.

Other double-gold winners from Nederburg were two vintages of Nederburg Auction Cabernet Sauvignon (1982 and 1983); Nederburg Cabernet Sauvignon 1989; Nederburg Edelkeur 1991, Nederburg Weisser Riesling 1991, Nederburg Private Bin R161 1988, Nederburg Weisser Riesling Noble Late Harvest 1991 and Paul Cluver Elgin Weisser Riesling 1992.

For winemaker Newald Marais and the Nederburg team an added bonus is the great success of Paul Cluver wines — wines produced from grapes grown on Paul Cluver's De Rust farm in Elgin and made in the Nederburg cellars.

These wines have their own distinctiveness from the Elgin area of origin.

In addition to the Paul Cluver Weisser Riesling 1992 receiving a double gold, the Paul Cluver Elgin Chardonnay 1992 and Paul Cluver Elgin Gewürztraminer 1992 received a silver each while the Paul Cluver Elgin Weisser Riesling 1991 received a bronze award.

Fast service PX-style

PX, a division of Transnet, was established in December 1991 and is located in Deal Party.

Regional manager Kobus Nieuwoudt says PX is committed to rendering a quality service to comply with the requirements of clients.

"Our operation specialises in the transport of parcels, ranging from one small package to full loads in PX containers," he said.

Its normal service includes deliveries to more than 7 200 destinations countrywide and this involves the sorting and consolidation of parcels and packages at six main centres.

The SPX service guarantees delivery by 5pm on the same day of acceptance, whereas the OPX undertakes to deliver before 11am the day after.

IPX is a specialised delivery service geared to handling the total distribution of parcels and the loading and off-loading of packages within the same metropolitan area.

The PCL service is a parcel distribution function that utilises all the major passenger train routes to transport consignments. Contact 507-6066 for further information.

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These days the old van Stadens River Bridge seems a little modest compared to the spectacular concrete arch above it.

But make no mistake. It's as stoic nowadays as it was over fifty years ago.

Solidly built with PPC cement, it's stood up to virtually anything man or nature could dish out. Including the floods of 1968.

So it's not surprising that when it was decided to build the new bridge, PPC once again supplied the cement.

The contractors knew they were dealing with people who maintain the highest standards of quality – because day in and day out, PPC put their product through the most rigorous checks.

They were also aware of the past. Of the fact that PPC had supplied the cement for projects as diverse as the Union Buildings in 1910 and the famous Table Mountain Cablecar Station in 1924.

But in the end it boiled down to an approach as old as business itself: If you want success to breed success, start with the right materials.

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Parts – the Mercedes-Benz success story

THE Mercedes-Benz of South Africa (MBSA) Parts Division, situated on a 31ha site in Pinetown, is one of the largest Mercedez-Benz facilites of its kind in the world and supports a Mercedes-Benz network of more than 100 dealers throughout Southern Africa.

The warehousing facility encompasses 32 000m² and has a stockholding of 10 million individual items, with a retail value in excess of R325m.

Adolf Moosbauer, MBSA board member for commercial vehicles under whose responsibility the parts division falls, says: "We at MBSA have an unqualified belief in the quality of our parts products. The guaranteed parts availability, offered by Mercedes-Benz throughout Southern Africa as part of our comprehesive "Circle of Service", is the cornerstone of our formidable array of back-up services.

"Our parts philosophy can be summed up quite simply — customer service. This philosophy ensures that the customer's needs will always be satisfied promptly, economically and with the absolute assurance of quality.

"Under the difficult economic conditions that transport operators find themselves operating in today, it is imperative that vehicles are in constant use, ensuring both the profitability and viability of their operations. This is in both the customer's and MBSA's interest.

"It is, therefore, absolutely vital that factors such as "downtime" are kept to a minimum by the easy accessibility and rapid delivery of parts to our customers through the extensive Mercedes-Benz dealer network strategically situated country-wide.

The Mercedes-Benz 24 hour emergency service, introduced in 1989, is available to all owners of Mercedes-Benz passenger cars and commercial vehicles, as well as Honda passenger cars.

In the event of a break-down the emergency centre will, on receiving a call, contact the nearest dealer who will render assistance. This assistance includes accessing replacement parts for a customer's vehicle, should it be required.

The parts division's unique computerised access and retrieval system ensures that up to 70 000 items are distributed efficiently on a daily basis. Stock levels for each part are automatically established by the computer system.

All parts transactions are overseen by this sophisticated computer system — linked to a main-frame computer based at the manufacturing plant in East London — which has direct satellite links to the Mercedes-Benz factories in Germany.

The computer system extends throughout most of the dealer network, enabling dealers to have instant access to parts information in the presence of their customers.

Parts supplies for current passenger car and commercial vehicle models are derived from four primary sources: component manufacturers in South Africa, the MBSA plant in East London, the Mercedes-Benz operations worldwide as well as Honda in Japan.

This policy of part multi-sourcing ensures that all Mercedes-Benz and Honda parts are always competitively priced and that the customers ultimately benefit from the effective pricing and procurement policies

Delta lands Isuzu market rights in five new countries

DELTA has been awarded the marketing rights in five right-hand drive countries south of the Sahara for all products manufactured by Isuzu Motors in Japan.

The countries are Zimbabwe, Mozambique, Malawi, Mauritius and Zambia.

Delta's Director of Industrial and Commerical Holdings, André van Rooyen, said the agreement would create valuable export opportunities for the PE-based manufacturer.

"It is particularly notable that Isuzu Motors in Japan — one of the world's leading manufacturers of commercial vehicles — regards Delta as a competent, high-quality manufacturer and a reliable source of its products to other countries," he said.

This month Delta reinforced its presence in Zimbabwe with the appointment of two dealers — Haddon Delta and Calibra Delta (a division of Lonrho Zimbabwe) in Harare — with others likely to follow in major centres.

In July, Delta appointed ASAS as a dealership in Mauritius in addition to Teeluck and Co, which has specialised in Isuzu-based buses since their appointment in 1991.

Mr van Rooyen said a special division had been established by Delta to deal with the export of vehicles and parts to African countries.

Heading the division as regional manager for the export territories was Tony Barlow, who has extensive experience in commercial vehicle sales and service.

The appointment of a product, service and parts Training Manager, strategically located in Harare, has also reinforced Delta's export effort in these countries.

"Delta has assumed all duties and responsibilities previously vested with Isuzu Motors Overseas Distribution Corporation (IMODC), including vehicle parts and supply, technical assistance, training and dealer development," Mr van Rooyen said.

"We are confident that with their new association with Delta, Isuzu dealers in southern Africa can expect to be more competitive through increased sales and greater customer satisfaction.

"Their order times have been reduced, parts can be delivered significantly faster and we provide an emergency parts facility."

In March this year Delta also secured the marketing rights for Opel passenger cars in the same five countries. The dealerships appointed to date will now offer Delta-manufactured Isuzu commercial vehicles and Opel passenger cars on their showroom floors.

Precision does pay off

PORT Elizabeth-based Precision Exhaust Systems (Pty) Ltd has become the first South African manufacturer of catalytic converters to achieve the prestigious SABS ISO 9002 award.

This award — which coincides with the manufacturer of their 500 000th catalytic converter for export — recognises the exceptional quality of the company's management systems.

Earlier this year Precision, a Delta Motor Corporation group company, also received the General Motor Supplier of the Year award for the company's outstanding performance in the purchasing criteria of quality, service and price.

Delta's Director of Industrial and Commercial Holdings Andre van Rooyen said the success achieved by Precision highlighted the potential for the South African industry to be a global player in the production of catalytic converters.

"We have outstanding suppliers to the industry — from precious metals, stainless steel and other components — and the contribution of our suppliers must be recognised in the achievement of SABS ISO 9002 by Precision.

"Futhermore, we have seen that success in the export of catalytic converters has also created new export opportunities for related products such as stainless steel stampings and exhaust pipes."

Mr van Rooyen said Presicion was primarily established for the production of catalytic converters for export and to date, had earned R160m in foreign exchange for the country.

He said the expected introduction of lead-free fuel in 1995 would create a domestic market for catalytic converters of up to R200m a year — and Precision would be well-positioned to service this market.

Mr van Rooyen said it would be a prerequisite for any company wishing to become a serious exporter to attain SABS ISO 9002 — a quality management standard in nearly 50 countries around the world.

"It is encouraging that other Delta subsidiaries such as Connoisseur, Dupec and Industrial Mouldings are starting to penetrate export markets and will seek to emulate Precision by gaining the SABS ISO 9002 within the next 12 to 18 months," he said.

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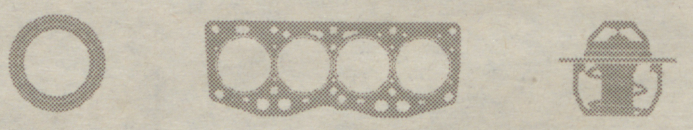
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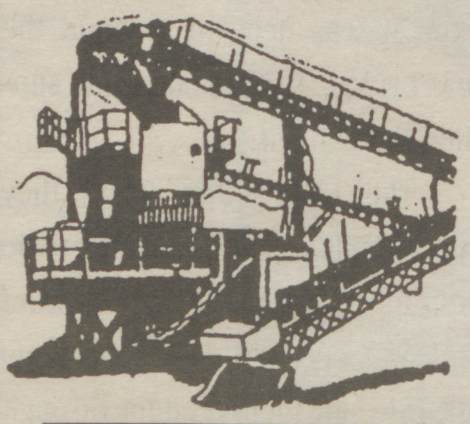
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A land of milk and honey?

MESSAGE from the Midland Chamber of Industries Executive Director Brian Wasmuth:

The Eastern Cape, especially the Port Elizabeth-Uitenhage-Despatch metropole, has enormous, untapped potential for growth.

It has well-established industrial and commercial sectors with excellent services and the infrastructure to support them. Due to the established industrial base, especially the auto manufacturers and related component manufacturers, an excellent skills base exists.

Labour is relatively stable and the relationship between capital and labour is also a stable one.

Politically, the Eastern Cape has the potential to remain very stable.

It has the infrastructure, facilities, skills, ability and potential to establish a very viable economy. However, positive steps need to be taken to facilitate economic growth, specifically in the formal and manufacturing sectors.

The regional economic development forum has commissioned one of its working groups to formulate a multi-sectoral economic development strategy for the Eastern Cape, a strategy which will serve as a basis and guideline for development activity in our region.

The extensive tourist potential of the region needs to be developed and exploited to the full, and we need to market the Eastern Cape and especially the Port Elizabeth/Uitenhage area in order to attract national and international investors. We must become fanatical about marketing Port Elizabeth and the Eastern Cape, about attracting investors to Port Elizabeth and about promoting our goods and services.

Now that sanctions are dead, the world is our oyster — but we will have to become competitive and we will have to develop markets. Markets will not come to us.

The Eastern Cape has wonderful potential. But that potential will only be realised if we work at it. We need to take hold of our own destiny, or somebody else will.



Midland Chamber of Industries Executive Director Brian Wasmuth.

Building a flexible future

GENTECH, established in 1983, manufactures and markets many state-of-the-art urethane and plastic products used in the maintenance and production departments of all types of industries.

The urethane elastimers are carefully selected for each application and offer many superior qualities which allow for the replacement of most rubber products, and often steel products as well.

A major advantage to urethane moulding is the fact that the mould development costs are generally far less expensive than rubber or plastic products.

The Gentech factory is exeptionally well equipped to enable the efficient design and manufacture of all moulds and tooling before production begins.

Its product range is wide and varied and includes hydraulic seals, couplings, gaskets, rebonding of wheels and rollers, compression die springs and injection moulding.

As the company moves ahead in the exciting field of urethane and plastic materials, the management and staff of Gentech remain fully committed to quality and to exercising specialised and qualified skills to offer excellent standards of service.

Williams Hunt: 90 years of customer service

BEATING the competition depends on the building up of a good reputation, treating the customer as all-important and offering extraordinary after sales service: all of which is part of the Williams Hunt philosophy.

For nine decades Williams Hunt has steadily built up a reputation for exceptional service excellence in the motor industry.

Yet the approach to the customer is modern, and the ideas along which it is run are dynamic.

Williams Hunt is fully computerised, using the most advanced available system.

Education and training are held in high esteem at Williams Hunt.

Staff benefit from managing director Willy Nel's belief that by uplifting skill levels and by improving socio-cultural attitudes within the branch, the customer service can only be influenced positively.

The success of the branch can be attributed mainly to the fact that it is customer-driven.

With the needs of customers as diverse as fleet owners, businesses and private individuals to be catered for, staff have to be highly trained and capable of tailoring a package appropriately.

It is therefore also necessary for the dealership to stock a full range of vehicles — cars, bakkies and trucks from the manufacturers of Opel, Isuzu and Suzuki.

In line with the belief that workshop facilities and after-sales service are crucial, Williams Hunt has invested in a multi-million-rand, one-stop service centre.

This means that no matter what is required, everything is on tap, including spares, parts and workshop — all under one roof.

To quote Willy Nel: "Our service does not end when you drive out the door. Our reputation proves that a customer of Williams Hunt is a customer for life."



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Adamas Mill - a leader in environmental awareness

SAPPI FINE PAPERS' Adamas Mill in Port Elizabeth is committed to environmental awareness, with this innovative thinking defining it as one of South Africa's leading paper mills.

The mill initiated environmental awareness as far back as 1955, when the first paper machine for recycled grades was installed.

"At Adamas, we go to great lengths to support environmental awareness with a strong emphasis on recycling, in process and in product," says general manager Gavin Travers.

"We achieve this by buying steam from nearby industry rather than generating our own. In this way we use recycled energy from waste gases."

Adamas recycles its own water for the manufacturing process.

It recently invested in a Developed Air Floatation (Daf) plant, which processes reclaimed water for the fine paper machine.

The mill's innovative thinking also focuses on overall commitments in manufacturing and service.

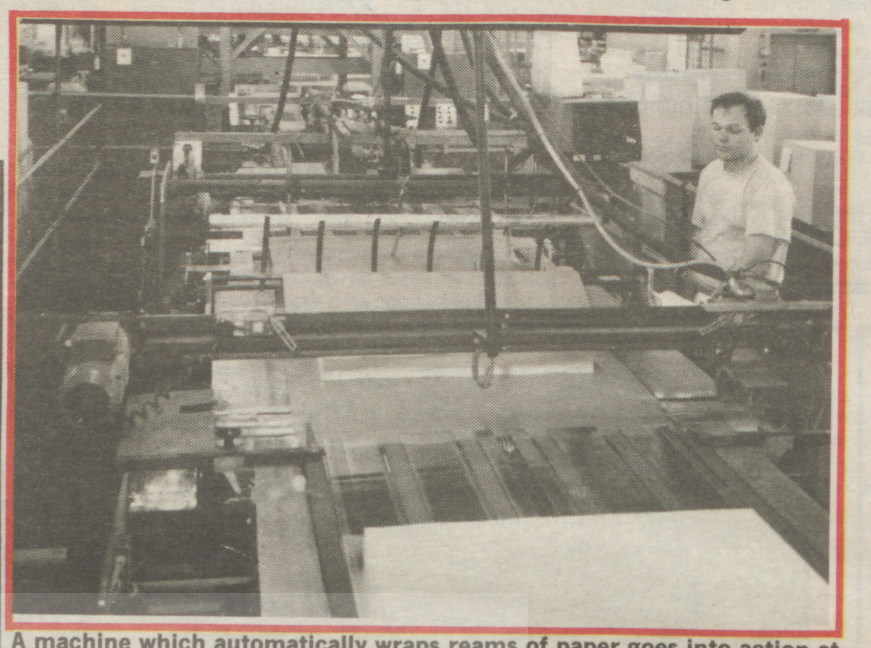
"We focus on a unique business culture which centres on flexibility, quality and of continuous improvement," Mr Travers says.

Apart from two paper machines for manufacturing recycled and fine papers, Adamas Mill also has a finishing house on site and remains the only paper mill in South Africa to have its own embossing machine.

As a dynamic and progressive company, Sappi Fine Papers keeps abreast of the market needs in a pro-active manner.

A vast range of high quality recycled and fine paper grades in various tints and grammages is offered.

The flexibility and expertise to make new grades of paper to meet specific needs accommodates diverse customer requirements comprehensively and is a key component in Sappi's drive towards world-class manufacturing.



A machine which automatically wraps reams of paper goes into action at the Adamas Mill in Port Elizabeth.

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VW - still number one



The Volkswagen left-hand drive Jetta export programme to mainland China has played a significant role in helping the company become South Africa's number one passenger car producer this year.

VOLKSWAGEN of South Africa has become South Africa's number one passenger car producer, based on its growing domestic car sales coupled with over 1 000 Jettas exported monthly to China.

This is a result of the company's four-year, R500m investment programme, now virtually completed, which is aimed at strengthening Volkswagens's foremost position in the South African car market.

The programme comprised major investments in four specific areas.

Phase one was to bring the current Audi to South Africa. This range has proved highly competitive in the local market and despite the severe pressure on the prestige car segment Audi has consistently improved its postion.

The second phase, a R300m programme, was implemented to introduce the new Golf and Jetta range, including the new VR6 models. These ranges have been very well received and Volkswagen is consistently increasing production to meet the huge demand.

A third area in which the company has invested substantial amounts is in facilitating its export programme which, in September, exceeded the R1bn turnover mark since Phase VI in 1989. These exports include the left-hand drive Jettas to China as well as the export of parts to various sister companies in Europe and South America and Volkswagen's parent company in Germany.

The fourth area of investment has been in the Citi Golf and Bus ranges to further develop and improve these products over this period of time.

Productivity improvements have resulted in a 20% increase in production despite a 15% reduction in staff through attrition and voluntary retirement since mid-1992.

"Although we are proud of our achievements, much remains to be done," says chairman and managing director of VWSA Peter Searle. "We need to strive to become more competitive in international terms."

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Algorax: ready for a brighter future

ALGORAX, formerly known as Phillips Carbon Black, was formed in 1959 by Phillips Petroleum Company and its equal shareholders, Industrial Development Corporation.

Using Phillips Petroleum Company technology, it was the first carbon black company in Africa and supplied the needs of the South African tyre and rubber goods manufacturers.

In its early years the company had a capacity of about 15 000 tons a year.

With growth in both the domestic market and acceptance in a number of African export markets, the capacity has expanded considerably over the past 30 years and is now in excess of 64 000 tons a year.

In the late 1970s the company looked at ways of reducing energy costs by making use of the large volumes of gas that were being discharged to the atmosphere.

Although this has had a low calorific value, in association with Rekuperator of West Germany, a 50-ton-an-hour boiler was designed and commissioned to utilise this gas to fire the boiler and produce steam both for internal heating and for sale and distribution to industries within close proximity of the factory. It is estimated the equivalent of 12 000 tons of coal is saved a year by the investment.

Environmental awareness came to the fore in the 1970s.

South Africa followed suit and the company spent millions of rand using this new technology to limit fallout to an absolute minimum. Although this was both a costly and lengthy programme the company has met these requirements since the early-80s and today is among the cleanest carbon black factories in the world.

In order to improve its appearance, lawns were planted outside the company boundaries and extensive gardens and lawns were developed inside the company's premises. These efforts were rewarded earlier this year when Algorax received the Mayor's Environmental Merit Award.

In a further effort to improve the skyline an innovative painting programme was carried out.

In 1986 Phillips Petroleum Company disposed of its worldwide carbon black interests and Degussa AG of West Germany, now the second largest carbon black producer in the world, purchased the 50% shareholding from Phillips.

The company also changed its name from Phillips Carbon Black to Algorax — a combination of Algoa (for Algoa Bay) and CORAX, the trade name for Degussa grades of furnace-type carbon blacks.

Carbon black is a fine black material formed into small pellets, from pin-head size to match-head size, and is an essential reinforcing agent in all rubber goods.

Mixed with rubber and other chemicals it provides the end product with the ability to flex, withstand ultra-violet rays, stretch and extend wear among other things.

Although over 98% of furnace carbon black is used in the reinforcement of tyres and industrial rubber goods, it is also used in boots, paint, printing inks, floor and roof tiles.

Growth in the domestic carbon black market has been fairly low, and at times negative, over the past 7 to 10 years as a result of both the local and international economic situation and the large increase in largely inferior tyre imports.

With excess available capacity the company has been active in the export market for nearly 30 years and has expanded into markets to the point where export volumes account for 15% of its sales.

With the company's commitment to high quality, it hopes to qualify for SABS ISO 3002 certification in 1994.

In 1989 after approaches by European motor manufacturers, Degussa and the IDC decided Algorax should diversify and planning commenced for South Africa's first Automotive Catalyst coating plant.

There is little doubt the catalytic convertor market will grow and Algorax has made plans for expansion to meet the growing demand when its current capacity of 1.1 million pieces a year is approached.

Although still an extremely new industry Algorax was awarded the "Export Supplier of the Year for 1992" by Volkswagen South Africa for its consistently high standard of quality and supply.

Recession no match for positive attitude

THIS month Truscott, Dent and Associates celebrates its second birthday, having experienced most of its infancy during a deep recession.

The agency attributes its growth to a simple formula of maintaining a constant high standard of creativity, together with uncompromising quality and service.

"Often 'quality' and 'service' are meaningless buzz words in a marketing context. Yet when genuinely incorporated in business practice they make all the difference to a company," says account director Myles Dent.

"We try not to be affected by the negative vibes influencing the current economy.

"We keep a very positive outlook about the future in the Eastern Cape."

In keeping with the move to computer-aided-design (CAD) within the industry Truscott, Dent and Associates has invested in the very latest Apple Macintosh systems.

The firm also boasts a highly experienced staff and the result is an ability to produce the standards of design and advertising expected of a national agency.

Clients who would normally send their business to larger centres are able to cut costs and time by using competent local experts, and this ultimately benefits related industry within the Eastern Province.

The agency is very definite about the importance to its clients of a differentiated positioning in the marketplace.

"To this end we try to achieve a unique image for clients using innovative design and advertising, which will appeal to their particular market," says creative director Hilary Truscott.

"We also encourage businesses to maintain a standard corporate identity which runs through all elements, from the advertisements to the stationery.

"Each of these elements, no matter how simple, is a reflection of the company's standards and the quality of its products or services."

Truscott, Dent and Associates has a lot of faith in the Eastern Cape's potential.

This has been fully vindicated by its own steady growth over the past two years and the resulting enviable client list, formed from clients both regional and national.

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Today, SFW's interests go far beyond an endeavour for excellence in all of its products.

The Oude Libertas Amphitheatre has become a cultural focus for the performing arts. In this historic setting, local and overseas artists stage productions ranging from folk-song to farce, from satire to Shakespeare.

SFW also helps keep up the high standards of South African opera and ballet. Study grants are awarded annually to support and encourage rising stars.

We're proud to be able to play a role. For in ways such as these, the culture of the vine can go hand in hand in enriching the cultural life of our community.

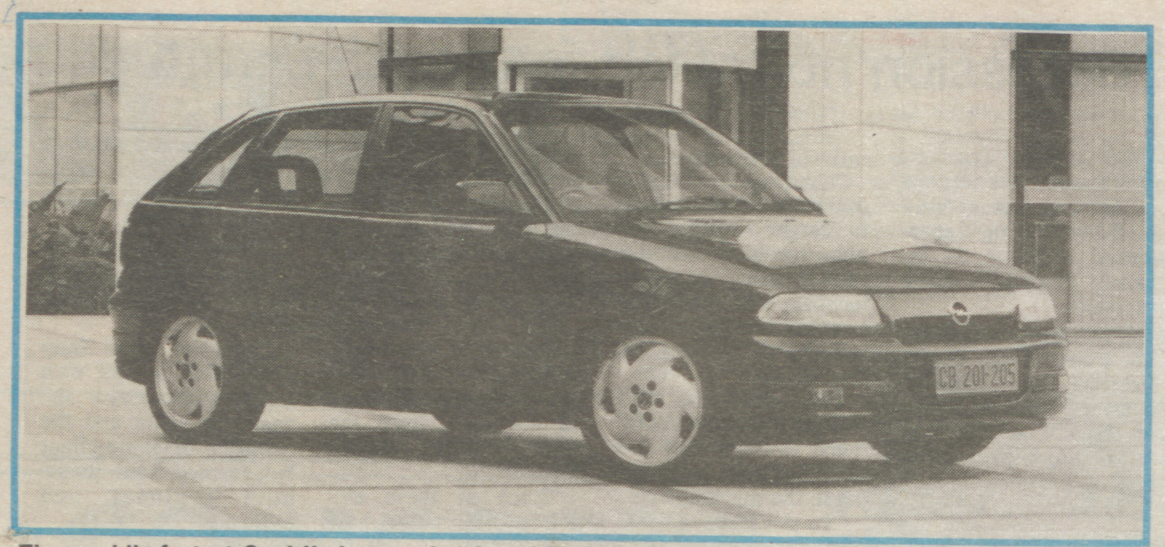
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World's fastest Kadett

THE fastest production Opel Kadett in the world has been launched in South Africa by Delta Motor Corporation.

The heart of the Opel Kadett 200t S is a turbo-charged version of the famous Opel 2,0/16-valve engine. Developed with assistance from Cosworth, it is still regarded as one of the finest production powerplants available.

Power to the front wheels is transferred via a Getrag six-speed close ratio gearbox and limited-slip differential.

Acceleration to 100km/h is in the region of 7,0 seconds and a top speed of 240km/h is possible.

The combination of the turbo and 6 speed transmission affords Opel the opportunity to feature "Turbo 6" as the umbrella under which to communicate this exciting new product.

The Kadett Turbo 6 is a model unique to South Africa. Opel in Germany uses a similar engine and drivetrain in a Calibra, but with four-wheel drive.

Delta has moved away from the hot-hatch image of the previous SuperBoss and the Kadett Turbo 6 is more refined.

Delta's Director of Sales and Marketing John Cuming says the Kadett 200t S is a fitting flagship for the new range — the most technologically advanced car ever available in South Africa.

"It exemplifies what Opel stands for — German engineering with a combination of functional design, quality, safety and performance.

"The Turbo 6 is the fastest and safest Opel ever offered in South Africa. I believe its performance, styling and quality attributes will appeal to motoring enthusiasts with an appreciation for fine engineering," Mr Cuming said.

Welfit Oddy: a century of tradition

FROM the 17th century in the North of England where they pursued the craft of blacksmithing to the 20th Century in Port Elizabeth where they are one of the premier commercial vehicle body builders in the country, Welfit Oddy — more commonly known as Oddy's Bodies — has become synonymous with the needs of the transportation industry.

The orgin of the name "Welfit" emanates from William the Conquerer, whose practice it was to give names to the various peasant Britons pertaining to their trade.

The Oddys were blacksmiths and he was so pleased with the quality of their work that he gave them the name of "Welfit" — for a well-fitting horseshoe.

The firm was started by Welfit Oddy, who emigrated from Britain and, after his initial job of tending to the local brewery's horses, he established himself as a blackmith, wheelwright and wagon builder. The firm celebrated its centenary in Port Elizabeth in July 1992.

The advent in the 1930s of Henry Ford's motor vehicle represented a major change in the future development of Welfit Oddy and indeed in the whole transportation industry. The Oddy business soon became one of the leading commercial vehicle body buiders in the country — a position they've held ever since.

Since the company's early beginings, it has had to relocate three times and the entire operation is now based on 10ha of land in the Perseverance Industrial area.

In the mid-1980s, when South Africa was subjected to international disinvestment programmes the company was forced to look outside the vehicle body building business for new ideas in the transportation industry.

An exercise in diversification, particulary in the export market, led the company to the manufacture and sale of stainless steel ISO tank containers in 1986. Participation in this industry has grown considerably from just over 300 units in it's first year of operation to a 600 units in 1992.

Today the team is still led by a member of the Oddy family and even though the product range has changed with the changing needs of the transportation industry, the underlying commitment to quality and pride in the family tradition remains solid as a rock.

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