

Quality and safety certification system increases product uptake

KIMBERLEY SMUTS | CREAMER MEDIA REPORTER

Distributor for the Band-It range of stainless steel clamping and identification systems Banding & ID Solutions Africa has noted positive market uptake for its stainless-steel strapping and buckles since the introduction of its quality and safety certification procedure last year, which ensures that genuine Grade-304-quality strapping is supplied.

"Every roll processed in-house is quality-checked and can be tracked back to when the steel was received from [stainless steel manufacturer] Columbus Stainless," says Banding & ID Solutions business manager Rosa Dos Remendos.

She explains that documentation for the safety procedure includes a

test certificate that indicates the grade of the steel, with technical data and the date manufactured by the supplier.

"We allocate a job card number to every coil we process and our boxes are clearly marked with this job card number. Each roll has round, smooth edges for safety and easy installation," notes Remendos.

Band-It stainless steel strapping provides an efficient economical solution for all stainless steel strapping applications. The strapping is available in various sizes, including 6 mm, 10 mm, 12 mm, 16 mm and 19 mm, and in thicknesses of 0.5 mm and 0.7 mm. Further, the strapping is used extensively across various industries, including the mining, construction, chemi-

cal and food processing sectors. Applications include cable fixing, sign mounting, emergency pipe repair, maintenance and hose clamping.

"This product is unique because of its specific application solutions, the included product training and the after-sales service, which ensure that our customers get everything they require," says Remendos.

As a certified Southern Africa Stainless Steel Development Association (Sassda) member, Banding & ID Solutions has the right to use Sassda's 'cross and balls' trademark on its products, as well as its packaging and marketing material. "The trademark indicates that we can be trusted because of the Sassda code of conduct that has been adhered to, which encourages professionalism and integrity. In a fiercely competitive market, the 'Cross & Balls' logo trademark effectively differentiates our products from nonmember competition,"

says the company. Banding & ID Solutions supplies stainless steel strapping to electrical wholesalers, which, in turn, supply the strapping to customers such as State-owned power utility Eskom. Further, the company has extended its reach into the African market through increased exports to Kenya, Botswana, Uganda, Nigeria and Mozambique.

The company will focus on appointing distributors in these areas, as well as in Ghana, Angola and Zambia as these exports continue to increase.

Meanwhile, to grow its end-user market, Banding & ID Solutions has drafted a strategy to deal with all aspects of manufacturing, processing and mining activities in Southern Africa over the next two years, with some success already achieved this year, the company notes.

Targeted industries include food manufacturing plants, chemicals plants, mineral processing plants, and companies with manufacturing facilities, as well as cable manufacturers with manufacturing facilities.

"The economy was showing signs of growth in 2014, and I anticipate that growth to continue into 2015. With a strong product offering and a good reputation in the industry, I believe that Banding & ID Solutions Africa is in a strong position to achieve measurable growth," concludes Remendos. ■

ENGINEERING NEWS COUPON ON PAGE E6 E38847



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