

Adding value to industry by forging closer distribution partnerships

Banding & ID Solutions Africa has developed a strategy that aims to strengthen ties with its up-and-coming distributors and help grow their businesses, by offering product training and application demonstrations.

Business manager Rosa Remendos indicates that the strategy will also allow the company to grow its position as a primary supplier to businesses, ranging from large scale, to smaller resellers. "We bring in demo stock and go through the whole product range with them. We will also be visiting their end-users and demonstrating the benefits of using Banding & ID Solutions products.

This allows us to pick up new areas of application for our products, resulting a broader supply for both parties." Jooste Enterprizes – which supplies strapping, cable ties and buckles to municipal power utilities in Gauteng – is an example of Banding & ID Solutions' new strategy. MD Chriszelda Jooste



Rosa Remendos, Business Manager of Banding and ID Solutions Africa

says: "Banding & ID Solutions will assist us in building up what we started. We are now looking at supplying contractors and smaller electrical businesses too."

Remendos believes that working closely with distributors will be beneficial in the long-run. "It is great



Chriszelda Jooste, MD of Jooste Enterprizes

that we had an open day late last year, where we got to introduce our other products to distributors, the public and media.

Knowing the people who stock our products on a personal level is the best way to build long standing relationships," she concludes.