



Pump & Abrasion expands Slurry pump service delivery excellence, on your Steelpoort doorstep

Slurry pump innovator **PUMP AND ABRASION TECHNOLOGIES (Pty) Ltd** ("PAB" or "the Company") has officially launched its first satellite branch in the town of Steelpoort in Limpopo, South Africa – a well-established mining area and one of the Company's key focus areas. Through this new facility, PAB will further enhance its service offering in the region by ensuring the fastest possible turnaround on new deliveries, service maintenance and parts replacement – the foundation blocks upon which the Company was built and a major contributor to its ongoing success, writes **LAURA CORNISH**.

Although officially launched at the end of July, the new facility has been open and operating since May this year. It comprises a fully functional office and meeting space as well as a well-stocked 600 m² warehouse, which houses an extensive range of PAB slurry

pumps and spares, including the Company's proprietary and evolutionary **CURVE** range. "Having watched the region steadily become one of our most significant areas of business, the establishment of a branch, which allows us to more effectively service the area's large-scale mining community, made perfect sense," says PAB general manager Nicole Grinaker.

The decision to establish a satellite branch was made in mid-2018. The time taken to source premises that addressed all of the Company's requirements underwent a careful and strategic evaluation process. "Intensive effort was also placed into ensuring PAB Steelpoort offers the same functionalities and operates under the same cultural and principled ethos that drives our head office," Grinaker continues.

This specifically includes cost-effective and reliable service, for which PAB equates to a 12 – 24 hour turnaround for the delivery of pumps on breakdowns as well as all repair and

maintenance work. Through a local presence in Steelpoort, the Company is well equipped to meet this capability even more effectively. "This is our competitive advantage in the market and one we have and will never compromise," PAB's new business director, James Pienaar, confirms.

The new facility has also provided local employment opportunities and is home to a variety of key PAB personnel, including: an area manager, key and junior account managers, application engineers as well as a warehouse manager and administrative staff. This is far from the typical skeleton staff set-up that many satellite facilities operate under.

Although still in its infancy, PAB Steelpoort is not only fully functional but operating according to the "excellent standards" which Grinaker says are now synonymous with the Company's reputation. "Our standards, discipline, processes and procedures

STEELPOORT TRIUMPH

Pump and Abrasion Steelpoort was officially launched on 25 July 2019 and was celebrated by a large contingency of clients and potential customers. The industry was given the opportunity to view and tour the new facility as well as network with the full PAB personnel complement. "The launch was an incredible success and I'm confident that it will continue to deliver on the objectives we aim for in terms of service delivery reflected in our performance over the years," says Grinaker.

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NICOLE GRINAKE



are of utmost importance and are maintained at the highest levels; and our stockholding and stock management is monitored daily to ensure we can deliver on our commitments," she highlights.

The considerable success the Company has achieved in the region can also be attributed to its evolutionary **CURVE** slurry pump, which offers a range of benefits that deliver superior results for highly abrasive hard rock applications such as chrome and PGMs – the two primary mined commodities in the Steelpoort area. "Further to the north and east of Steelpoort, we are targeting the gold and magnetite sectors, which we will also support from this facility," MD Jaco Buitendag adds.

This proudly South African designed pump was conceptualised from a clean sheet principle, and embodies five key points:

- Total ownership cost saving;
- Increased equipment availability;
- Increased safety and ease of maintenance;
- Power consumption reduction (8 – 10% on average); and
- Increased sealing capability.

"The reality is that existing slurry pump technology has been available to the market for many years. Our design and technology is revolutionising this sector of the market and superseding the existing slurry pump offering across the globe – supported by our top notch after-sales service," Pienaar highlights.

Part of a strategic growth strategy

On the back of phenomenal growth achievements year on year since the Company was established in 2004, there are no signs of stopping. While the Steelpoort facility is aimed at enhancing PAB's service offering, it also represents the opportunity to secure more business in the region and contribute to a larger growth strategy.

PAB has a similar facility set-up in mining-rich Western Australia and Canada as well – so the drive to become a dominant slurry pump player in the global mining space is a clear objective for the Company.

"Introducing a new product to a market that favours operating on tried-and-tested conventions is a challenge but one we continue to overcome by mitigating fears and risks. This has stood us in good stead and will continue to facilitate our growth. Our pumps are designed to fit into existing infrastructure and we also carry the financial risk during pump trial periods on new sites – a sign of the confidence we place in our products and service," Pienaar concludes. **MBA**