CONCRETE PRODUCTS & CAST STONE

Assyx GmbH & Co. KG, 56626 Andernach, Germany

Successful in Africa

In September 2013, Assyx exhibited at bauma Africa, which was held for the first time in Midrand, Johannesburg, South Africa. Assyx started its market penetration drive already in 2007 into Africa. Bosun Brick, situated in Midrand, only ten minutes from the exhibition ground, was Assyx's first customer in South Africa in mid 2007.



Assyx DuroBoards in the production line at Bosun

Assyx strives for long term customer relationships. With Bosun, Assyx has such a long term relationship. Assyx was very happy to again supply Bosun with Assyx DuroBoards® for its expansion in 2013.

Assyx managing director Alfred Rochlus took the opportunity, while at the show, to visit Bosun at its factory site in Midrand. Together with Herman Jonker of Bosun, he confirmed for himself that the 2007 Assyx DuroBoards are still running through the system well and that they will continue to do so for many years to come. David Wertheim Aymes, CEO of Bosun and Herman Jonker in turn visited the Assyx booth at bauma Africa to learn about the latest products news.

The African market and particularly the South-African market are slowly reviving. The market was very quiet between 2008 and 2011, however, since 2012 Assyx is again delivering regularly to different African countries. Only a couple of weeks ago, Assyx delivered its DuroBoards to Tanzania. Further projects are already in the pipeline.

FURTHER INFORMATION



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