

PRESS RELEASE

CRAMMIX BRICKS
Quality Clay Bricks since 1947

CRAMMIX DELIVERS TO EASTERN AND SOUTHERN CAPE COASTLINES

Crammix Bricks, a specialist clay brick-maker in the Western Cape, and a key player in the supply of clay face bricks in the Eastern and Southern Cape, is set for continued growth within a booming construction market.

The property market in the Southern and Eastern Cape has benefited from the low interest rates, as has the rest of the country. In addition, Petro SA (previously Mossgrass), Coega and a fast - growing tourism market have made significant contributions to the growth of the local economies.

Clive Archer, managing director of Crammix Bricks, says, "This economic growth has had a significant impact on the building activity in the Southern and Eastern Cape, which is evident by the number of new residential properties, commercial, industrial and government buildings that have been constructed over the past few years. He notes that the building industry in the Southern Cape region is predominantly residentially-focused, while the building activity in the Eastern Cape is mainly that of government institutions, including the building of new schools, clinics and hospitals."

"With the Southern and Eastern Cape being the gateway to the Garden route, this area draws an enormous number of local and international tourists who bring a lot of revenue to the local economy," says Archer. Catering predominantly for the tourism sector, the Southern and Eastern Cape has seen a spread of new hotels, golf estates, self-catering apartments and large shopping malls going up.

Mike Botha who heads up the Crammix office in George believes that a second, entirely separate growth curve is being driven by trends in the residential market. He says, "People are migrating from various parts of the country to settle for a quieter lifestyle in places like Glentana, Hartenbos, Mossel Bay, Stilbaai and Witsand. This is driving the growth of the residential construction market.

"Preference along the coast is for clay face bricks and pavers, obviously because of their low maintenance requirements, thermal performance, variety, durability, and aesthetic appeal. They give colour, character and enhance the environment. This particularly appeals to purchasers in the residential market, who usually invest in a holiday home or are looking for a home to retire to. In both instances, clay face bricks make more sense than plaster and paint, which needs to be maintained and repainted every few years. In today's market it costs R30 - R40 000 to paint an average-sized house."

All of this is good news for Crammix Bricks, who currently enjoy a thirty percent share of the face brick market in the region, and is growing rapidly in the paving market due to their wide range of colours.

Archer attributes the company's solid foundations to its reliable service record, high quality products and distribution infrastructure, which is complemented by their successful venture with independent consultant Rowan Roux, who is renowned for his expertise in the region, and Algoa Bricks, a respected company with six decades of experience.

Crammix supplies FBS face bricks for use in larger buildings like schools or hospitals, which complement Algoa Bricks' range of stock bricks and other products for residential developments like town house complexes. Algoa Bricks serve as a distributor for Crammix Bricks products. "The relationship has proved a tremendous success," says Clive Archer, "We truly admire the professional ability and service Mark Hunter Smith of Algoa Bricks, and Rowan Roux has brought to this partnership."

Mike Botha elaborates, "We have not lost sight of the fact that our customers are king. We pride ourselves on having maintained long-standing relationships with all our clients, even visiting them on site. Our business formula is all about quality, service, a good distribution network and reliability. Non-performance costs our clients money and they trust us to help them meet their goals."

Ensuring that a high-quality product is delivered at day-end is also vital. Crammix Bricks regularly sends its products to Soilcon, a SANAS accredited, independent testing laboratory for clay bricks and pavers. Soilcon conducts extensive testing procedures to ensure all Crammix Bricks meet stringent performance standards. Mike Polluk of Soilcon, says, "All Crammix products comply with ISO 9001 and the SABS mark of approval, in addition to the British, American and European quality standards.

"You can't beat a good clay brick in terms of uniformity and performance. Dimensional tolerances are very high. Clay brick exudes warmth and life, and makes the ideal building material for outside work in South Africa, particularly along our coastal areas."

Archer concludes, "The use of both internal clay bricks and external face bricks in building construction has proved to be most popular in this region. The combination works, and the finished product is successful time and time again."