



MAKING A WORLD OF DIFFERENCE

SAFAL NEWS

ISSUE 10, 2017



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12 Countries, 36 Operations, 50 Years Experience

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| Mabati Rolling Mills Ltd, Kenya | | | | Gainvest SARL, Angola |
| Insteel Ltd, Kenya Safal Building Systems Ltd, Kenya | | | | Safintra Zambia Ltd |
| Safintra Namibia Ltd | | | | Steel Supplies (Malawi) Ltd |
| Uganda Baati Ltd | | | | Safintra Mozambique LDA |
| Safintra Rwanda Ltd | | | | Safintra South Africa (Pty) Ltd |
| Safintra Burundi Ltd | | | | Safal Steel (Pty) Ltd, South Africa |

OUR VISION

To be Africa's premier provider of roofing and building solutions.

OUR MISSION

To provide quality solutions, through innovation and best practices, enhancing value for all stakeholders.

AND OUR VALUES

The Safal Group will strive for highest standards of Ethics, Safety, Compliance & Quality and will be fair and caring towards Employees, Customers and Shareholders, Community, the Environment & all Stakeholders.

Angola | Burundi | Ethiopia | Kenya | Malawi | Mozambique | Namibia | Rwanda | South Africa | Tanzania | Uganda | Zambia





Introduction

The 2017 year has been a turbulent one in many parts of the world, and Africa is no exception.

In an environment of uncertainty and change, the Safal Group and its businesses have held firm to three guiding principles – stay focused, stay lean and think beyond today.

In this spirit, our businesses have had a year of positive achievements which bode well for their long-term success in the markets in which they have been operating in for so many decades:

- The launch of a new colour coating line at Mabati Rolling Mills in Mariakani has not only increased our colour-coating capacity in East Africa, but will enable us to meet growing market demand for increased quality and a world-class product.
- New mobile mills, new products and product enhancements in Southern Africa enable us to better

service the fast growing demand for concealed-fix roofing solutions.

- Continuous employee training and customer engagement have strengthened our distribution, sales and technical capability – increasing our competitive edge through investment for long-term strategic advantage.
- And above all, the expansion of our Group capability into Roofing Solutions and Building Systems will grow our market reach into new sectors which represent substantial value and offer great opportunities for growth.

In the following pages, some of these initiatives are highlighted. We hope you will enjoy the quick oversight of 2017, and discern the positivity with which we look forward to 2018.



Mabati Rolling Mills' Coil Coating Plant is transformed

Mabati Rolling Mills Limited (MRM) held an opening ceremony for a new Colour Coating Line and Roll Forming Bay at the Mariakani Plant near Mombasa on 17th July 2017.

The Colour Coating Line event was marked by a ribbon-cutting and the unveiling of a commemorative plaque by Dr. Manu Chandaria, Chairman Emeritus of Safal Group and Mr. Dhiru P. Shah, a past and founding director of Mabati Rolling Mills.

Dr. Chandaria spoke of the launch of the 100,000 MT p.a. Colour Coating Line as a great milestone for MRM and for the Safal Group in its quest to provide quality and affordable products to its customers.

“Wherever I pass in different parts of Kenya, there are many houses that need decent roofing, and this is a good opportunity to increase our sales as shelter, food and clothing are still basic human needs.”

Demand for coloured roofing sheets has been on the rise across the East African markets and beyond.

With this newly launched Colour Coating line, MRM can produce two and a half times more colour products than before, placing the Group in an excellent position to adequately respond to the increasing demand for colour products of top quality.

In his address, Mr. Dhiru P. Shah narrated how MRM has grown from humble beginnings with only one mill, to a world-class coated steel manufacturer and the market leader in East Africa and its export markets.

He expressed his sincere gratitude to Mabati Rolling Mills CEO Mr. Andrew Heycott and the collective MRM team for their hard work and contributions without which this celebrated achievement could not have been possible.



DUMURANGI



KAMILISHA MJENGO RANGI MARIDADI BEI NAFUU

Introducing **DumuRangi®**.
Kenya's favourite mabati, in 4 brilliant colours.



MASAAI RED

JACARANDA PURPLE

KARURA GREEN

BAHARI BLUE

A member of the



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Happy distributors at the unveiling of DumuRangi.



Dr. Manu Chandaria, Chairman of MRM and CEO Andrew Heycott unveil DumuRangi.



Distributors participating in the Colour Coating Line commissioning event.

Mabati Rolling Mills cements partnerships for growth

Distributors are a vital trade partner for Safal Group companies in every country. They are the channel through which our products reach end users, whether home owners, installers or developers.

In addition to being our frontline in the sales process, distributors are also our brand ambassadors, promoting our brands for their quality, consistency and service back up.

In a Group first, Mabati Rolling Mills (MRM) hosted over 40 of its top distributors and their spouses at a conference, with a clear focus on building stronger relationships between our business and that of our distribution partners. The event was aptly themed 'Partnerships for Growth'.

Held in July at The Whitesands Beach Resort in Mombasa, the programme was a purposeful mix of

business and leisure to give attendees the opportunity to get to know each other outside the work environment.

The highlight of the conference was a colourful gala dinner on the last night. It was both an opportunity to recognise and thank our top distributors, and to launch the latest MRM product – DumuRangi, a new brand in colour coated sheeting with its unusual and distinctive colour palette.

As a finale to the event, guests attended the commissioning event for the new state-of-the-art Colour Coating Line at Mariakani Coating Complex the following day.

This new line has made the manufacture of DumuRangi a reality, and the occasion opened this superb facility to our customers for the first time.



Safal Steel customer conference a huge hit

The 2-day conference commenced at the Safal Steel Coating Complex in Cato Ridge, followed by an intensive 2-day seminar hosted at the beautiful Zimbali Lodge on the KwaZulu-Natal north coast. Participants included roll formers, architects and roofing contractors.

Presentation topics included:

- Advanced Coated Steel and Allied Applications
- Paint Coating Technology
- Metal Cladding and Roofing Standards.

The Safal Steel event presentations were accredited by the South African Institute of Architects.

Such events are greatly valued by professionals in particular, whose qualifications require them to participate in Continuous Professional Development (CPD) programmes.

This is a learning programme to earn or maintain professional credentials – such as academic degrees – through participation in formal coursework, conferences and informal learning opportunities.

Presentations have to be pre-approved by the relevant institution as being relevant for their members.

Safal Steel took the opportunity to showcase the company as a local, modern and world-class aluminium-zinc coil coating and colour coating plant.

Safal Steel material covers all the bases



**WOOLWORTHS
DISTRIBUTION CENTRE
(Cape Town)**

AZ200 Colorplus
(Roof: 28,000m²
Side cladding: 4,000m²)
roll-formed by Safintra



**CILMOR SHOPRITE
CHECKERS DISTRIBUTION
CENTRE
(Cape Town)**

AZ150 Colorplus
(150,000m²)
roll-formed by GRS



**AIR CHEFS
(KwaZulu-Natal)**

AZ150 Colorplus
(Roof: 1,600m²
Side cladding: 1,255m²)
roll-formed by Safintra



**RESIDENTIAL
DEVELOPMENT
(750 houses in an estate in
KwaZulu-Natal)**

AZ150 Colorplus
roll-formed by Safintra SA



Safal Steel takes Ngidi Primary School to its heart!

Safal Steel is delighted and proud to have been able to assist a school situated close to its Coating Mill in Cato Ridge in KwaZulu-Natal, South Africa.

The Ngidi Primary School, with 520 learners and 17 dedicated educators, was in dire need of a structure in which to house a computer facility for the students.

Safal Steel was more than delighted to assist and donated two 40 foot containers plus four laptops. Working with the staff of Safal Steel, Afristar and Isi Maintenance assisted with the conversion and transport.

On the 4th September 2017, Safal Steel made an official handover of the containers and the laptops.

It was a humbling experience to be met by the entire student body and thanked with songs, smiles and lots of cheering.

A note of thanks from Mr. Gwala, Principal Ngidi Primary School

Good morning Sir

We would like to report that the containers were safely delivered to our school. We would also like to express our sincere gratitude for what you have done for our school; we shall forever be grateful. Thank you so much!

Kind regards,

S.M.P Gwala (Principal)



Clint Africa of Safal Steel (left) with Waldemar Hulscher (centre) from Teichmann Structures, the winners in the 'Innovations' category of the 2017 Steel Awards.

Safal Steel recognises 'Innovation' at Steel Awards 2017

A highlight of the steel industry calendar, the 36th Annual Steel Awards hosted by the Southern African Institute of Steel Construction, took place concurrently on 13th September 2017 in Johannesburg, Cape Town and KwaZulu-Natal.

Attended by over 850 people the events showcased projects that demonstrated excellence in the use of structural steel.

Fifty-six projects were entered into this year's awards, and over 300 project team members were involved.

Safal Steel sponsored the Innovation Category which was won by BMW for the H-EMS Roof Lift project.

This project was also the overall winner of the 2017 awards.

Teichmann Structures were the main contractors for the project. Conventional roof construction methods for this project were not possible due to construction period span and site restrictions. The solution was to launch the roof horizontally into its position over a live plant, where high-end vehicles were being manufactured below. The steel roof structure was erected in segments and launched into position with hydraulic jacking equipment.





THE VERY BEST YOU CAN BUY



For unsurpassed life from your steel roof, look no further than ZINCAL

Zincal is the ultimate steel roofing material for its strength and long life, with a distinctive metallic finish which is both modern and timeless. It uses the world's most advanced Aluminium-Zinc coating technology to give you the best quality steel roofing that money can buy.



Zincal is proudly made by Mabati Rolling Mills, Safal Steel and ALAF and is a registered trademark of the Safal Group in Africa.





ALAF Business Head, Mr. Dipty Mohanyt, receiving the Presidential Manufacturing Award 2017 from the Honorable Vice-President of the United Republic of Tanzania, Samia Suhulu.

ALAF wins ninth successive President's Award

The President's Manufacturer of the Year Awards originated in 2005 to recognise excellence in the manufacturing sector in Tanzania. Specifically, they recognise the manufacturing sector's contribution to Tanzanian exports and the economy, and acknowledge advanced technology, research and development initiatives which will enhance competitiveness of the sector.

In recognition of its business contribution to the economy, and its leading position in the manufacturing sector, ALAF Limited was awarded the Overall Winner Trophy in the Large Industry category of Metal and Metal Products – its ninth successive win in this category!

The trophy was presented to ALAF Limited General Manager of Roofing Mr. D.P Mohanty, by Her Excellency the Vice-President of the United Republic of Tanzania Mama Samia Suluhu, at an awards ceremony hosted on the 8th April 2017.



Front, centre: the Honorable Charles Mwijage, Minister of Industry, Business and Investment.



Installers tour the ALAF plant during the launch of the 'Bingwa wa Kupauwa' programme.

ALAF woos installers to be brand ambassadors

Literally translated as “ROOFING CHAMPIONS”, the ‘BINGWA WA KUPAUWA’ programme recognises the influential role installers play in the roofing industry.

It rewards installers who are loyal users of ALAF’s high-quality products by supporting them with ongoing training and technical knowledge to help them build their own businesses and in so doing, increase their business with ALAF.

Installers are highly influential with home owners, who rely on the installers’ expertise and experience in selecting the most appropriate and best-quality roofing materials.

The programme was launched on 11th April 2017 by Mr. D.P Mohanty, General Manager of ALAF Roofing, Tanzania.

Over 80 installers attended the launch event which spanned two days.



Team ALAF at their SABA SABA stand.

ALAF is the winner at SABA SABA

Every year an International Trade Fair known as SABA SABA is held by the Tanzanian Ministry of Industry and Trade, attracting more than 2,300 exhibitors from 30 countries both within and beyond African borders.

As the leading steel roofing and allied building solutions company in Tanzania, ALAF Limited hosted a substantial pavilion to showcase its wide range of products.

More than 2,000 people visited the ALAF booth, and through on-show visibility, supported by radio and TV campaigns, ALAF Limited sold more than 41 tons to show visitors, from their stand.

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COLOURS TO REFLECT YOUR INDIVIDUAL STYLE



**Every OPTIMA®
roof makes a
lasting statement**

Optima pre-painted steel is available in a range of colours that retain their fresh looks for years, reflecting your good taste and style.

Optima is factory pre painted onto a Zincal coated steel base to give you an affordable investment in your home on a realistic budget.

Optima is proudly made by Mabati Rolling Mills, and is a registered trademark of the Safal Group in Africa.



MRM

MABATI ROLLING MILLS

www.mabati.com

A member of the





MRM Coils team receiving the Gold Award for reaching 1,000,000 metric tonnes of Zincal at the InterZAC Conference.

Safal Group awarded at InterZAC 2017

Founded in January 1992, InterZAC is a non-profit industry association formed by Bethlehem International Engineering Corporation (BIEC) to promote technical cooperation between holders of the aluminium-zinc license issued to users of its patented coating technology.

An InterZAC conference is held every two years, during which companies exchange their experiences and learn from each other, seeking to continuously improve product performance and production efficiencies, and at the end of the day, increase sales of aluminium-zinc coated steel.

The conference was attended by 88 delegates covering a total of 27 different companies, including delegates from all three Safal Group coil coating operations namely, Mabati Rolling Mills (MRM) in Kenya, ALAF in Tanzania, and Safal Steel in South Africa.

As is traditional, an awards dinner was hosted on the final day to commend members for their successful cumulative production. The Safal Group mills were awarded for three landmark achievements:

- Mabati Rolling Mills in Kenya won a GOLD AWARD for reaching production of 1,000,000 metric tonnes of Zincal
- Safal Steel in South Africa achieved a SILVER AWARD for reaching production of 500,000 metric tonnes of Zincal
- ALAF in Tanzania won a BRONZE AWARD for reaching production of 250,000 metric tonnes of Zincal.

The Safal Group has cumulatively produced over 1,75 million tons of aluminium-zinc steel. These volumes demonstrate the ability of Safal Group companies to deliver steel roofing solutions to the markets they service and to remain true to its Vision: To Be Africa's Premier Provider of Metal Roofing and Allied Building Solutions.

DON'T BE DUPED

ASK FOR UGANDA BAATI



Choose from our range of beautiful colours.

Look out for the Uganda Baati stamp to be sure you are buying quality.





Uganda Baati hits the road

For 150 days in 2017, the Uganda Baati show has been on the road. Uganda Baati is making itself well and truly heard, and creating lasting brand goodwill.

Uganda Baati already has substantial outdoor, wall branding and billboard campaigns in place countrywide, but with its roadshows Uganda Baati wants to meet the users of its product in person, focusing on the towns where there are dealers and retailers of Uganda Baati products. Before the show arrives, radio advertising, posters and product displays forewarn the community. On show-day, music blares from busy roadside trading centres, on dealer pavements, and in the marketplace.

The show is a spectacular event with compères, dancers, comedians and radio personalities to ramp up the excitement.



Uganda Baati participates in Uganda Manufacturers Association Trade Fair

Uganda Baati put on a hugely successful show at the 10th Uganda Manufacturers Association (UMA) Eastern Regional Trade Fair which took place from 30th May – 6th June 2017 at the Mbale Football Ground, Mbale district.

More than 250 exhibitors participated in the trade fair, which attracted over 60,000 visitors. Uganda Baati took the opportunity to showcase their wide basket of superior roofing solutions, and used the event as an avenue to introduce its new Mbale Showroom which was opened

during the same period. It is located in the busiest street in Mbale town, in which construction business is a major activity.

The event was filled with fun activities including branded selfie photo competitions, and prizes such as key chains, card holders, umbrellas and t-shirts.

The company stand attracted more than 1,000 people. Well done Uganda Baati – way to go!



‘Roof Doctors’ recommend the best

Uganda Baati Limited has launched its Installer Club training and incentive scheme to raise the stakes in the roofing game.

Called ‘Roof Doctors’, the scheme is being rolled out in conjunction with SolarNow, a strategic partner in the supply of solar accessories and panels, in order to make a positive change to the communities of Uganda by offering solar packages. The solar packages are sold with roof sheeting in a single package on which the recipients can obtain financing to assist in the capital purchase.

During the event held in Kampala on 22nd September 2017, the ‘Roof Doctors’ were educated about the range of Uganda Baati sheeting products, Ultra-span, Fixtite and SolarNow accessories.

There were opportunities for participation through presentations, discussions and live demonstrations. Every installer was given a desk top product flip chart (called the ‘product laptop’) outlining the scheme details and benefits.



READY SOLUTIONS

በፍካጎቶ የተሰራ ከክንቦላ ቅርቆይ ክምራቶ



GUARD HOUSE / የሃዘቻ ቤት



ECO FENCE / የክርክር ሠጥር



WAREHOUSE / ጠቅላይ



SITE OFFICE / የሃዘቻ ቤት

Ethiopian Steel capitalises on new opportunities

Working within a complex and highly structured economy, Ethiopian Steel PLC has long realised that expanding its product offering is an important step to open up new markets by offering innovative and cost effective solutions to its customers. Twenty-seventeen was a busy and productive year

To complement its manufacturing centre, the company has also opened a showroom in the city.

With the Mekele showroom, and another opened in Gondar city, the company now has 12 showrooms in total, five located in Addis Ababa and seven in the regional markets.

Ethiopian Steel opens fourth service centre in Mekele

Mekele is the capital of the Tigray region. It is the fourth largest city in terms of population and the second most industrialised city after Addis Ababa.

The service center has three roll-formers and will offer all its popular products (Anbessa, Superclad5, Superclad6 and Versatile) to the different market segments.



Launch of C-sections

In February 2017, Ethiopian Steel launched the first product in its structural product range, namely a C-section made of mild steel which it manufactures at its plant in Addis Ababa.

As a standalone product, a C-section is a cost effective substitute to Rectangle and Square Hollow Sections for secondary members in a building. But, by adding the company's technical expertise in design, and with its wide roofing and cladding product basket, the company is able to offer complete building solutions to the Ethiopian market. The versatility of a C-section means it can be used in many types of buildings, and the company has designed a variety of standardised solutions using C-sections and its own sheeting for guard houses, eco fences, industrial sheds and warehouses.

Strengthening bonds with Ethiopian architects

Ethiopian Steel was the Diamond Sponsor of the 17th Annual Conference of the Association of Ethiopian Architects on 18th and 19th of August 2017. The company used this major event to educate architects and engineers on the superiority of aluminium-zinc coating versus galvanised coating for steel.

This paves the way for the company's pending launch of aluminium-zinc coated sheeting under the brand name 'Dumuzas', in 2018.

Watch this space – Ethiopian Steel is set to soar!

መግንነት፣ ጀግንነት፣ መከታተል
አንበሳ ቆርቆሮ



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Ethiopian Steel shows its heart

Yihune Agaje, 65, is a resident of Akaki, a town of many small shanty villages located on the edge of Addis Ababa. Yihune is totally blind.

Yihune used to support his family working as a vehicle mechanic until he lost his sight, which forced him not only to stay at home, but become fully dependent on his family. His wife, a mother of three, had no option but to find a means to sustain her family. She works as a cook in the cafeteria of a nearby elementary school.

Other members of the family include Mahider Yihune, 14, an eighth grade student and Hana Yihune, 13, in the sixth grade. Yordanos Kifle, a step-daughter of Yihune, is also a member of this struggling family.

Yihune's house was identified as one of the needy five households to benefit from Ethiopian Steel's corporate social responsibility programme.

As part of its community development endeavors, Ethiopian Steel undertook to renovate five older houses in the city where the households were financially unable to do so without assistance.

The motivation was made by an elderly home association which advocates for their needy members and brought the proposal to Ethiopian Steel's attention. It took less than three months to finish the entire five houses.

The support provided by Ethiopian Steel has given a better life to the family. It was also a precious opportunity to walk the talk in showing the true heart of Ethiopian Steel as a committed corporate citizen.

The pictures show Yihune's house before and after the renovation. His previous house was not waterproof, and the family were forced to catch rainwater in containers inside the house during the wet season.



Safintra Rwanda hosts technical seminars

During 2017, Safintra Rwanda rolled out six technical seminars to more than 500 construction engineers and installers across the country.

These sessions were used to explain technical aspects around the correct method of laying sheets, calculating purlin spacing, and other practical installation practices. Participants raised questions on the challenges they encountered in the field, and solutions were discussed in detail.

Solutions to excite architects

One-hundred members and associates of the Rwanda Institute of Architects gathered for the two-day convention and exhibition on the 13th and 14th July 2017 at Hotel Serena, Kigali.

As a sponsor and exhibitor, Safintra Rwanda networked with players in the construction and engineering sectors, obtaining lucrative leads and initiating prospective business partnerships.



A customer talks to Kolluru Hari and Sally Stromnes on the Safintra Rwanda stand.



Artemiza Manhica of Safintra Mozambique takes the Prime Minister of Mozambique, Mr Carlos Agostinho do Rosario, and Vice-Minister of Industry and Commerce, Mr Rajendre de Sousa, on a guided tour of their stand at FACIM 2017.

Safintra Mozambique flies the flag at FACIM 2017

Safintra Mozambique successfully exhibited at FACIM 2017 (the 57th Edition of the Maputo International Fair) from 28th August to 3 September 2017.

The fair was a hive of activity as thousands of international and local visitors viewed the different products and services on show.

FACIM is an important vehicle for the company to educate the market about its brands and services.

Visitors to the Safintra Mozambique stand included the Prime Minister of Mozambique, Mr Carlos Agostinho do Rosario, and the Vice-Minister of Industry and Commerce, Mr Rajendre de Sousa.

The company exhibited its range of roofing profiles and accessories. The displays also prominently profiled the Safal Group with its extensive geographical presence in Africa, which was of immediate relevance and interest to the many companies that visited the stand from other SADC countries.

Safintra Mozambique visited by leading architects from South Africa



On the 28th July 2017, Safintra Mozambique was honoured to host a group of leading practitioners from the South African Institute of Architects at their premises in Matola, Maputo.

The group was on a tour to visit historical buildings in Maputo. It was pleasing to receive feedback that many of the architects have been specifying Safintra Mozambique profiles for some time and also work closely with Safintra South Africa, reinforcing the benefits of regional cooperation in positioning Safintra Mozambique as a leading supplier of metal roofing products and roofing solutions.



SAFLOK 700

concealed fix roofing

Engineered to keep your roof LOCKED DOWN!



Best Performing
WIDE-COVERAGE
CONCEALED FIX System
on the market

- Achieves 2kPa¹ hold down in negative wind uplift load tests at maximum span
- State-of-the-art clip² features a solid anchor base, ensuring unyielding clip engagement at every rib
- Unique system provides enhanced underlapping edge stability
- The clip angle is maintained ensuring that shoulders remain in contact with edge spur
- Deep pans with longitudinal rib embossing strengthens the sheet and allows for excellent water run-off and minimal dust collection

¹Results offer a 30% safety reduction factor

²Design Registration# F2017/00465

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Safintra South Africa launches new Saflok 700® clip

Saflok 700® is the premier concealed-fix profile in the Safal Group, and Safintra South Africa is leading the charge.

The secret of concealed-fix roofing lies in the clip which holds down the sheeting to withstand weather, wind, foot-traffic and more. In 2017, after more than 18 months of development, a new Saflok 700 clip was tested and after achieving stunning performance results, was taken to market.

It has been a game changer in every region. Sales have climbed steadily since its unveiling, with increasing specifications being swung from competing concealed-fix systems to the Saflok 700 system – proof that innovation and technical superiority are a sure route to growing market share.



Violent weather in South Africa caused widespread havoc in October 2017 – and the launch of the new Saflok 700® clip could not have come at a more opportune time.



Artist's impression of BAIC.

Safintra South Africa specification success

The BAIC project in the Eastern Cape of South Africa is one of the most specialist material specifications the company has worked on to date.

Safintra's Eastern Cape branch will supply 264 tons of Saflok 410 using an AZ 200 material with PVDF colour coating in 'Seaspray', custom-manufactured by Safal Steel.

The AZ 200 coating and the PVDF paint system will give the material a 25-year warranty in an area known for high corrosion and salt-bearing winds along a notoriously wild coastline.

The supply contract runs over a period of two years.

Safintra South Africa covers the largest roof in the country

The Safintra branch in Durban won the supply contract to cover the biggest project under roof in South Africa.

The PX Container Shed in Durban Wharf measures 220,000m², and used 1,200 tons of Zincol with an AZ 200 coating.

Three months later, the warehouse burnt to the ground and Safintra will be covering the roof for the second time – paid for by the largest insurance claim in South African history.

Safintra Namibia spreads its wings



Safintra Namibia has moved into spacious new premises in the bustling city of Windhoek, the country's capital and business hub. The new factory is clad in Safintra's profiles made from Zinal, manufactured by Safal Steel.

Namibian projects do not generally use colour coated materials as they will not withstand the sandblasting effect of the Namib and the Kalahari desert winds. Namibia's Coastal Desert is one of the oldest deserts in the world and its sand dunes, created by the strong onshore winds, are the highest in the world.

Because the shoreline lies at the point where the Atlantic's cold water reaches Africa's hot climate, extremely dense fog often forms along the coast, making this an even more challenging environment for coated steel!

Safintra Zambia builds market share with strong brands

Safintra Zambia, based in the capital city of Lusaka, has embarked on a focused campaign to lure contractors to its products.

Billboards, print ads and direct mail campaigns have shaken up the local market where price has been the only king. Safintra Zambia will build its brands with a campaign which is both aspirational and differentiating. The results are already coming through, proving that strong brands and a quality offering are the benchmarks of long-term success.

Zambia's economy is fuelled by mining, mainly of copper, and its emerald deposits are amongst the world's largest. Tourism and agriculture are also showing good growth.





Safal Building Systems launches ground mounted solar storage racks

With increasing global awareness of the adverse environmental impact of fossil fuels, coupled with increasing energy insecurity and high energy costs, the turn to renewable energy has grown substantially.

Solar, wind, ocean and hydro energy generation methods have advanced exponentially to become more efficient and less expensive.

Solar power in particular, has become dramatically more cost effective and governments worldwide are investing a lot of money in this sector.

Safal Building Systems have launched a series of ground-mounted solar panel storage racks using its own standard sections of light gauge steel.

These racks are much lighter than racks made from mild steel and are faster to erect, which makes them highly competitive in price and value.

A few projects have already been executed by Safal Building Systems, and the company sees exciting potential for this product in Kenya and throughout East Africa.



Safal Building Systems provide practical, simple solutions

Under all pitched roofs are trusses, traditionally made from either timber or steel. Over these trusses, battens (under tiles) and purlins (under sheeting) are laid horizontally to support the roof covering.

The use of timber for trusses, battens or both, is widespread in Africa, but our timber is prone to warping and splitting as it dries out after installation.

Safal Building Systems has come up with a clever, simple solution – light gauge steel formed into open sections which can be used in place of timber battens or purlins.

This 'hybrid' solution has a number of important benefits:

- They provide a completely rigid and straight substrate for the installed roof covering, giving it a more regular and pleasing appearance
- These sections are easy to install and won't split or crack
- Their high strength means that trusses can be spaced further apart, saving on roof costs
- They are light to transport and nest neatly, so occupy less volume than wood for transport and storage.


Lifestyle
beauty that lasts a lifetime



IT'S NOT JUST A ROOF
IT'S A
LIFESTYLE

Premium stone coated roofing tiles





Insteel – part of the green energy push

Insteel Limited is proud to be part of the continued conversion to green energy in the East and Central African region. In conjunction with Astonfield Solesa Solar Kenya Limited, Insteel has supplied the structural steel components needed for the mounting of solar panels on a number of key projects:

- The Two Rivers Mall is a gem in Nairobi. Completed in early 2017, it is the largest mall in the East and Central African region covering 65,000 square metres of shopping space. A visit to Two Rivers Mall reveals astonishing harnessing of solar power. Insteel supplied the steel structures for the support of the panels above the parking areas on the flat rooftop. The installation of this project took 30 days to complete and provides the mall with 896kW of power. The power generated supplies the mall’s reverse osmosis plant as well as the shops in the mall. Surplus electrical supply is fed into the grid.
- In another venture in the Mount Kenya region, Astonfield Solesa Solar Kenya Limited embarked on a

project to harness and supply 145kW of power to Mayan Villas. Insteel supplied the steel structures for the carport and ground-mounted solar systems. The generated power from these units runs the water pumping station and the security lighting system.

- Practise what you preach – so goes the saying. In 2015, Astonfield Solesa installed 11.0kWp of solar capacity on the main carport roof of Insteel Limited. This unit was mounted on the existing carports, and the power generated from this unit is used to supply all the electrical needs of the main office block of the plant. Since inception, the unit has generated 26.7MWh of power which would have otherwise been taken from the grid – a saving for both Insteel and the environment.

As Insteel Limited strives to provide customer friendly solutions in support of this venture, Insteel Limited ensures that its steel sections meet all the needs for structural integrity. All Insteel products meet national and international standards for performance and safety.



Mabati Medical Centre runs Eye Camp with Lions Club of Mombasa

The Lions Club of Mombasa Pwani held their annual Eye Camp at the Mabati Medical Centre in Mariakani on 14th May 2017, providing free medical attention to the local community as well those from as far away as Voi.

Two hundred and ninety-seven individuals were seen on the day, 14 of whom went on to receive free cataract surgery at the Lions Eye Hospital in Mombasa.

The clinic's long-term partnership with the Lions Club of Mombasa Pwani continues to offer individuals access to life changing treatments. The 14 people who had cataract surgery are, once again, able to contribute and thrive in their communities and not be shunned for being a burden due to poorness of sight.





Mabati Technical Training Institute introduces motorcycle mechanics course

In February 2017, the Mabati Technical Training Institute introduced a new course in Motorcycle Repair and Maintenance.

This professional three month-long course is the first of its kind in the region, giving the youth an edge in the market, both as employees or employers.

With the rising trend and increase in use of motorcycles, especially in the rural areas, the importance and timeliness of this course cannot be overstated. There is a need for skilled personnel in motorcycle repair and maintenance, both in the informal and formal sectors. Manufacturers, dealers and distributors of motorcycles and spare parts need mechanics with genuine, valid qualifications.

It was no surprise that the inaugural course was oversubscribed. Thirty-one applications were received for the 25 places on offer and, after careful consideration of the resources available, two places were added.

Seventeen students were sponsored by the Research & Training Institute and scouted for by the institute management.

After going through intensive training in both theory and practical, the entire pioneer class of 27 successful candidates graduated on 31st May 2017 with a certificate qualification.



MRM Eye in the Wild

“Nature is not a place to visit, it is home.” Gary Snyder

MRM Eye in the Wild provides an opportunity for us to create a pictorial status timeline of conservation today.

It also enables us to tap into the universality of pictures to overcome language and cultural barriers.

As we see, like, click, share and tweet our joy through the various media channels availed to us, we hope to keep the conversation about conservation going amongst the people who can make a change. Because we must always remember – before it clicks, it might be too late.





Partnerships that count

We were delighted to partner with organisations which could contribute to grow the cause:

- Standard Group Limited joined us as our media partner
- Kenya Wildlife Services gave discounted rates and eased access to our parks
- And with Nikon Kenya by our side, we brought out our lenses.

The competition

The competition was launched on 29th March 2017 and due to an overwhelming response, closing of submission of pictures was extended until mid-July 2017. A judging panel shortlisted 31 images for the finalist awards event announcement. The public were also invited to participate and chose their winners on the Facebook page #mrmeyeinthewild.

The awards

At the awards event, the top four images were announced as Gold, Silver, Bronze and the People's Choice (public award) winners, and received cash prizes of Kshs. 300,000, 200,000, 100,000 and 50,000 respectively. The awards event was attended by photographers, journalists, conservationists and many Kenyan business leaders who are of a like mind with MRM. Awards were presented by Dr. Manu Chandaria, Chairman Emeritus of Mabati Rolling Mills.

For all the news and pics, visit <http://mrmeyeinthewild.mabati.com>



Paras Chandaria, the overall Gold winner in the MRM Eye in the Wild Photography Competition, donated his cash prize to Friends of Nairobi National Park and hopes it will make a change as a step towards saving our wildlife.



The future generation was not left out. As part of MRM Eye in the Wild campaign, young, underprivileged children from Children's Garden Home and School were taken to the Nairobi Animal Orphanage, in April 2017. Great memories were created and the children were reminded about how to care for their community and their environment.



Dr. and Mrs. Manu Chandaria, Mr. S.J Shah and Mr. N.J Shah join the 2017 winners, judges and the MRM team.



By the time it clicks, it might be too late.

A picture is worth a thousand words. Let yours spark a conversation about conservation. Capture the beauty of nature at the inaugural 2017 MRM Eye in the Wild Photography Competition and help save our wildlife from extinction. Register at www.MRMeyeinthewild.mabati.com and stand a chance to win amazing prizes.





Mabati Rolling Mills awards a hero on Mashujaa Day

In Kenya, 20th October of every year is set aside to celebrate heroes, people who have left a remarkable mark on the country's history.

The day, known as Mashujaa Day, is a national holiday to celebrate fallen heroes who fought for our country's independence and others who have positively impacted society post-independence.

Mabati Rolling Mills (MRM) chose to celebrate everyday heroes through the #MRMRooforahero Campaign.

The general public was invited to share stories of their heroes on the MRM Facebook page.

The story with the most likes would win the grand prize of having their house re-roofed with the MRM roofing material of their choice.

The campaign attracted 81 participants, each sharing a unique story of how their hero had impacted their life and

that of others. One such individual is Joseph Githaga, a primary school teacher who lives in Mia Moja in Timau, a small town located at the foot of Mt. Kenya.

Mr. Githaga was nominated by his son Elijah, who was grateful for how much his father had sacrificed to see him and his siblings through school, and to realise how much more chalk dust he had brushed off over the years in order that all the little souls that went through his hands received an education that would propel them to their dreams.

Elijah's story got 658 likes which led to him being awarded with a Maxcover roof and Ultraspan trusses for his father's house.

The old roof of GI roofing sheets had seen its fair share of life having being installed in 1988. A qualified installer installed the new roof with supervision from the engineers of Mabati Rolling Mills.



Mabati Rolling Mills acknowledges remarkable women on Mother's Day

Having seen the success of the Roof for a Hero campaign, the #Colouryourmothersday campaign was launched for Mothers' Day on 14th May 2017. Participants were invited to share stories of what they thought made their mothers remarkable.

The story with the most 'shares' on social media would be awarded a new coloured DumuRangi roof. Out of the many entries received, five stories were shortlisted.

Elaine Wairimu's story spoke of Rose Wangari, a woman whose strength and sense of independence she greatly admired, and who was an inspiration to her.

Elaine's story was declared the winner with 839 shares and Rose's house in Naivasha won a facelift with the new coloured DumuRangi sheets in the tranquil, yet bold, Bahari Blue.





Mabati Rolling Mills supports the Rhino Charge 2017

In line with its values to support the environment, Mabati Rolling Mills (MRM) once again sponsored its intrepid team in the annual Rhino Charge, an off-road motorsport competition organised by the Rhino Ark Trust to support conservation and biodiversity in Kenya.

The event was held on 3rd June 2017 in Marsabit County and raised a record Kshs 153,5 million, which will be used for the conservation of Kenya's water towers.

MRM sponsored the Fat Rhinos, the name of the team behind Car 24, known as Fat Betty. They are a group of motorsport fanatics with years of experience in competitive Kenyan motorsport and a matching passion for conservation.

Fat Betty, the swash-buckling 2-ton juggernaut of steel and rubber, has seen better days, having survived seven grueling years of country racing, but made MRM proud by emerging fifth out of 62 entrants!

The MRM team raised over Kshs 2 million towards The Rhino Ark Charitable Trust.



Safintra South Africa backs the Guardian Angels of Animal Welfare

Established nearly 150 years ago, the SPCA (Society for the Prevention of Cruelty to Animals) is the oldest animal welfare organisation in South Africa.

Safintra South Africa joined forces with their client, a specialist installer called LCP Roofing, to re-roof temporary shelters for stray animals at the Tshwane branch of the SPCA.

The building were ageing and in desperate need of some specialised maintenance.

The troops from LCP Roofing and Safintra finished the last roof on the 14th July 2017, just in time to mark Mandela Day, an international day marked for doing good deeds and giving back.

Helping the helpers

After years of essential services to rescue and rehabilitate African penguins and other seabirds, the facilities of the Southern African Foundation for the Conservation of Coastal Birds (SANCCOB) were in need of some rehabilitation of their own.

Safintra South Africa, Cape Town branch, was proud to donate the roofing materials required for the new buildings.

- The centre admits approximately 2,500 seabirds every year, over half of which are endangered African penguins
- The centre receives over 6,500 visitors, tourists and learners every year
- SANCCOB has responded to every oil spill along the Southern African coastline since it was established in 1968.



ALAF hosts Mabati Cornell Kiswahili Awards for African Literature

ALAF was the proud host of the 2016 Mabati Cornell Kiswahili Awards for African Literature prize giving event held at the Hyatt Regency, Kilimanjaro Hotel in Dar es Salaam on the 16th January 2017.

The prize is supported by Mabati Rolling Mills Limited (MRM) of Kenya and ALAF Limited of Tanzania, in addition to The Office of the Vice-Provost for International Affairs at Cornell University and the Africana Studies Center at Cornell University, USA.

Some 130 guests attended the event which was graced by Guest of Honour Mama Salma Kikwete, former First Lady of Tanzania, and an ambassador for Kiswahili in Africa. Other notable guests included illustrious members of government, stakeholders of the manufacturing industry, CEOs and members of the media fraternity. The prize, founded in 2014 by Dr. Lizzy Attree (Caine Prize Director) and Dr. Mukoma Wa Ngugi (Cornell University) has the express goal of recognising writing in African languages and encouraging translation from between,

and into African languages. The annual prize of USD 15,000 is awarded to the best unpublished manuscripts, or books published within two years of the award year across the categories of fiction, poetry, memoirs and graphic novels. The winning entries are published in Kiswahili by East African Educational Publishers (EAEP), and the best poetry book published in English translation by the Africa Poetry Book Fund.

THE 2016 WINNERS

Fiction

1. Idrissa Haji Abdalla (Tanzania) for *Kilio cha Mwanamke* (\$5,000)
2. Hussein Wamaywa (Tanzania) for *Moyo Wangu Unaungua* (\$3,000).

Poetry

1. Ahmed Hussein Ahmed (Kenya) for *Haile Ngoma ya Wana* (\$5,000).



Safal Group 2017 Annual Marketing Conference sets the pace

For five consecutive years, the Safal Group has convened an Annual Marketing Conference; the 2017 conference took place in Dar es Salaam, Tanzania, in February 2017.

Our kind hosts, ALAF, were generous to a fault, and long hours of work were well-balanced with fun as the team made the most of their three days together.

Marketing and sales are recognised as key drivers of growth, not only by expanding our existing markets with the delivery of new products and services, but also by looking for opportunities in new market sectors.

The 2017 event was focussed on the growth strategies of the Group for the 2017 fiscal period, with particular emphasis on the ever-more-important Building Solutions pillar of our business.

The core attendees were the Marketing and Sales Leadership teams from all three mainstays of our business:

- Coil coating, particularly colour coating innovations and developments
- Roofing products and the expanded roofing solutions basket of goods
- And then the development of Safal Building Systems and the associated engineering-based businesses.



The Safal Group a model of corporate governance

Corporate Governance is crucial in the success of a business. The Safal Group recognises this and seeks to implement and continue advocating for adherence of good corporate governance principles throughout the Group.

After wide consultation amongst the top leadership of the Safal Group to ensure that all areas of its operations were encompassed, the new definition came into effect in October 2017. It was guided by previous definitions from mainly the King IV and Capital Markets Authority Act of Kenya.

The Safal Group definition of Corporate Governance is:
The exercise of ethical and effective leadership by the governing body towards the achievement of the following governance outcomes: Ethical Culture, Good

Performance, Effective Control and Legitimacy. The ultimate objective is realising long-term shareholder value, whilst taking account of the interests of other stakeholders.

The Safal Group definition takes the high ground in inculcating the most advanced thinking on responsible corporate citizenry into the very fibre of the organisation.



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- ◆ The continent’s first producer of Aluminium-Zinc coated steel
- ◆ 3,000 people employed in 36 operations in 12 countries
 - ◆ Africa’s most tried and trusted roofing brands

In all its processes and practises, through its products and its people, in its business performance and its ethics,
 The SAFAL Group continually strives to
Make a World of Difference.

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