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## TEREX AFRICA LAUNCHES FINANCE DIVISION

**W**ith the launch of Terex Africa Finance in February, Terex Africa has added yet another link to its value-add customer service chain. Terex Africa Finance aims to become a leader in the market by providing innovative solutions tailored to suit their client's individual finance requirements.

Through the sound, long-term relationships Terex Africa has built up with its clients, we identified the need for us to assist our clients in obtaining finance," explains Monique Frey, who has been appointed to head up the division.

The unit offers a broad spectrum of financial services, including leasing, instalment sales, rentals and structured finance on the full range of equipment distributed by each of Terex Africa's divisions.

"We have strong relationships with all the major financial institutions and, as a result, are able to provide flexible, competitive, financial solutions while ensuring that fast, efficient and highly professional service is provided at all times."

The new department is manned by a professional, passionate and driven team that understands the mining and construction equipment market. Monique explains that her department will work closely with the Terex Africa sales team to identify and act upon individual client needs, and that clients will no longer have to shop around for finance.

"The headaches associated with securing finance will be a thing of the past, as the financial aspects of purchases will be managed for clients through a single point of contact, enabling them to concentrate on their core business."

Terex Africa Finance will process all applications, and will personally assist clients from the documentation stage, through to approval.

Clients are invited to contact Monique Frey directly for further information or assistance :

Monique Frey: [mfrey@terex.co.za](mailto:mfrey@terex.co.za)  
011 977 8000  
082 442 2234



In just a short space of time, Terex Africa has trebled its workforce and – as it turns out – this is only just the beginning. At the forefront of this exciting development is Human Resources Manager Stacy van Popering, who explains that in just one year the Terex Africa family has grown from little more than 100 people to 305. In addition to this, 64 vacancies are yet to be filled, and it is anticipated that a further 200 staff members will come on board over the next 24 months.

Now in her fourth year at the company, Stacy has a refreshingly straightforward approach to recruitment. "It all comes down to putting the right person in the right position," she says, adamant that the correct attitude and enthusiasm are often more important than a set of qualifications that look good on paper. She also rejects the approach taken by many companies to employ people who are like themselves, believing that a variety of personalities with different skills, knowledge and experience collectively complement one another.

Apart from using recruitment agencies to keeping up with the significant demands of a rapidly growing business, Terex Africa has enjoyed much success with its incentivised recruitment system. Employees are encouraged to

recommend suitable candidates to fill internal vacancies, and should they be employed following the standard selection process, a gratuity is awarded. While no direct dependants are considered for employment, the system has provided excellent references, and has led to the placement of the right people with proven track records. She is also encouraged with last year's low staff turnover rate, something she attributes to an open, approachable and fair corporate culture.

Stacy takes pleasure in the human element of her profession, and particularly enjoys visiting Terex field staff who work on remote sites on the African continent. As they are well off the beaten track, she believes this contact is essential to help keep them motivated. When she is not at work, Stacy spends as much time as possible with her seven-year-old daughter, Shelby.



*"...the correct attitude and enthusiasm are often more important than a set of qualifications that look good on paper."*



Staff at Terex Africa will soon be moving into their brand-new premises in Kempton Park, north-east of Johannesburg, following intense construction activity that commenced in March last year.

Situated at 61 Maple Road, Pomona, the Terex Africa precinct boasts 24,000m<sup>2</sup> property with a National Office and Warehouse, the Gauteng Regional Office, as well as state-of-the-art workshops designed with operational efficiency in mind.

The move, which will take place in April, will enable the company's rapidly growing workforce to operate under one

roof. Employees currently work from four different sites in Sebenza, Jet Park and Meadowdale.

"It is very exciting. Functioning as one unified unit will enable us to grow and develop our unique corporate culture and values," says marketing officer Tammy Davies, adding that it will go a long way towards improving internal communication.

The complex's modern look and feel will be matched with up-to-date technology, including advanced IT infrastructure and a new call centre that will streamline processes and further improve customer service.

**A billboard broadcasting Terex's 'new pozi in eJozi' was erected in March on the R21 Highway to Pretoria.**





**M**ore than 30 members of the Terex Africa sales team got up close and personal with the products they sell, when they attended a conference at Glenburn Lodge in Magaliesburg between the 22<sup>nd</sup> and 25<sup>th</sup> of February.

The objective of the gathering was to make them more knowledgeable and confident in the products they market, by taking a hands-on approach that they are not likely to forget.

Classroom time was kept to the bare minimum, as it was on a piece of open ground that the real learning took place. Professional demonstrators based at Terex Corporation's factories in the United Kingdom came to South Africa for the specific purpose of giving participants one-on-one training.

Team members, some of whom came from as far away as Angola and Namibia, learned first-hand about the special features and benefits of each of the Terex models on site. These included a backhoe loader, articulated dump truck, excavator, wheel loader and a grader. Participants not only saw these machines in action, but were able to operate them themselves.

Rob Carlisle, Terex Construction Regional Director – Africa, is extremely happy with the success of the conference, and believes that the informal atmosphere, personal attention, and hands-on learning worked extremely well, and gave salespeople a feel for the machines they market to Terex clients.

Terex Africa staff getting one-on-one training at the sales conference in February.



GEARED FOR GROWTH

**F**inancial Director Jaco Olivier has led his team through an exceptional period of growth, which has seen Terex Africa's turnover double over the past year and grow four-fold since he joined the company just five years ago. To maintain financial structures capable of accommodating this level of business, he has expanded his staff complement in the finance department over the past eight months, adding several pivotal people to the team.

Jaco freely admits that the newcomers embarked on a hectic ride, and that a great deal of energy was channelled into rectifying legacy issues to place the department on the right footing. The team has a simple philosophy: 'Every day is a new beginning – and if we don't do it today, it won't happen', and this has certainly stood it in good stead.

The department recently went away for what Jaco jokingly describes as a 'Beanie Bash', a team-building exercise where the focus was on strategies for the way forward. Significant effort will continue to be ploughed into developing and bedding down new systems and processes that will streamline and further improve financial administration that will enable the department to cater for Terex Africa's growing market share.

Interestingly enough, Jaco originally studied medicine before deciding that he was more suited to a career in finance. He graduated from the University of Pretoria with a B Compt Degree in Accounting in 1988, and completed his articles at Wiehahn Meyernel in Pretoria. He started his career at a company in the road transport industry, and went on to join Ingersoll-Rand as financial director before becoming a key member of the Terex Africa team. When he is away from the office, Jaco is an avid fly fisherman and enjoys spending time with his wife, Therésa, and two daughters, Chané and Kayla.



The finance team: the front row from left to right: Bongani, Terry, Courtney, Vickey, Maggie, Portia, Monika  
Back Row from left to right: Matome, Johan, Sonja, Alfreda, Renette, Diek.



The billboard at the new office premises in Pomona.



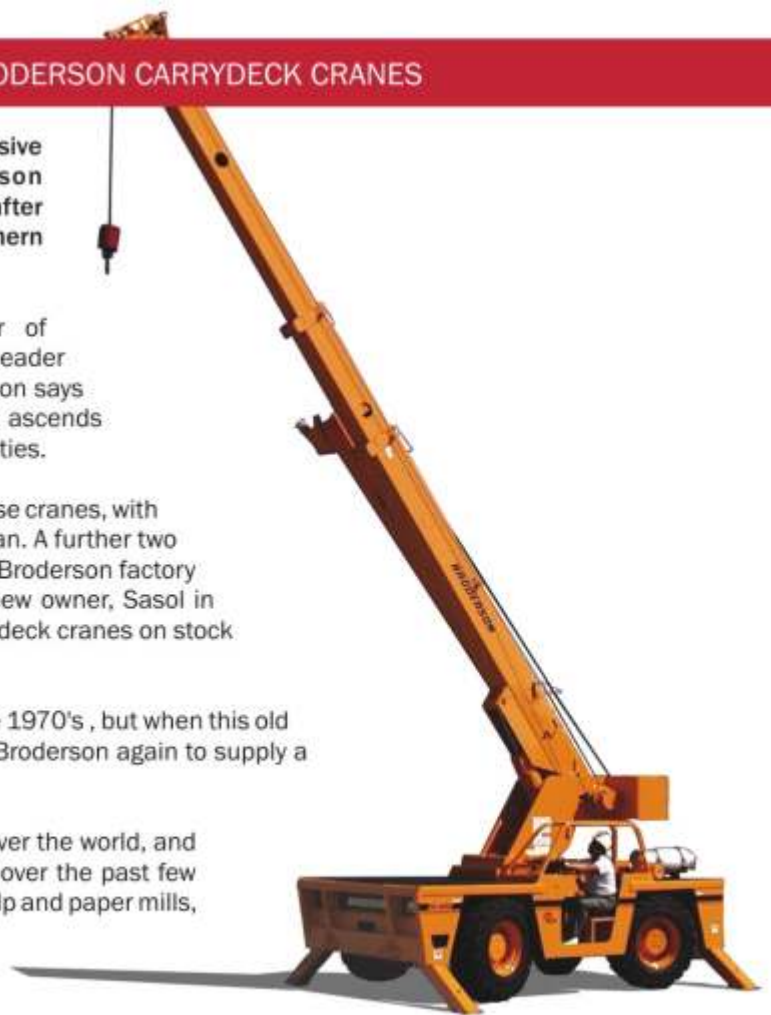
In January, Terex Africa concluded an exclusive distributorship agreement with Broderon Manufacturing Corporation, for the sale and after sales support of the brand's products in Southern Africa.

Broderon is the world's largest manufacturer of carrydeck cranes, and is the acknowledged market leader in its field. Terex Africa crane consultant Alec Purdon says the range starts with a small 2,5 ton capacity and ascends with models of four, nine, 15 and 18 ton lifting capacities.

The company has already taken orders for five of these cranes, with the first one being destined for Illovo Sugar in Durban. A further two units, an IC-80 and IC-200, will soon be leaving the Broderon factory in Kansas in the United States, en route to their new owner, Sasol in Secunda. Terex Africa has placed a further 12 carrydeck cranes on stock order.

Illovo Sugar bought their first Broderon crane in the 1970's, but when this old lady decided to apply for pension, Illovo looked to Broderon again to supply a crane for their Ushukela mill.

Broderon's cranes are finding a ready market all over the world, and approximately 100 have been sold in South Africa over the past few years. Major target markets include oil refineries, pulp and paper mills, to name a few.



Terex Africa wishes Gert McCarthy a fond farewell, having enjoyed a close relationship with him over the past 12 years. Gert, who will be retiring at the end of May, was first introduced to Terex when he joined Anglo Platinum in 1995, as production manager in charge of technical services and contractor management at the Mogalakwena section of Rustenburg Platinum Mines (formerly known as Potgietersrust Platinum Limited). At that stage contract miners were using a Terex RH 200 shovel, and when the decision was made to take over mining operations, several more were purchased.

"At one time we had the largest RH 200 fleet in the world," says Gert, describing the model as a 'brilliant machine' that works especially well for steeply dipping reef and selective mining. As the mine expanded, more and larger haul trucks were required and, as a result of Terex's excellent track record, several MT 3700 and MT 4400 diesel-electric haulers were purchased. "The dedicated field service crew at the mine is part of the team, and is absolutely world-class," says Gert, adding that people cannot believe the kind of availability the operation gets out of its machines.

Gert has been in mining since 1966, starting at Gold Fields before joining the Rio Tinto open pit at Phalaborwa Mining Company. Retiring as overall production manager for the Mogalakwena section, Gert would like to retain contact with the industry by drawing upon his wealth of mining experience to mentor young engineers on a part-time basis. A Formula 1 fanatic, Gert plans to enjoy his retirement spending as much time as possible with his wife Frankie and their six (soon to be seven) grandchildren. Voorspoed Gert!



An RH200 in action.

**T**erex Comedil cranes are a common feature on construction sites around the world, and will soon be seen at work in Africa too. Manufacturers of a wide range of tower and self-erecting cranes that cater for projects of various scales and sizes, Terex Comedil has established a global reputation for its cutting-edge production techniques and use of quality materials.

"Terex Africa is proud to become the principal dealer of this brand in Southern Africa, and will be servicing both the buying and rental market," says sales manager Hans Vogelsang.

He believes the market for these cranes is 'massive', with widespread construction activities taking place in the 13 countries in which Terex Africa is licensed to operate. Comedil's range of tower cranes will complement the company's existing Terex Peiner product line.

"The CTT range of topless tower cranes is particularly suited for large-scale projects," says Hans, adding that they boast jib lengths of between 40m and 85m, and have lifting capacities of between 1.7 and 40 tonnes."

Terex Comedil also manufactures a variety of self-erectors that are easy to transport and are ideal for use in the construction of small office and apartment blocks as well as residential homes.

"Our CBR range includes self-erectors that have jib lengths ranging between 16m to 40m, and lifting capacities of between 900kg and four tonnes."

Hans emphasises that both these ranges can be customised to suit various applications, and that the department is fully able to provide customers with specialised knowledge to guide them in their choice of options.

Comedil Cranes are manufactured at factories in Milan and Venice, Italy, where up to 100 units are produced each per month. Terex Africa has already secured stock for distribution, which means competitive lead times for local clients. The division believes the budgeted sale of 33 units for 2008 will be comfortably exceeded.

PAY TEREX AFRICA A VISIT ON THE WORLD WIDE WEB

If you haven't had a chance to take a look at our new website, we invite you to visit [www.terexafrica.co.za](http://www.terexafrica.co.za) – it will be well worth the effort. Launched at the beginning of this year, the site offers you a host of information on our mining, construction, cranes and roadbuilding divisions, and puts important product details at your fingertips.

You can also read up on where we have come from as a company, where we are headed, and find out about the latest additions to our constantly growing product range. We provide information on the technical services that we can provide, contact details of our agents and regional branches is available at a glance, and we even have an on-line product enquiry service that will connect you to us.

The site has received numerous hits since it went live, and has already proved to be a valuable tool. Numerous career, product, parts and service enquiries have been made, and it is expected that a number of deals will be closed as a result.

visit [www.terexafrica.co.za](http://www.terexafrica.co.za)





**T**erex Africa has featured in many a mining, construction and roadbuilding production, but in a ballet? Believe it or not a Terex mini-excavator played a starring role in a French modern dance group's ballet staged at Fitzgerald Square in Newtown, Johannesburg, during February.

"We were approached to provide a TC-75, one of the products in our mini-excavator range, and were only too thrilled to help," says Marketing Officer **Tammy Davies**, adding that Terex's involvement offered the perfect opportunity to give back to the arts and culture in South Africa.

'Transports Exceptionnels' – which formed part of the **FNB Dance Umbrella**, an annual platform for contemporary dance in South Africa – portrays the relationship between a male dancer and an excavator. Though this may sound far-fetched, a choreographer at the machine's controls is able to replicate the graceful gestures and movements of a woman.

The interaction between man and machine is breathtaking, as the excavator's digging arm becomes a head, a hand, and a limb with which to dance. The effect is heightened by recordings of opera classics sung by the legendary diva Maria Callas, and the work is described as an unexpected moment of grace between a fragile man and indestructible machine.

'Transports Exceptionnels', which has been critically acclaimed around the globe, was first performed in 2005, and has toured Europe, featuring at the prestigious London South Bank in 2007. It has also been taken to Brazil and South Korea, and was warmly received at the Johannesburg performance.



"it was a unique branding opportunity, and we are delighted with the publicity Terex Africa received after the show."

*Tammy Davies,  
Terex Africa Marketing Officer*



**T**erex Africa has been awarded its Grade Five rating on the Broad-based Black Economic Empowerment scorecard. Achieved in December this year, the rating makes it 80% compliant with the Department of Trade and Industry's Codes of Good Practice on black economic empowerment.

In the rating, Terex Africa did particularly well in the field of skills development through its **technical apprenticeship programme**, which focuses on bringing previously disadvantaged individuals into the field. The company is also in the process of establishing a technical centre of learning in Mogalakwena in the Limpopo Province, which will aid in the advancement of young people between the

age of 16 and 18 who have an interest in technical subjects. Learners will be sourced from local schools. Once they have completed their training course, they will be considered for the company's apprenticeship programme, or will be able to use their newly-acquired knowledge and skills to find employment at other organisations. The company believes that this will contribute to addressing high levels of unemployment in the area.

Terex Africa will also be continuing its association with young, historically disadvantaged artists by supporting their small enterprises, and giving them much needed-exposure, thus contributing to Enterprise Development.