

## Press Release

[www.powermite.co.za](http://www.powermite.co.za)

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### **Powermite – Southern African mining & industry's components & equipment partner for over 4 decades**

Powermite, a Division of Hudaco, has been a leading supplier of world class components, equipment and systems to the mining, marine, industrial and general engineering sectors in Southern African for over 45 years.

ISO 9001:2000 accredited, the company's extensive product portfolio includes a range of energy supply systems, motorised and spring cable reels as well as industrial and mining cables, plugs and sockets.

First established in the late '60's with the express purpose of serving the South African market, Powermite enjoyed a substantial increase in market share in the materials handling sector. The company was soon positioned as a 'one stop' supplier in the field of electrical crane materials and flexible cables. Expansion necessitated a number of relocations to larger premises. When, in 1989, Messrs Ampco (Pty) Limited and Stromag S.A. (Pty) Limited merged to form the enlarged Powermite of today, the company purchased new premises in Roodepoort on Johannesburg's West Rand, which is current Head Office.

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“Powermite is a pioneering company, having been responsible for introducing a number of South African firsts such as cable reeling drums, conductor systems, festoon systems, flat cables as well as a large variety of industrial plugs and sockets of various specifications,” says Director, Donovan Marks.

According to Marks, the company’s successful 45 year track record has ensured the securement of a number of exclusive distribution rights for the supply of premium brand products to Southern African mining and industry. Companies include Conductix Wampfler, EKD, Telefonika, Mennekes and Proconnect. “We also supply a range of high quality cable accessories through our company division, Three-D Agencies,” affirms Marks.

Fundamental to Powermite’s success is the company’s commitment to supplying quality products and optimising delivery response time for maximised reliable performance and minimised downtime. “We continuously invest in researching local manufacture to produce world class products supported by service excellence. We bring our products and service expertise to the customer through our wide distribution network of well-stocked branches in Cape Town, Durban, Witbank, Richards Bay, Rustenburg and the East Rand as well as the Carletonville mining area.” Marks adds that Powermite committed to developing its footprint across the African continent. “We serve some 14 countries across South Africa’s borders, including Mauritius. Currently, we are focusing strongly on Botswana and Zambia along with Zimbabwe in close cooperation with Hudaco. As a registered exporter Powermite has been invited by the Department of Commerce and Industry to participate in overseas exhibitions in Chile and Peru.

“From buffers for overhead cranes to couplers for motors, we combine best-in-class products with experience, expertise and product know-how to deliver engineered solutions to our valued customers,” concludes Marks.

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Issued on behalf of: **Powermite** (a division of Hudaco)  
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