

For further information, please contact:  
Samantha Joubert, Marketing Communications  
Tel: +27 11 821 3602 / Fax: 086 681 4342  
[Samantha.joubert@skf.com](mailto:Samantha.joubert@skf.com)

14<sup>th</sup> April 2015

## **SKF South Africa takes its solutions offering to customers in Botswana**

### **SKF South Africa successfully completed its first ever Mapro roadshow in Botswana.**

When Pius Storum, owner of JRK Investments, based in Gaborone, Botswana, approached SKF South Africa to discuss bringing SKF products and application information closer to his customers in the region, the idea of a road show took shape. "We saw it as the ideal opportunity for new and existing customers to see what SKF has to offer," says SKF's Key Account Manager Mining and Mineral Processing, Paul Bekker who, along with Eddie Martens, SKF Product Manager MAPRO, worked closely with Storum to put this historic event together. "This was the first time that SKF conducted a road show in Botswana," adds Bekker.

The SKF MaproVan was incorporated into the road show to heighten SKF brand visibility and presence. "This high-tech mobile promotional and training vehicle was designed by SKF to host hospitality events, training classes and meetings and is configured to show complete application and promote SKF MAPRO products," explains Martens. "Once the forum is established, it creates the ideal forum to discuss all five SKF product platforms – bearings and units, seals, lubrication systems, power transmission, mechatronics, and mechanical and reliability engineering services."

During the five-day road show which took place in March 2015, SKF's MaproVan travelled 1600kms and visited five of the most prominent mining and industrial customers in Botswana. Martens and Bekker accompanied by JRK sales personnel, spent a full day at each site, demonstrating products and talking to as many mining personnel as possible.

2/...SKF – Botswana Road Trip

## 2/...SKF – Botswana Road Trip

SKF will continue to strategically grow its geographical footprint through-out Southern Africa by partnering with companies that share the same growth aspirations and market strategies. This approach is in line with the company's global vision to 'Equip the world with SKF knowledge'.

/Ends

### Captions to photos

1. SKF hi-tech mobile promotional & training MaproVan adds brand visibility to Botswana roadshow
2. Miners attending the SKF Botswana roadshow listening to presentations & viewing product demos
3. The SKF Mapro road show Botswana FLTR Paul Bekker - SKF, Lesage Lebonetse – JRK, Pius Storom – JRK, Eddie Martens and Anton Theunissen – SKF, in front of the MaproVan

*SKF is a leading global supplier of bearings, seals, mechatronics, lubrication systems, and services which include technical support, maintenance and reliability services, engineering consulting and training. SKF is represented in more than 130 countries and has around 15,000 distributor locations worldwide. Annual sales in 2013 were SEK 63,597 million and the number of employees was 48,401. [www.skf.com](http://www.skf.com)*

® SKF is a registered trademark of the SKF Group.

™ BeyondZero is a trademark of the SKF Group.

Issued by: Sonia Laverick  
Laverick Media Communications cc  
Tel: 011 027 8880 / Fax: 086 671 6836  
[lavmedia@iafrica.com](mailto:lavmedia@iafrica.com) / [www.laverickmedia.co.za](http://www.laverickmedia.co.za)