TRADECORE STEEL
(PTY) LTD

TradeCore Steel (PTY) Ltd
2 Osborne Road
Wadeville
Germiston
Gauteng
1422
+27 (0)11 874 7305

Tradecore Steel (Pty) Ltd Launches In Johannesburg

New steel trading company seeks to challenge and reinvigorate sector

TradeCore Steel (Pty) Ltd recently opened its doors as a privately-owned steel trading and distribution company in Wadeville, Johannesburg. The company's core offering is the physical bulk trading and local and cross-border logistics and distribution of steel sourced from third party producers, with financing, processing and storage also offered to customers.

TradeCore Steel offers the full range of steel products, including fencing, reinforcing, roofing, structural tubing and structural steel, as well as specialised mining products. The company also has access to local and international mills, meaning direct mill orders and sourcing can be arranged for anything out of the ordinary.

NEW COMPANY, YEARS OF EXPERIENCE

Founded by Anthony Hoare and Jean Paul Briner, who have a combined 25 years of steel industry experience, and launched in partnership with the Barnes Group of Companies, TradeCore Steel's ethos is based on the experience and best practices both directors have learned over the course of their careers. At the centre of this is their emphasis on continuing the steady partnerships with key contacts developed over the years, and a commitment to ensuring the highest quality product is delivered timeously to customers – wherever they are in Africa.

“We decided to team up with the Barnes Group of Companies as there was no conflict of interest in our trading styles and they have significant buying power both locally and internationally, meaning we can offer the right pricing to our clients,” says Briner. “They also manufacture a significant range of products that we can market in our neighbouring countries, which will be a major focus for us.”

A NEW APPROACH

TradeCore Steel seeks to disrupt the traditional approach to bulk steel trading in South Africa and sub-Saharan Africa, typically dominated by large corporates which tend to move

TradeCore Steel (PTY) Ltd
2 Osborne Road
Wadeville
Germiston
Gauteng
1422
+27 (0)11 874 7305

slowly; as a small, dynamic company, TradeCore Steel is able to adapt to market changes on the fly through agile decision making.

According to Hoare, this is key to TradeCore Steel's competitive edge: "We feel a low-cost, dynamic outfit is a good platform on which to enter the market. Some of the larger organisations are faced with serious cost pressure, coupled with vastly reduced margins. Our combined experience puts us in a strong position to adapt to the market as change occurs, and we watch our costs very closely, which gives us the ability to trade off the margins the industry has become accustomed to."

Being a low-cost operation, TradeCore Steel is able to offer its clients competitive pricing, whilst still specialising in servicing the larger users of steel, particularly the agriculture, manufacturing and construction sectors of the South African market.

"The industry needs something new. What worked 10 years ago will no longer work today. We also feel the long-term prospects for a young team with a fresh approach are good. We're seeking to recruit and develop top talent as the industry is seriously lacking in this arena," says Hoare.

"If you read the papers, it would be a hard sell to a youngster about the prospects of a good career in steel, but we hope to change that. The steel industry is a place where one can create wealth, and although there are few industries that are doing exceptionally well – and the steel industry is no exception – we feel it's one's attitude and one's approach that will determine one's success."

For more information or to arrange an interview, please contact Anthony Hoare or Jean Paul Briner using the details below.

Anthony Hoare, Director
Mobile: +27 (0)82 805 5490
Office: +27 (0)11 874 7305
Email: anthony.hoare@tradecore.co.za

Jean-Paul Briner, Director

TradeCore Steel (PTY) Ltd
2 Osborne Road
Wadeville
Germiston
Gauteng
1422
+27 (0)11 874 7305

Mobile: +27 (0)79 511 3149
Email: jp.briner@tradecore.co.za

Terri-Lee Wynn, Marketing
Mobile: +27 (0)79 511 3149