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Chicago Pneumatic generates success at Botswana MTEs with three genset giveaways

Chicago Pneumatic strengthened its foothold outside South Africa's borders with the sponsorship of a CPPG5 (5.5Kva) petrol-driven portable generator at each of the three Mining & Technical Exhibitions (MTEs) held in Botswana during April 2018.

Eben van der Vyver, Business Development Manager for Chicago Pneumatic Construction Equipment in South Africa, was joined by Columbus Magede from Chicago Pneumatic Botswana dealership, Utility Power based in Gaborone, for the hand-over of the portable generators to each of the lucky winners: Jonathan Sesinyi from Debswana Mine (Letlhakane MTE, 16th April), Peter Gaongalelwe Gasena from Morupule Coal Mine (Palapye MTE, 18th April) and Simon Hendrick Mooketsi from Debswana Mine (Jwaneng MTE, 20th April).

"To see the winners' excitement was most rewarding, not to mention the tremendous interest they showed in the generator," comments Van der Vyver. "They asked us numerous questions about the product as well as the Chicago Pneumatic brand." A proud Magede adds, "It's a good feeling to see what Chicago Pneumatic does in the market and to be associated with the brand."

According to Van der Vyver, the three Botswana shows proved to be extremely successful with expected visitor attendance numbers exceeded and potential for business opportunities increased. "We engaged in interactive customer discussions with the many visitors paying a visit to our stand at the Letlhakane and Palapye shows while the Jwaneng show saw the stand being flooded with visitors!" Van der Vyver also reports that they gained a sizable quantity of REQ's and promising prospective leads from the shows.

"With these exhibitions taking place not only in South Africa but also in Botswana and Zambia, we are presented with the perfect opportunity to strengthen the Chicago Pneumatic brand within South and southern Africa's mining sector," confirms Van der Vyver. "Also most importantly, the initiative provides good exposure for our Chicago Pneumatic's distributors."

To date, a total of six Chicago Pneumatic portable generators have been given away leaving nineteen still to be won. Van der Vyver says they are looking forward to discovering more untapped customers at the remaining MTE's which are taking place in Gauteng, Limpopo, Mpumalanga, North West and the Northern Cape, as well as in Zambia.

Chicago Pneumatic's CPPG5 portable generator sets the benchmark for productivity and is engineered to provide stable electrical output and safe operation over a long service life. The machine delivers power where and when it is needed enabling end-users to get the job done quickly and efficiently. "Winning a Chicago Pneumatic generator is more than just a prize for the lucky recipient, it is power generation peace of mind," concludes Van der Vyver.

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Captions to photos:

Pic 1: Letlhakane MTE_ FLTR Eben van der Vyver, Business Development Manager for Chicago Pneumatic Construction Equipment in South Africa with winner of Chicago Pneumatic genset at Letlhakane MTE on 16th April_Jonathan Sesinyi_Debswana Mine & Columbus Magede from Chicago Pneumatic Botswana dealership, Utility Power

Pic 2: Palapye MTE_Peter Gaongalelwe Gasena from Morupule Coal Mine_ winner of Chicago Pneumatic genset at Palapye MTE on 18 April with Eben van der Vyver, Business Development Manager for Chicago Pneumatic Construction Equipment in South Africa (left) and Columbus Magede from Chicago Pneumatic Botswana dealership, Utility Power based in Gaborone (right)

Pic 3:
Jwaneng MTE_Eben van der Vyver, Business Development Manager for Chicago Pneumatic Construction Equipment in South Africa, (left) and dealer Columbus Magede from Chicago Pneumatic Botswana dealership, Utility Power based in Gaborone (right) with the winner of the Chicago Pneumatic genset - Simon Hendrick Mooketsi from Debswana Mine at the Jwaneng MTE on 20th April

About Chicago Pneumatic

Since 1901, the Chicago Pneumatic name has represented high-performance tools and equipment designed for an extensive range of applications. Chicago Pneumatic offers a wide range of pneumatic, hydraulic and petrol-driven equipment, portable compressors and generators, light towers, rig-mounted attachments, and compaction equipment for the construction and demolition industry. With a global network of distributors, Chicago Pneumatic provides customers with worldwide sales and service support. To learn more about the extensive range of Chicago Pneumatic equipment, please visit www.cp.com.

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