

Press Release

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For Immediate Publication

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Electra Mining 2018 - a springboard for Powermite to showcase its new range of spring cable reeling drums

(Stand F16: Hall 6)

Powermite will use Electra Mining 2018 as a springboard to launch its new innovative Conductix Wampfler SR-Express Spring Reeling Drums as well as to introduce the market to additions to its range of plugs and sockets.

Telefonika mining cable, Conductix Wampfler cable reeling drums, downshop and festooning systems, Mennekes and AMPCO plugs, connectors and sockets as well as crane accessories will complete the extensive display from Powermite.

Powermite is part of the Hudaco group of companies and is a leading supplier of electrical and mechanical equipment for moving machinery in the southern African region. The company has been participating at Electra Mining for several years and Managing Director, Rolf Lung, says that the mining exhibition has always been a good platform to engage with not only the mining sector but also with general industry. "While past participation has led to new lead generation and business opportunities, the exact measurement of success at any trade exhibition is difficult," notes Lung. "However, we no doubt believe that our exposure and presence at Electra Mining contribute towards our Powermite brand awareness in the market. We believe that it creates the ideal platform to meet existing customers, show off new products and developments as well as secure new enquiries and build new relationships."

2/...Powermite Electra Mining 2018 Preview

Rolf adds that in addition to their exciting new product offerings, they are also giving visitors to their stand (F16: Hall 6) the opportunity to enter a lucky draw competition with great prizes up for grabs.

Powermite will be jointly exhibiting with sister company, Proof Engineering, a specialist in the design and manufacture of a wide range of innovative flameproof, explosion proof and non-flameproof products focused on the mining and tunnelling industries.

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