

# ***SJC CREATIVE***

## **MEDIA RELEASE**

### **GENFLEX ORDER BOOK CONTINUES TO GROW**

Genflex Hydraulics of Alrode South, Gauteng, suppliers of hydraulic hose to various industries, reports record sales from their head office in Alrode South as well as their branches in Cape Town, Carletonville, Mauritius and Maputo.

“Orders in May of this year exceeded 80,000 metres of hose – enough to cover a return trip between Johannesburg and Pretoria.

24 months ago Genflex imported one container of hose and fittings from China per month. Today, 5 to 6 containers are arriving in order to satisfy the needs of our clients” said Bruce Garner, Managing Director of Genflex Hydraulics.

“Genflex was recently awarded the contract to supply 600 hydraulic hoses per week for a major trailer contract, valued at approximately R50, 000 per week. A large mining concern has awarded Genflex the contract for 2”x 6 spiral hydraulic hoses at a value of R300, 000 per month’ added Garner.

David Michelle, Genflex Director said: “We are receiving an increased amount of interest from the rest of Africa as well as further afield. We are currently in the process of concluding a ‘sole source of supply’ agreement in Zimbabwe for

Orders/2

specialised hydraulic hose. A proposal is on the table from a company in Tanzania, and we have been approached by our new distributor in Australia to supply additional stock on a regular basis to meet their client-base requirements.

“Obviously Genflex will continue our regular customer-care and satisfaction follow-up assessments to ensure that our service and standards are maintained. But with the current upward trend in contracts being awarded to Genflex Hydraulics it could be that we will need to re-visit the possibility of factory expansion plans to fulfill our obligations. We are delighted to have been able to maintain our previously reported averaged 41% increase in turnover per month during 2006” Michelle said.

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