

WELCOME TO THE RAINBOW NATION

Born in Johannesburg, South Africa, Gianluca Della Riccia (40) came to Italy as a child, where he grew up in the small Ligurian coastal town of Lerici on the Gulf of La Spezia. After graduating with a degree in economics from the University of Parma in 2006 and an MBA from Bologna Business School in 2007, he started his career in the ceramics industry in Sassuolo. In the course of a joint venture project of his Italian employer, Gianluca returned to his country of birth in 2010, where he first came into contact with WAMGROUP® in connection with procurement activities. In 2013, he started his job as a sales engineer at WAMGROUP® and was eventually promoted to General Manager in 2021.

Newsletter What is the actual market situation in South Africa?

Della Riccia South Africa is a vast territory, four times the size of Italy. The economic centre is the Gauteng province where most of the headquarters of engineering companies, mining companies and competitors are located. When I started my job with WAM SA in 2013, construction was almost the only revenue sector. In 2016, we began to focus on the NEXT sectors and significantly

increased our stock. Since then, our sales strategy has been strongly based on cross-selling, meaning that we always offer a whole set of products. We also sell by region and have divided South Africa into four macro-areas. In each area we promote our entire product range across all industries. Lately, we have started to develop the market beyond our borders in Eastern Africa.

Newsletter What is particular about the South African market?

“Our sales strategy is strongly based on cross-selling our whole product range.”

Della Riccia The country currently has some major issues with load shedding, a method of reducing demand on the energy generation system by temporarily switching off the distribution of energy to certain geographical areas. In such a scenario, we still do our best to provide our customers with a flexible and reliable service.

Newsletter What about major opportunities?

Della Riccia To establish SAVECO® as a high-quality brand in municipal



and industrial wastewater treatment as well as in animal husbandry is one goal. The other goal is to also make ourselves known to end users in the Bulk sectors and present the benefits of our products and solution options to them, with a focus on branding rather than direct sales.

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EDITORIAL



Dear Reader,

In addition to our goal of offering the market high-quality and safe products with certificates in the areas of safety and food-grade applications, it is our daily endeavour to use resources sparingly.

This also concerns the energy efficiency of our company and our products as well as the reduction of environmental pollution, i.e., the reduction of dust emissions and CO₂ emissions.

To pursue this endeavour not only in the use of our products but also in the manufacturing process, WAMGROUP® has committed itself to measuring the energy consumption of our more than 20 production sites worldwide and to drawing up an efficiency plan. Extensive investment measures have already been made and more are underway.

Greenwashing? Not at all! In line with WAMGROUP®'s policy of social and environmental responsibility, we consistently follow the ESG criteria. You will learn more about this in the coming Newsletter issues.

Best wishes,



Michael Grass

WAMGROUP®
Senior Public Relations Director

TWO MEN'S CROSSING PATHS

Italy, Summer 2023

When Chen Jian Cheng and Vainer Marchesini first met in the mid-1990s, many wondered whether a joint venture between a medium-sized Italian company inexperienced in exporting to China and an emerging Chinese manufacturer of electric equipment would work.



It all started with WOLONG supplying WAM® with electric motors for their screw conveyor drives. Later, electric vibration motors were manufactured in China for WAMGROUP® under the name OLI-WOLONG. What united the two entrepreneurs was their desire to jointly grow their businesses and use each other's knowledge and competences in the process. Although they still do not speak each other's language, a deep mutual trust, respect and friendship developed over time. Before important strategic decisions, one seeks advice from the other and knows that he can rely on it. Both men have accomplished extraordinary things in their professional lives and have set examples in their respective industries on a global level. And their example shows what intercultural awareness can achieve across all borders when fundamental values are shared.

WAKA WAKA (THIS TIME FOR WAM SOUTH AFRICA)

Johannesburg, South Africa, Summer 2023



Meet the WAM South Africa team

WAM South Africa opened its doors in 2010 in the “City of Gold”, as the locals call Johannesburg. In the early stages, the subsidiary was run with only three employees, who took care of the warehouse, sales and sometimes even deliveries.

Over the years, WAM South Africa has grown steadily, not only in the building and construction industry,

but also in other sectors such as the feed and food and wastewater treatment industries.

Today, after moving back to Johannesburg, WAM South Africa employs a total of ten sales engineers, sector managers, a marketing specialist and office-based sales staff. The company’s strategy is clearly market-oriented and places a strong emphasis on customer service. In line with

the Corporate policy of sustainability awareness, WAM South Africa’s goal is to move towards a green future. Consequently, a lot of time and effort is spent on creating dust-free environments through the use of a wide range of WAM® AIR dust filtration equipment, which is always available from stock. In addition to air, wastewater and sludge treatment is also a major concern in municipal and industrial facilities. The SAVECO® range offers the perfect solutions here, as well as in the field of animal husbandry and biogas production with SEPCOM® solids-liquid separators and CHIOR® agitators and pumps.

The future also holds highly promising opportunities for WAM South Africa in the expansion of its ambitious sales and marketing activities to neighbouring countries such as Namibia, Botswana, Zambia, Zimbabwe, Mozambique and, in the long term, East Africa.



WAM South Africa premises in Johannesburg

HOW TO MAKE YOURSELVES KNOWN

Across South Africa, 2023



become a “house of brands” with a unique composition of corporate and product brands that makes the Group one of the leading companies in the agricultural environment. Over the past few months, WAM South Africa has built a solid relationship with this group, which has become one of our dealers.

Next on the agenda was the largest mixed agricultural show in Africa, the Royal Show in KwaZulu-Natal province, which is known for its dairy farms.

AR Africa had invited us to co-exhibit with them at IFAT AFRICA, the world's leading trade fair for water, wastewater, solid waste and natural resources management. We are happy to report that our team brought

back a list of over 90 potential clients from the ever-booming wastewater market.

Our team then prepared for the KragDag Expo in Gauteng in August and our last show of the year: Nampo Cape in September. We could see that some WAMGROUP® products were unknown in many sectors and provinces of this vast country, and the shows allowed us to introduce WAMGROUP® to the right target audience and tap into a wide range of potential customers in the wastewater and bulk solids handling sectors.

To make yourself known to your target group, various marketing means are needed. However, despite all the technical tools available to us today, personal contact still comes first. Trade fairs are the best opportunity for that.

WAM South Africa has therefore participated in most relevant exhibitions in several provinces, travelling more than 6,000 km to reach each destination. The first on the list in 2023 was the KragDag Expo in the Western Cape province, which featured energy and self-sufficiency solutions and technologies and also hosted a sub-exhibition on education, entrepre-

neurship as well as a comprehensive agriculture show.

Four days later, we travelled 1,300 km across the country with a 1.5-tonne trailer to exhibit our components at the VKB Bieliemielie Agricultural Festival in the Free State. The VKB Group is a dynamic and leading agricultural company that for 100 years has continuously focused on finding advanced solutions to the changing and diverse needs of agricultural producers and related stakeholders. The Group has an extensive industry network, managing as many of the commodities produced in the service region as possible, and has

EXCELLENCE IN TILE ADHESIVE PROCESSING

Pinetown, South Africa, 2018-2023



WBH-type batch mixer

In 2018, AfriSam, a leading South African supplier of high-quality building materials such as cement, aggregates and ready-mixed concrete, as well as technical solutions, with locations all over the country, commissioned Kimrae Engineering Projects from Pinetown near Durban with the supply of a production plant for tile adhesives.

Kimrae, who has been WAM South Africa's valued customer in the construction industry since 2010, covers the area of South Africa's coastal province, KwaZulu-Natal. In addition to SILOTOP® and HOPPERJET™ venting filters as well as the well-proven ES screw feeders, the equipment of the plant also included a WBH Batch Mixer from MAP®. The plant has now been running for five years without any issues.

Billy, the owner of Kimrae Engineering, had this to say about WAM SA: "90% of our plants are equipped with WAMGROUP® equipment. What we like most is the fact that the units are 'plug and play' and of impeccable quality".



Raw material silos with bucket elevator and screw feeders



SILOTOP® and HOPPERJET™ venting filters

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GREETINGS FROM WHITE ROCK HILL

Port Shepstone, KwaZulu-Natal, South Africa, Spring 2020



This is a successful installation by Kimrae Engineering for a calcium carbonate production plant

at Port Shepstone in the KwaZulu-Natal region. Port Shepstone is also known as “The White Rock Hill of Natal” due to its unique limestone deposits, which are suitable for the production of high-quality calcite and dolomite products. The Marble Delta is the main source of limestone mined in KwaZulu-Natal, and this limestone is the highest quality one can find in South Africa.

The plant was commissioned in 2020 when operator Rossmin Mining decided to follow Kimrae Engineering’s proposal.

In the picture on the left, TP medium-heavy-duty Screw Feeders transfer material into a ZG Loading Bellows from TOREX®, where a WAMFLO® 400 Dust Collector is installed for dedusting during the loading process of open trucks or tankers.

The picture below shows the northern part of the plant with a similar application including a barely visible RONCUZZI® Bucket Elevator in the rear feeding the two silos and TP Screw Feeders under the silos feeding into the ZG Loading Bellows.

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FROM PIG MANURE TO PREMIUM FERTILISER

Pretoria, South Africa, Spring 2023



With more than 70 SEPCOM® separators delivered to date, WAM South Africa is the leading supplier of manure separators for pig farms in South Africa. The Humphries Piggeries farm is an example of a typical SEPCOM® Pig Vertical separation system.

The pig slurry is fed through a biogas

digester before being separated into high-quality fertiliser and then being marketed. A horizontal SEPCOM® Separator previously installed was removed in favour of the vertical type, which does not lose the slurry plug and requires little to no monitoring.

With its extensive range of SEPCOM® separators for cow and pig farms as well as industrial applications, complemented by a comprehensive spare parts programme, WAM South Africa has been able to



SEPCOM® Vertical by SAVECO®

convince its customers to choose the SAVECO® brand when it comes to solids-liquid separation.

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SAVECO® IN A WARM BATH

Bela Bela, Limpopo, South Africa, Autumn 2022



WASTEMASTER® TSF-3 pre-treatment plant by SAVECO®

Situated in the South African province of Limpopo is the town of Bela Bela—also known by its original name Warmbath; Afrikaans: Warmbad—famous for its geothermic hot springs and numerous game farms.

With South Africa in an extensive country-wide upgrading of its municipal

pal wastewater treatment works, WAM South Africa was successful in a tender for the supply of SAVECO®'s WASTEMASTER® TSF3 Compact Pre-treatment Plant as the new headworks system at the Bela-Bela Wastewater

Treatment Works.

The Compact Pre-treatment Plant combines the functions of conveying, elevating, screening, de-watering and compacting, as well as de-gritting and de-greasing in a single unit.

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Staff members of WAMGROUP attended a training programme.

WAMGROUP is the global market leader in Screw Conveyors and holds top-ranking positions in each of its product lines in the field of Bulk Solids Handling, Processing and Water Treatment Technology. The Bela-Bela Local Municipality has commissioned the WASTEMASTER TSF3-L10 at the local waste water treatment works on Monday 7 November. The WASTEMASTER TSF3-L10 compact pre-treatment plant is specifically designed to replace the inlet head of works at a waste water treatment plant. The benefits of using the WASTEMASTER TSF3-L10 innovative modular design can be seen by the high capture ratio and removal of waste, grit and grease from the process that would block and cause process issues to the rest of the waste water works. WAM SA is proud to be of service to the Bela-Bela Local Municipality and hopes that a Green Drop Status for the waste water treatment works will be



GET A LIFT WITH SAVECO®

George, South Africa, Summer 2022

The city of George is located in one of the most beautiful areas on South Africa's southern coastline, the Garden Route.

Here, WAM South Africa supplied its customer Water Purification Chemicals & Plant (WPCP), a leading South African water and wastewater engineering company, with two SAVECO® PA 1000 Archimedean Water Screw Pumps for the Outeniqua wastewater treatment plant. The screw pumps are used

in the Return Activated Sludge (RAS) pumping station. WPCP has confirmed that the screw pumps were installed with high accuracy and exceeded the flow requirements. This is further proof that the SAVECO® product range not only meets but exceeds user expectations. Building a base of reference installations in the country is important to open the doors for larger projects to WAM South Africa as a premium supplier of Archimedean Water Screw Pumps.



BILL PALMER * 4th October 1947 † 19th May 2023



The veterans among us will have heard the sad news of the passing of Bill Palmer. For those who have more recently joined the Group this personal eulogy will give you a picture of the man he was.

Bill loved bringing a beer-filled "left-handed mug" to his lips after receiving it from a bartender left bemused by the meaning of such an absurd request.

Bill loved to joke and ramble widely, but once you got to know him a little better, it became hard to resist his humour. He could be in fact very funny but would turn serious and professional when it came to business.

Over the years, he had grown into an iconic figure within WAMGROUP® and, after his early retirement in 2003, became the perfect ambassador of the Company's values for the younger generation. For me, he was less a colleague and more a friend who had grown on me in the course of our decades of working together.

Bill was my mate and advisor in the creation of WAMGROUP®'s Vision & Mission and in designing our first website, and at certain moments we had a lot of fun doing it.

Probably the most emo-

tional experience we had together was organising a football tournament in the summer of 2005 with the participation of the Italian over 35 national team, a selection of New York firefighters in memory of 9/11 and Exeter City FC, Bill's home and heart team.

And it was at the Heritage Lounge of his beloved Exeter City FC that one could say farewell to William Reginald Arthur Palmer, known as Bill, on 12th June this year. So long, old chap.

Michael Grass



Bill Palmer and Vainer Marchesini in Treviso in 2003

NEXT ISSUE PREVIEW

A quarter of a century after WAM Australia was founded, AWAMGROUP® has taken a decisive step towards full integration into the market Down Under with the purchase of BulkNet, a renowned manufacturer of heavy-duty components for mining and quarrying, cement mills and various other industries.

Previously, the WAMGROUP® subsidiary imported equipment from Europe and China from the Group's manufacturing facilities there, products that are now partly made in Melbourne. This will enable adaptations to some specific local requirements and significantly shorter delivery times. More on this in the next Newsletter issue.



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