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Astore Keymak eyes Botswana market potential

South African manufacturer and supplier of wide-ranging plastic pipe and fittings and flexible hose Astore Keymak has announced intentions to aggressively expand its market share across South Africa. Wayne Masters, Projects and Product Manager at Astore Keymak told Engineer Magazine at the 3rd edition of the Electra Mining Botswana the company has set eyes on opportunities the bloc offers.

“We have worked on a very ad-hoc base in the African market, we do however believe there is great potential and would like to use this, as opportunity to create that distinctive need for Astore Keymak range of products,” said Masters. Astore Keymak exhibiting for the first time at the Expo said was using Electra Mining platform to introduce its wide product range to the local market, highlight the technical expertise that is housed within the business and how the skills dovetails with the company’s ability to supply high quality products.

Having exhibited at Electra Mining in South Africa for over 10 years, Masters said the company’s expectations remains the same to create ongoing brand awareness for Astore Keymak, as well as secure new customers in the Africa market. Masters said the company has been busy to get into the export market and the targets for this year have been Namibia, Zambia and Botswana. “Botswana the market is descent. The future for us in Botswana is to look for a company to distribute our products. We have an open mind to this,” Masters said.

Offering a full line of recyclable ISO 14001 certified products, the company has warned customers of an influx of UNIDELTA knock-offs being imported, by a number of companies operating within the pipes, fittings and valves sector. “These fittings are inferior, as proven by comparative testing, and some have failed recognised international standards requirements.” Astore Keymak said the fittings also infringes on the UNIDELTA Trade Mark and is subject to legal action. Astore Keymak and UNIDELTA are working closely together to manage this situation and ensure our current and prospective customers are not impacted by this scam. Despite the negativity and uncertainties in the mining industry that has impacted all companies in the sector, Astore Keymak’s resilience saw the company maintain a stable supply to the mining market.