

# SEW-EURODRIVE set to support Africa's growth

Africa's industries are on the move and SEW-EURODRIVE is geared for steady expansion across the continent. From its extended facilities in Johannesburg, SEW-EURODRIVE South Africa is strengthening its footprint by establishing new branches around Africa. This strategy, says managing director Raymond Obermeyer, serves customers best and builds local economies.

**D**espite the travails of the global economy and uncertainty in many countries, Africa will be the place to do business in the coming years.

So says Raymond Obermeyer, managing director of SEW-EURODRIVE South Africa, whose company has worked successfully around southern, central and east Africa for decades. The company's expansion efforts are now ramping up, as SEW-EURODRIVE has embarked on a progressive branch establishment strategy.

"Customers around Africa know our brand well and respect the precision German engineering that underlies all our products," says Obermeyer. "They also rely on our strong service ethic, which is based on our culture of responsiveness and understanding customer needs."

A key aspect of the company's high levels of customer support derives from its infrastructure and capability – as well as having a presence close to customers' sites. Ready availability of stock, and quick turnaround times for designed solutions, are ensured by SEW-EURODRIVE's newly built and expanded facility in Aeroton, Johannesburg.

"The new headquarters – worth around R500-million in infrastructure and stock – was a carefully considered investment in our future growth," he explains. "It has also enabled a three-fold increase in our stockholding, which is vital to ensuring that customers get what they need, when they need it."

In addition to serving branches in Nelspruit, Durban, Cape Town and Gqeberha, this state-of-the-art facility supports over 23 more countries in Africa. It is this proven branch model that the company is now rolling out. Moving gradually away from the distributor model of product sales and support, he explains that four countries are strategically being targeted each year for a branch establishment.

"Taking a phased approach to our growth strategy, we began establishing branches in our key growth areas of Zambia, the Democratic Republic of Congo (DRC), Kenya and Tanzania in 2022," he says. "In the years to come, we aim to target around four countries a year in which to put a branch in place."

The model, emphasises Obermeyer, has benefits not only to customers but also to the host countries. While the investment is



greater, there is more control over factors like service quality and performance. By appointing and training its own staff, SEW-EURODRIVE is ensuring that customers get a uniformly high standard of support, irrespective of their location.

"This strategy aligns with the growing trend in Africa towards localisation," he points out. "Countries are wanting to see more local benefit from economic growth, and a move away from relying on foreign companies and expatriate workers."

Building on the experience of running its own strong branch network in South Africa, SEW-EURODRIVE is excited about the prospect of building capacity around Africa. This includes more formal training and mentorship of local staff in African branches – to service the continent's already large population of SEW-EURODRIVE motors, gearboxes, geared motors and other equipment.

"Our equipment is to be found in a wide range of industries around Africa – from food and beverage to cement, mining and pharmaceutical," says Obermeyer. "Our hands-on approach to our work means we understand operating conditions in each country, and we have developed the expertise to deliver the way our customers require."

He emphasises that casual observers tend to underestimate the recent growth – and potential – in most African countries. It is being driven by considerable investment in world class industrial facilities that demand high-tech equipment supported by qualified and experienced experts.

"This is where SEW-EURODRIVE is positioned," he concludes. "We are leveraging our experience in these markets to deliver the best quality equipment and components – supported by unsurpassed service and commitment to customers."

[www.sew-eurodrive.co.za](http://www.sew-eurodrive.co.za)

## SEW-EURODRIVE upgrades AMS adapter

Constantly improving its technology and value offering to the market, SEW-EURODRIVE recently launched its innovative AMS adapter with added features to benefit the end-user.

According to Andreas Meid, SEW-EURODRIVE head of engineering, the adapter has always fulfilled a valuable role in the company's product line-up. Allowing SEW-EURODRIVE's IEC motor to be integrated with an SEW-EURODRIVE gearbox, the AMS adapter has now been upgraded with even more refinements in mind.

"The first improvement we introduced with this AMS adapter was to make it more compact," says Meid. "Its smaller footprint allows users to install it more easily in areas where space is constrained; in fact, we have been able to reduce its dimensions by up to a full 25%."

The bearing selection in the AMS adapter has also been reviewed to optimise the bearing life relative to the operating temperatures. He highlights the growing demand in the market for longer service intervals and more uptime, to which this upgrade is a proactive response.

"We have also considered the specific

requirements of vertical installations, and included a drain hole to ensure that any liquid can easily exit the adapter," Meid says. "The flinger transports the liquid to the through bores in the intermediate flange, where it can drain out."

This is important because it means liquid will not enter the bearings and gears – thereby ensuring that the components can achieve the longest possible operating life. Customers have always appreciated the reliability and low cost of ownership of SEW-EURODRIVE's offerings, says Marcio Sicchiero, SEW-EURODRIVE head of exports.

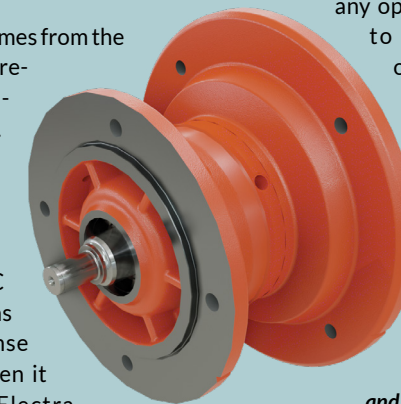
"The AMS adapter comes from the same heritage of high-precisioning German engineering," says Sicchiero. "The range of frame sizes also makes it versatile across many industry applications; we offer 12 sizes from IEC 71 to IEC 280." There was an enthusiastic response to the new version when it was launched at the Electra

Mining exhibition in South Africa last year. It was also introduced to existing users of the AM adapter, who responded positively to the improvements. The innovation is being manufactured at a number of SEW-EURODRIVE's plants around the world.

"The AMS adapters, together with our gearboxes and high efficiency IEC motors, offer customers a full package that comes with a two-year extended warranty," he says. "There is the convenience of sourcing from one supplier, as well as peace of mind when it comes to support and servicing – we look after all that." He notes that this package comes already assembled, reducing the time and cost – not to mention

any operational risk – of trying to assemble components on site. Among the most common applications of the AMS adapter, motor and gearbox are in agitation and mixing activities in the mining and water sectors. □

**SEW-EURODRIVE's newly launched AMS adapter is more compact and delivers longer bearing life.**



Construction of SEW-EURODRIVE's new headquarters enabled the company to increase its stockholding three-fold.



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