2020 PROFILE



INFORMING AFRICAN MANAGERS ON INTEGRATED ENGINEERING SOLUTIONS



# MECHCHEM AFRICA: INTEGRATED, TECHNICAL, SMART AND CONNECTED

*MechChem Africa* sets out to support African industry in all issues informative and interesting to professionals across the full spectrum of engineering, chemical and mechanical trades.

- *MechChem Africa* adopts an integrated approach to technology solutions, with its content enriched by deliberately seeking out and unpacking technical areas of mechanical and chemical interest.
- Industry-focused, MechChem Africa promotes responsible engineering and highlights opportunities for African
  companies to become more internationally competitive. We promote and value: good design, decision-making
  and procurement practices; appropriate solutions at lowest lifecycle costs; energy and production efficiency
  optimisation; environmental responsibility; sustainable development; and smart, modern and innovative
  technologies and business practices.
- *MechChem Africa* remains a member of the ABC with a print circulation, based on combining the databases of its predecessors, of 5 057 printed and posted copies.
- *MechChem Africa* adopts a publishing service approach to digital content, through which we offer multiple digital platforms for the dissemination of rich and original content. These include: website and online publishing services; targeted distribution via enewsletters; social media Twitter and LinkedIn publication and we aim to make articles available in multiple formats HTML, pdf or any other reusable format.

### 10 REASONS TO ADVERTISE IN MECHCHEM AFRICA

- 1 Specialists in technical communication and unafraid of writing technical articles
- 2 Understanding of engineering and engineers
- 3 High percentage of original content
- 4 Multi-disciplinary content spectrum
- 5 Ability to unpack subtle and complex product differentiators
- 6 Proud supporters of localisation
- 7 Advocates of high quality standards
- 8 Passion for unravelling integrated systems
- 9 Promoters of efficiency improvements and lowest TCOs/LCCs
- 10 Value sustainability and environmental responsibility

### FREQUENCY

Every month, MechChem Africa is mailed to 3 000 subscribers all over South Africa.



### ENDORSEMENTS

MechChem Africa is endorsed by:



### PRINT READERSHIP

Print readership profile of <i>MechChem Africa</i> based on 5 410 distributed copies	
Industry sector	Percent %
Chemical and mechanical engineers in industry	23.34
SAIChE IChemE, chemical and petrochemical processing	16.79
Associations and training centres	5.78
Product distributors	13.28
Welding and fabrication	10.20
Mining, metallurgy and cement	6.35
Corporate communication	7.41
Municipalities and local government	8.03
Food, beverage and pharmaceuticals	1.84
Water, wastewater and pollution management	2.70
Engineering consultants, designers and contractors	1.73
Power generation	2.54
Totals	100 %

### AFRICA READERSHIP

Every month we email a growing number of PDF replicas into Africa (currently 945). This counts towards our audited circulation.





### Online magazine

The online replica of *MechChem Africa* is available on the Crown Publications website www.crown.co.za or directly at www.mechchemafricamagazine.co.za. The online version of *MechChem Africa* is read by national and international subscribers who do not receive the printed version of the magazine, by subscribers who can't wait for the magazine to arrive or those who want to find particular articles in past issues. Online readers can easily access back issues and, using the search facility, find past articles. For advertisers, hyperlinks to company websites offer a further benefit.



### Newsletter



#### The last fit approach to compressed air

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### All stories click through to www.mechchemafricamagazine.co.za

### Published on multiple platforms



## 2020 QUARTERLY FEATURES

MechChem Africa covers a very broad range of technical topics and fields. To cater for this diversity, mechanical and chemical engineering topics are clustered into three groups of features, effectively dividing the magazine into three guarterlies, each with its own distinctive flavour. The features and their clustering are outlined below:

#### January, April, July and October

#### **Power transmission**

We interpret power transmission in the wider sense to include the prime movers such as engines, electric and hydraulic motors; as well as gearboxes, geared motors and reducers. We also see variable speed or variable frequency motor drives (VSDs and VFDs) as integral components of modern transmission systems. Bearings remain the most critical rotating shaft component, along with other drive train essentials, such as hubs, bushes, couplings (including fluid couplings), universal joints and taper locks. Sealing solutions, lubrication systems and contamination control solutions are also covered.

#### **Computer-aided engineering**

IT now embraces almost every aspect of engineering, including: solid and 3D modelling, digital or virtual prototyping, engineering analysis, digital simulation, finite element analysis (FEA) and computational flow dynamics (CFD); chemical process flow simulation; pipe and piping design; computer-aided manufacturing (CAM), injection mould design, rapid prototyping, numerical control (NC) simulation and verification; case studies in engineering, design for manufacturing; EPC-tools, plant and product lifecycle management (PLM) and product data management; IT tools for energy efficiency and proactive maintenance also feature

#### **Minerals processing and materials**

From a chemical perspective, this feature will focus on the minerals processing techniques associated with beneficiating raw materials: chemical manufacturing and treatment processes; mill circuit processing and treatment, separation, flotation and leaching baths, electrowinning/electroextraction, etc. Metallurgy, foundry processing and steelmaking, polymer processing and applications and future material trends are covered; as are plastics, rubber and composites; polymeric materials, coatings, chemicals, nylons, fabrics, printing, purification, separation, fibre reinforcing, fibre glassing, material properties and coatings.

#### Automation, process control and instrumentation

Instrumentation and process monitoring and control of mass flow, pressure, temperature, composition and more, are critical for the reactions employed at chemical process plants and laboratories. The reliability and control precision govern the operational efficiency of the plant or process. With the rise of Industry 4.0, this feature aims to promote appropriate automation for productivity and guality improvements via the use of robotics and custom-designed automation systems. The feature also embraces the integrated nature of mechanical systems with electronics and IT-based sensing and control systems.

#### Hydraulic and pneumatic systems

This feature supports companies that specialise in developing systems and manufacturing, supplying and supporting hydraulic and pneumatic equipment for applications such as automating the water industry (via valve actuators); industrial presses; mobile equipment; hydraulic drives and motors; and pneumatic handling systems. Hydraulic pumps, motors and actuators, valves and control systems, manifold blocks as well as oil and oil-free air compressors, pneumatic motors and actuators, valves and pneumatic control systems, dehumidification and cooling are featured.

#### February, May, August and November

#### Maintenance and asset management

There is an increasing drive towards maximising productivity from equipment, extending its life and minimising energy use. The end goal is the lowest possible lifecycle costing. To achieve this, however, improved maintenance



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and asset management practices are imperative, from equipment design and commissioning to end-of-life decommissioning. This feature highlights this increasingly important field. Topics include: modern maintenance; reliability engineering; condition monitoring and asset management; lubrication and contamination management; tribology, lubricants, lubrication systems, industrial oil solutions and oil quality; quality management and monitoring; corrosion/ thickness testing; remote diagnostics; environmental management systems; and inspection skills training.

#### **Materials handling**

With mining dominating business across Africa, the mining industry is the end customer for many engineering companies and original equipment manufacturers. This feature focuses on the equipment and solutions for handling bulk materials as well as for screening, lining, conveying, sorting and separating. Some topics covered include: bulk materials handling equipment (stackers, reclaimers, train and ship loaders and unloaders); belt conveyor systems and apron feeders; crushers and screens; sampling and weighing solutions; pneumatic conveying; overhead gantries; earthmoving equipment, wheeled and tracked loaders. Factory, warehouse and logistics handling solutions are also included.

#### **Corrosion control and coatings**

Appropriate corrosion control leads to better reliability and longer life, protecting metal components from degradation because of moisture, salt spray, oxidation or exposure to a variety of environmental or industrial chemicals. This feature deals with the anti-corrosion coatings that act as barriers between attacking agents and structural materials and the treatment and corrosion protection techniques employed to minimise corrosion damage.

**Heating, cooling, ventilation and air conditioning (HVAC)** Combined, HVAC comprises some of the world's most energy-intensive applications. This feature focuses on future energy-efficient solutions that reduce the cost and reliability of heating, cooling and ventilation technologies. Increasingly, this also includes renewable solutions such as concentrating solar power, combined cooling and heating (CCH) and tri-generation (CCHP).

#### Water and wastewater solutions

As a consequence of the global warming debate, water is now being indentified as a scarce resource. In South Africa, acid mine drainage (AMD) problems as well as acid rain contamination of water resources are ongoing problems. This feature aims to highlight the technical solutions available for water and wastewater treatment for both municipal supplies and industrial wastewater. Water purification systems, testing and monitoring solutions, recycling and conservation are also highlighted.

#### March, June, September and December

#### Pump systems, pipes, valves and seals

Pumping systems are intensive energy consumers and the modern trend is to optimise pumping efficiency in every way possible. Mining, slurry and dewatering pumps dominate the industry, but water and wastewater are also becoming critically important. From the chemical perspective, safe pumps are a vital component of all chemical, petrochemical, chemical and food-grade transfer systems and these all require fit-for-purpose materials, coatings liners and seals.

#### Chemical, petrochemical, oil and gas

With the development of synthetic fuel production processes such as Sasol Synfuels' CTL coal liquefaction process, the petrochemical industry has become a flagship industry in South Africa. Oil and gas finds in both East and West Africa and shale gas exploration in the Karoo are likely to lead to significant growth of the industry. Biofuel production facilities and waste-to-gas plants are also emerging to reduce our dependence on non-renewable energy sources. As well as dealing with the technologies for distilling, refining and blending different fuels, this feature will look at the extended chemical and petrochemical industry offering, including plastics, fertilisers, lubricating oils and waxes.





### Power generation, sustainable energy and energy management

Fear of global warming is driving the energy sector towards increased efficiency, lower emissions and more cost-effective renewable solutions. These are all associated with more complex and interesting technologies. *MechChem Africa* supports the drive towards cleaner technologies, but understands that these must remain cost-effective and sustainable in the long term. This feature deals with: demand side management (DSM), reducing peak demand, load-shaping and demand side efficiency; distributed energy generation, net metering and feed-in technologies; efficient and renewable power generation, coal-fired and nuclear power stations, steam and gas turbines, generator technology, power plant automation systems, concentrated solar power, photovoltaic systems, wind turbines, sterling engines, hybrid systems, fuel cell technology, diesel generators and alternative fuel.

Environmental management and cleaning technologies Disposing of waste in a way that does not impact on the environment



is an imperative for the planet and a legal requirement for industry. Recycling of waste streams has also now moved from being a chore to an income-generating opportunity. This feature aims to promote technologies and best practice waste management solutions: pollution control, emissions scrubbing; treatment and disposal of effluents; sorting, shredding and recycling solid waste; and waste-to-fuel services and plant.

#### Local manufacturing and food processing

High quality manufacturing machinery and processes are essential for any African country, including South Africa, wanting to be globally competitive, which is key to economic growth and prosperity. This feature focuses on successful manufacturing solutions and experiences with a view to fostering localisation. Topics covered include: process control equipment and monitoring, plant software and sensors, production management and plant efficiency, local manufacturing success stories and processes, NCmachines, lathes, milling machines, boring machines, bending, forming, pressing, stamping and cutting processes and machinery, plasma and laser cutting equipment and joining techniques.



#### Regular features

**Special report:** A placeholder for exciting developments in industry; special events, launches or notable success stories.

**On the cover**: Provides a unique image for each issue of the magazine. The cover sponsor is entitled to a double-page spread (DPS) article about its offering or products.

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Innovative engineering: Current and future technology developments.

**Product and industry news:** A collection of short industry news items in support of advertisers and industry. This is an opportunity for companies and advertisers to promote new engineering products, components or service offerings via short articles, photographs, and cost-effective, associated advertising.

**Back page:** A short future-technology article, an upcoming event of particular interest and a summary of other upcoming events.



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### Informing industry across Africa

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