



# News Release

## Martin Engineering Names Zambian Distributor



[Neponset, IL] – In a move designed to broaden the availability of high-performance bulk material handling technologies in Southern Africa, Martin Engineering RSA has named Fluid Base Industries as its full-service distributor in Zambia. Fluid Base will be a source for all Martin Engineering RSA products and services throughout the country, including conveyor belt cleaners, transfer point

solutions, flow aids, safety products and training, belt support products, silo cleaning and other field services.

The companies will primarily serve customers involved in mining and material processing applications, as well as the cement and oil industries. To minimize delivery times, Fluid Base will stock a wide range of Martin Engineering products and repair parts at its locations in Kitwe and Chilanga, which are strategically located near many of the major mining projects.

“This agreement will help us broaden our presence in Africa and create a customer base in the key commercial regions in Zambia,” observed Martin Engineering RSA Sales Manager Mark Jarrett. “The companies here prefer doing business with local suppliers,” he explained. “We’ve had many interactions with Fluid Base in the past, and they are one of the few distributors capable of representing the Martin Engineering brand with the level of technical expertise to ensure outstanding product support and service.”

Fluid Base was formed in Zambia in 1997, initially focused on providing repair parts and services to the mining industry. The company is structured around a small group of technically-qualified individuals who deliver leading-edge components and expert service, including fabrication, installation and training.

“Our established contacts in the mining sector and other industries will help us introduce innovative technologies to improve the productivity and safety of bulk handling operations,” said Operating Director Fanuel Banda. “The current levels of activity are bringing new opportunities, but with them come new challenges. That’s where we are targeting our efforts: helping bulk handling operations achieve greater efficiency and environmental stewardship.”

Banda is a 35-year veteran of the Zambian mining industry, with ten-year stints at two multinational firms, including a position as General Manager of Operations, in charge of mining equipment, spares procurement and maintenance. “Mr. Banda and his colleagues are well-recognized and respected throughout Zambia for their experience, strong technical acumen and business integrity,” Jarrett continued. “They also bring an excellent understanding of local and regional markets and customs, facilitating good communication and fostering positive customer relationships.”

Jarrett has been working with Zambian mining companies and distributors for the last twelve years, and he finds excellent market potential and opportunities for service. “It can be difficult to gain entry into this market,” he admitted. “But after observing the Fluid Base staff over the years, we feel confident that the company has the skills and collective mindset to help us develop a strong presence here, earning customer recognition and loyalty as we go. They have the ability to seamlessly integrate Martin Engineering products into customer operations, as well as the technical training to support them.”

Since 1944, Martin Engineering has developed innovative products and services for solids handling applications around the world. The company attributes its success to the design of field-proven, cost-effective solutions for "real-life" problems. Martin Engineering products are designed for tough industrial conditions, engineered for simplicity, safety and efficiency, and built to allow easy maintenance.