

METROBUILD

PROMOTING INFRASTRUCTURE AND DEVELOPMENT

Issue 50: April 2010

Brand building the future

The Brink & Heath new corporate identity and brand building reflects a strong platform of solid achievements and market growth.

Brink & Heath was incorporated into the NMC Group in 2008 and has since made great strides towards achieving its strategic objective of positioning itself as a skilled, large-scale engineering and civil construction company. This comes on the back of more than 20 years of experience in concrete structures, infrastructure development and township development and related services.

Brink & Heath's expanded service offering now includes sanitation networks, domestic and bulk water supply (including reservoirs, pump stations and bridges), electrical and telecommunications installations, stormwater drainage, bulk earthworks and road works at a local, provincial and national level. The company has established an impeccable project delivery track record and a Level 5 BBBEE rating, with 26% of equity in black hands.

In keeping with this expansion, Brink & Heath entered 2010 with the launch and roll-out of a new corporate identity that visually communicates its positioning and depicts the company's strong presence within SADC through its Brink & Heath North and Brink & Heath Zambia divisions.

"The new logo represents the company's core focus: the ground levels and the engineering and activity around these strata. Black was an obvious choice both for its strong, masculine appeal and its suggestion of roadworks. The yellow and blue—traditional colours used in road signs—have been retained for their historic value as the previous logo featured them." says Peter Heath, Brink & Heath managing director.

The company continues to pursue new sector and geographic markets. For example, the successful completion of the N2 – Botriver/Caledon upgrade was Brink & Heath Civils' first major national road project and securing the award of the Alexkor Township and Services Upgrade was a great triumph. By leveraging on the infrastructure and network support of the NMC Group, Brink & Heath has achieved greater market share in Southern Africa and is currently executing a second project in Zambia as well as a project in Malawi.

Mokwena Surfacing, a separate company within the group, continues to build a solid client base. Its primary focus is road resurfacing and it has reaped the benefits of the build-up to the 2010 FIFA World Cup with projects for ACSA and City of Cape Town.

Brink & Heath North kicked off the New Year with a lucrative water reticulation project in Barkley West and a collaboration with Brink & Heath Civils on the Nature's Valley Pass upgrade.

BH Plant—a Level 4 BBBEE contributor—has proved to be a cornerstone of the group with its comprehensive plant inventory, in-house workshop and a well qualified mobile maintenance support team. Direct access to this inventory and the services not only enhances Brink & Heath's efficiencies but minimises the risk of equipment downtime.

People and local enterprise development remain Brink & Heath priorities. Over the past 12 months the company has been involved in the upgrade of the Carnavon Clinic, the construction of the

provincial Velokhaya BMX track in Khayelitsha and the employment of a talented group of bursary students through learner ships and in-service training.

Brink & Heath is confident about securing future work and has structured its operations in anticipation of this. A lot of work has gone into improving efficiencies through financial discipline and pricing structures. The company expanded its managerial team, bringing on board Wessel Joubert as financial director, appointing two new contracts managers and re-assigning one of its contracts managers to manage the procurement division. The dividends of these appointments are already paying off.

Brink & Heath is confident that the company's dynamic performance will be equally well reflected in the roll-out of the new corporate identity.