

SAFINTRA MALAWI

LAUNCH OF LIFESTILE & COLORZAS

On Friday, 25 May 2012, the President of Malawi, Her Excellency Mrs. Joyce Banda, attended the country's 24th International Trade Fair held at the Chichiri Trade Fair Ground in Blantyre, Malawi.

Safintra Malawi was privileged to host the President of Malawi at its Pavilion, where she inaugurated the company's Lifestyle and ColorZAS range of roofing products with a traditional ribbon cutting ceremony, much to the delight of Safintra Roofing staff and onlookers.



QUANTITY SURVEYORS HOSTED BY SAFINTRA



Image: Elvert Barnes

Safintra Malawi leapt at the opportunity to introduce ZincAL technology and the Safintra range of roofing products to the Malawi chapter of the Africa Association of Quantity Surveyors.

The Annual Conference, held in Mangochi from 21–23 March 2012, was themed “Sustainable construction cost management” and attracted a wide range of professionals including architects, quantity surveyors and engineers from Nigeria, Ghana, Kenya, South Africa, Namibia, Zambia and Malawi.

The event was also used as a platform to impart knowledge to upcoming quantity surveyors and was an ideal forum for our products to be presented, particularly the innovative Lifestyle, Romantile and Versatile roofing brands which are unique to Safintra.

MALAWI GETS THE ‘SHOW ON THE ROAD’



Safintra Malawi decided to get the proverbial ‘show on the road’ on Saturday, 16 June 2012, when the company unveiled their road show van, which will be used for brand promotions countrywide.

The initiative was launched with a traditional ribbon cutting ceremony attended by major roofing distributors, the Malawian press and the Safintra team.

Safintra product distributors and retailers were delighted to be invited to make suggestions on how Safintra could add additional ‘wow’ to the show, to maximise its impact.

The promotional show will build wide awareness for Safintra and its products, with special emphasis on the corrugated product lines (Safintra Mkango-Plus, Lion Malata and ColorZAS).

Safintra Malawi Marketing Manager, Jayanta Chakravarty, explains: “The show will raise the profile of the company and its brands in the market place. It will also stimulate demand, and differentiate our products from our competitors by offering them tangible value for money.

“This concept is a first for the Malawian building sector and we believe it will propel the company forward.”

THE DAY OF THE AFRICAN CHILD COMMEMORATED

The ‘Day of the African Child’ on the 28 June, has been recognised internationally since it was initiated in 1991 by the Organization of African Unity.

For many children living in poor villages across Africa, there is little resemblance to the childhoods experienced in Europe, America and affluent cities. Large numbers of children have little or no chance for education, a fact that traps them in the cycle of poverty, with little or no hope of improving their lives.

In 2012, Safintra Malawi stepped up to the plate and vowed to make a difference. The Safintra Roadshow and management teams devoted a day to the pupils of Chikuli in the southern region of Malawi, and handed over 100 lap desks to the students of Dzunga Primary School.

The occasion was graced with the presence of guest of honour Mr. C. Chavula, MP, Blantyre District Commissioner C.N. Makanga and of course the Dzunga Primary School Headmaster, Mr. Wilfred Mazanga. But the special guests of honour were really the pupils of Dzunga Primary and other schools which would be benefitting from this donation to help them with their education and a chance at a better life!



Lap desks were presented to Blantyre District Commissioner Mr. Makanga (left) and the Headmaster of Dzunga Primary School Mr. Mazanga (right) by Safintra Malawi representatives.