

Merger fosters growth

While many companies were forced to downsize during the global economic downturn, the merger between Uretech, Insulcon and Dot Steel under the Uretech banner was all about growth.

"While our companies were not without hard knocks during the recession, we are on a growth path. This merger offers us a platform for our expansion strategy, which we had been discussing for some time," says Uretech managing director, George Hoffmann. "We are currently hiring people and training our staff to deliver the targets that we have set."

Prior to the merger, these targets would have been set in triplicate, with transparency and efficiency minimised. Notes Uretech operations director, Robert Martin, (formerly Managing Director of Insulcon), "It's essentially about streamlining our business and the key drivers are growth and cross-selling opportunities."

Having long shared installation and manufacturing resources, the companies had separate sales forces. "This led to two different sales people calling on the same customer, where the new structure allows us to have one fully-trained representative offer the customer our complete range of products and solutions," Robert concludes.

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