

FOR IMMEDIATE RELEASE

## **MULTOTEC AND LONGI ENTER INTO TECHNOLOGY AND SUPPLY PARTNERSHIP**

In a major development that will see the African introduction of a broad range of quality magnetic separation products at a competitive price, equipment supplier Multotec, has entered into a technology and supply partnership agreement with Longi (pronounced Long-Ji) Magnet Company Co Ltd in China, the second largest and fastest growing magnetic equipment supplier in the world. The agreement will see the full range of Longi magnetic separators entering the African market under the new Multotec-Longi brand.

“Through this technology and supply partnership we’re now able to bring Longi technologies, which have successfully challenged the significant Asian market over the last couple of years, into the African market,” Ernst Maritz, Multotec general manager: solid/liquid and magnetic separation, says.

“For some time Multotec had been seeking a technology partner of international stature and its synergies with Longi made for an excellent fit. Longi brings the technology base to the table, while Multotec brings its depth of local process and applications knowledge, as well as a local equipment manufacturer footprint and support base. Longi has been supplying magnetic separation equipment for more than two decades and its international product range is also a good fit for our export markets.

“In turn, Longi recognised the extensive commercial value of partnering with Multotec, a well-established and respected South African based company with extensive African and international footprints. Longi will benefit from our recent advances in magnetic equipment, our multiple product process knowledge, our market footprint and our local support for the imported equipment through our branches and offices.

“The new Multotec-Longi brand will be a continuation of the Multotec tradition of supplying local customers with a well designed, engineered and manufactured product. The benefits include

advancements in equipment, a vast product range and the many process advantages these products offer.”

All previously supplied Multotec products will continue to be supported through servicing, repairs and spares. Through the agreement, technological advances in low and medium intensity permanent magnet equipment will become available locally, including higher force indices of magnetic equipment, employment of rare earth magnets in Wet Low Intensity Magnetic Separators (WLIMS) and duty designed circuits with varying drum intensities to allow engineered cost savings.

Advances in electromagnetic based separation equipment will promote a full range of Wet High Intensity Magnetic Separators (WHIMS) able to process material with capacities of up to 150 tph through a single machine. Purpose-engineered electromagnetic overbelt equipment (air and oil cooled) will also facilitate cost savings through efficient designs for specific applications.

Although there will be a certain amount of local assembly and testing, Multotec will primarily import complete manufactured units from Longi. In terms of design changes for products entering the African market, Willem Slabbert, process and applications engineer at Multotec, says minor preferences have required variations from Longi’s standard design, with an emphasis on parts preferences more readily available in Africa than other international brands incorporated by Longi in its standard international product range. No other major changes are required, since existing designs already accommodate African conditions through reduced utility consumption, power saving options on some electrical equipment, robust construction, low maintenance options and mechanical design for reliability and convenience.

Prior to the signing of the agreement, teams of Multotec engineers went to China to assess Longi’s manufacturing facility and products and were able to verify that these products will be manufactured under stringent quality control systems according to Multotec specifications.

“Both Multotec and Longi believe in customer orientated, process-value adding,” Maritz says. “As a technology and equipment supplier, Longi’s corporate values — reliability, value-adding and convenience — tie in with our commitment to produce internationally leading and quality products.

Our combined capabilities add up to state-of-the-art process equipment solutions that will add tremendous value to local refining operations.

“Africa is exploding with mining and ore beneficiation opportunities and deserves leading technology with significantly reduced utility requirements for water and electricity to overcome infrastructural challenges that frequently prevents rural projects from advancing past feasibility studies. The Multotec-Longi brand has a purpose-driven design approach that will enable utility savings, potentially advancing future projects.”

The incorporation of internationally branded parts in the Multotec-Longi equipment will allow easy access to spares and OEM support globally and through Multotec’s infrastructure.

Longi products have already been directly supplied to the Australian market in the past, with great success and the Multotec-Longi agreement is expected to boost this supply through Multotec Australia. In addition, Multotec’s international business development partners have already received enquiries about the Multotec-Longi products from European, Central Asian and South American countries.

Longi was founded in 1993 and today employs over 1000 employees, including about 350 technical personnel. Longi has a wealth of technical expertise and the availability of technically qualified personnel has allowed the company to appoint a product champion for each type of magnetic separator available in the global market, supported by a qualified team of specialised engineers.

MULTOTEC LONGI PIC 01 : Pictured at the official signing of the Multotec Longi partnership from left: Zhaopeng Li, board director/chief engineer/vice general manager of Longi Magnet Co and Thomas Holtz, chief executive officer of the Multotec Group.

MULTOTEC LONGI PIC 02 : Pictured at the official signing of the Multotec Longi partnership from left: Zhaopeng Li, board director/chief engineer/vice general manager of Longi Magnet Co and Thomas Holtz, chief executive officer of the Multotec Group.

MULTOTEC LONGI PIC 03 : Pictured at the official signing of the Multotec Longi partnership from left: Rikus Immink, managing director of Multotec Process Equipment; Zhaopeng Li, board director/chief engineer/vice general manager of Longi Magnet Co; Thomas Holtz, chief executive officer of the Multotec Group and Lucy Ding, director of international department at Longi Magnet Co.

MULTOTEC LONGI PIC 04 : Pictured at the official signing of the Multotec Longi partnership from left standing : Rhodes Nelson, deputy managing director of Multotec Manufacturing; Willem Slabbert, process and applications manager:solid liquid and magnetic separation at Multotec Process Equipment; Johan Robbertse, group financial director at the Multotec Group; Ernst Holtz, chairman of the Multotec Group; Vincent Sun, sales manager at Longi Magnet Co; Jan de Jonge, chief operating officer at the Multotec Group and Ernst Maritz, general manager:solid liquid and magnetic separation at Multotec Process Equipment. From left seated : Lucy Ding, director of international department at Longi Magnet Co; Zhaopeng Li, board director/chief engineer/vice general manager at Longi Magnet Co; Thomas Holtz, chief executive officer of the Multotec Group and Rikus Immink, managing director of Multotec Process Equipment.

ENDS ... JUNE 2013

FROM : CORALYNNE & ASSOCIATES  
TEL : +27 011 422 1949  
EMAIL : [communicate@coralynne.co.za](mailto:communicate@coralynne.co.za)  
WEBSITE: [www.coralynne.co.za](http://www.coralynne.co.za)

FOR : BERNADETTE WILSON  
MULTOTEC GROUP  
TEL :+27 011 923 6193  
EMAIL : [bernadettew@multotec.com](mailto:bernadettew@multotec.com)  
WEBSITE: [www.multotec.com](http://www.multotec.com)