

FOR IMMEDIATE RELEASE

### **Afrisam's Thank Tank Recognises The Contribution Building Contractors Make To South Africa**

AfriSam acknowledges the role that all stakeholders play in creating a sustainable future for South Africa. At the Totally Concrete Expo held in May 2015, AfriSam ran a campaign asking visitors to pay tribute to the many builders whose efforts and craftsmanship make a tangible difference in the lives of so many people.

The response was overwhelming as a large number of visitors submitted messages in the form of an 'Ode to the Builder'. AfriSam then replicated these messages in graffiti form on the drum of one of its readymix trucks in the Gauteng region.

"This is a simple, yet meaningful, way for AfriSam to pay homage to the contractors who create endless concrete possibilities in our industry. Going forward we plan to roll this initiative out to other regions as we spread our 'Creating Concrete Possibilities' message across the country," says Victor Bouguenon, marketing manager of AfriSam.

THANK TANK PIC 01 : AfriSam's Thank Tank pays tribute to the many builders whose efforts and craftsmanship make a tangible difference in so many people's lives.

ENDS ... OCTOBER 2015

FROM : CORALYNNE & ASSOCIATES  
TEL : +27 011 849 3142  
EMAIL : [communicate@coralynne.co.za](mailto:communicate@coralynne.co.za)  
WEBSITE: [www.coralynne.co.za](http://www.coralynne.co.za)

FOR : MAXINE NEL  
AFRISAM  
TEL : +27 011 670 5893  
EMAIL : [maxine.nel@za.afrisam.com](mailto:maxine.nel@za.afrisam.com)  
[www.afrisam.co.za](http://www.afrisam.co.za)