

# PRESS RELEASE

## HMA South Africa announces exclusive Fireye distributorship

*(Date) 2017: The Fireye range of flame monitoring and combustion control equipment for industries as diverse as petrochemical and power generation is now available from HMA South Africa, the newly-appointed exclusive distributor for the region.*

Already well-established in the South African market for about 33 years, Fireye started working with the HMA Group in Australia and New Zealand in July 2013. “We have generated a vast amount of interest in the Fireye brand due to our sales teams calling on relevant end users. These sales teams have the requisite product knowledge and support from Fireye globally,” **Peter Papé**, Regional Sales Manager – Africa, Australia and New Zealand, comments.

The establishment of HMA South Africa resulted in a logical opportunity to continue Fireye’s relationship with the HMA Group as it expands on the continent. “My role in the organisation is to work with the agents in each country, assisting with training, sales, equipment demonstrations, and any end-user assistance that may be required,” Papé explains.

Fireye offers an extensive range of single- and multi-burner flame-management products, pilots, and ignition equipment. “We have quite a large product range already represented in the local market,” Papé stresses. It already has a strong footprint in power generation, petrochemical, paper and pulp, steel and iron manufacturing, and various smaller sectors such as biofuels.

“The Fireye brand is known for its reliability, due to the efforts of its designers in producing robust products for the harshest environments. The products are also designed for ease of installation, with training provided to end users so that the requisite product knowledge is disseminated right down to the installers,” Papé elaborates.

Fireye also has agents in Egypt, Nigeria, Kenya, Zambia, and South Africa. In addition, it has conducted business in Mozambique, Madagascar, Namibia, Botswana, Ghana, Cameroon, and various other countries in Africa to date.

Papé attributes the success of the Fireye brand due to its reliability, certification, and durability in the global market. It also focuses on aftersales service, follow-ups, and new-product updates. Technical back-up is provided to any client acquiring a Fireye product, with the necessary spares and stock carried by the various country agents, with the option of critical spares being shipped out from the main US factory if need be.

“We look forward to the association with HMA South Africa as providing us with another foothold on the continent, and helping to entrench the Fireye brand in the critical petrochemical and power generation industries in Africa,” Papé concludes.

**Ends**

### Notes to the editor

To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the HMA Group link to view the company’s press office.

### About HMA Group

Established in 1966, Halley & Mellowes represents an impressive list of internationally-respected companies and manufactures under licence to a number of these companies. We also manufacture a range of products and equipment developed and designed by our own engineers. The HMA Group manufactures, services, and sells a range of capital plant equipment to a diverse range of industries.

This includes the mining sector, minerals processing, materials handling, power generation, petrochemicals and oil & gas.

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