

# PRESS RELEASE

## Stabila sets the standard for measuring tools in the construction sector

*23 March 2018: Stabila measuring tools are well-known in the global construction industry for their precision, long life, and high quality. These premium German products are distributed locally by Upat SA (Pty) Ltd.*

Upat National Product Specialist **Charl Weber** comments that construction industry professionals know that when they select Stabila, that their measurements will always be correct. "If measurements are incorrect from the outset of a project, the consequences can be disastrous," he warns.

For example, when assessing an elevator shaft installation, there are a number of factors that need to be taken into account. An installation evaluation is a very time-consuming process, particularly in situations where an existing elevator installation requires modernisation.

The evaluation must include assessments of the verticality of elevator shaft walls, the squareness of the shaft cross-section, the alignment of door openings, their dimensions, and the level of doors on opposite sides of the shaft, and the alignment of installed guide rails.

Weber notes that, in addition to the safety concerns relating to imprecise measurements, are the cost implications associated with rework. "If measurements are not aligned properly, there can be heavy cost implications in order to rectify this."

Upat has specialised direct sales personnel that market Stabila products to the Southern African construction sector, including construction companies, engineers, plumbers, electricians, drywalling installers, steel fabricators, carpenters, shopfront fitters, and cladding manufacturers, among others.

This has assisted greatly in raising the brand awareness of Stabila across the industry. The company focuses on more specialised measurement tools, as well as entry-level spirit levels used mainly in DIY applications.

Moreover, Weber believes there are "great opportunities" to grow Stabila's market share in more advanced measurement tools in the rest of Africa, which is experiencing moderate to high growth. This includes countries such as Namibia, Botswana, Mozambique, Nigeria, Kenya, Ghana, and potentially even Zimbabwe.

Upat, through its distribution partners in Africa, has seen a marked increase in sales into the rest of the continent. "In addition, we foresee that Stabila's market share will grow even further throughout South Africa, especially in industry-specific items such as lasers and distance measurers," Weber concludes.

**Ends**

### Notes to the Editor

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

### About Upat

Upat SA (Pty) Ltd., a 100% South African owned business, began trading in 1983 as the sole Southern African distributor of the Upat range of construction fasteners (anchor bolts, chemical anchors, nylon plugs, etc.) From the outset, Upat was committed to the building industry, supplying not only a range of anchor bolts, but also rotary hammer drilling machines, tungsten-tipped masonry drill bits, power actuated tools, and allied building and construction products. The aim was to supply a range

of top-quality products at market-related prices. This philosophy resulted in Upat becoming a market leader in Southern Africa within a decade.

**Media Contact**

Jonathan Ducie

NGAGE Public Relations

Phone: (011) 867 7763

Fax: 086 512 3352

Cell: 084 709 0167

Email: [jonathan@ngage.co.za](mailto:jonathan@ngage.co.za)

Web: [www.ngage.co.za](http://www.ngage.co.za)

Browse the **NGAGE Media Zone** for more client press releases and photographs at <http://media.ngage.co.za>