



**WACKER
NEUSON**
all it takes!

Press release

For Immediate Publication
4 JULY 2018

Wacker Neuson welcomes Powerdek to its dealer network!

Wacker Neuson South Africa recently welcomed long-standing customer and industrial power tools and accessories specialist, Powerdek, into its fold. The partnership was formalised with the signing of the dealer agreement during an intimate gathering of customers and staff on 28th June 2018. The event, hosted by Powerdek at its Tshwane head office, presented a perfect platform from which to launch the new power product line in partnership with Wacker Neuson.

Powerdek was established in Gezina, Tshwane, in August 2003 with a team of three responsible for the sales and repair of second hand power tools. The Johannesburg (Benoni) branch opened its doors in February 2018, following the purchase of the old Dynamic Electrical. Rapid expansion led to the relocation of the Tshwane head office to larger premises in mid-December 2017. The new 1000 metre sq facility, located not far from the old building, is well equipped to accommodate the company's growth and its prominent position is encouraging a steady passing trade.

Co-owners, Gary Ball and Bruce Price describe Powerdek as a young up- and-coming competitor which has grown over the last 15 years, targeting the smaller industrial user as well as middle to large enterprises. With a current staff complement of 38, the two branches supply superior industrial power tools and accessories, welding systems and compressed air solutions within the greater Gauteng area. Both sites boast a fully functioning repair workshop equipped to do repairs on industrial power tools as well as on petrol and diesel site equipment. In addition to a motor rewinding workshop, the Johannesburg branch also houses a small plant hire division that serves customers throughout Gauteng. As an authorised warranty service provider, the company carries out stringent quality control on all service and repair work.

Wacker Neuson is unrelenting when it comes to setting high standards in customer service. The company's mandate is to constantly improve on getting products and services right to customers' doorsteps and to do so more efficiently. Here, the company's extensive network of local and cross border dealers plays a pivotal role. "Our dealers are our primary route to market and as they are located close to customers they are in essence the extension of the Wacker Neuson brand," states Wacker Neuson Managing Director, Dennis Vietze. "In line with our mandate, we have adopted a dual strategy that is focused on strengthening existing dealer relationships as well as expanding our dealer network."

"We never underestimate the power of reinforcing solid relationships with our customers and the same goes for our dealers. While there are many ways to nurture these partnerships, we have strategically positioned the company to deliver product, service and training support because we consider these to be the life blood of healthy collaborations. We also align ourselves with like-minded partners who share our values and commitment to customer service."



**WACKER
NEUSON**
all it takes!

Press release

“Powerdek’s strong display of knowledge in the market, coupled with their market penetration, their solid relationships with end-users in the region and their enthusiasm for the Wacker Neuson product portfolio, prompted us to explore the possibility of the company joining our growing dealer network for the Tshwane region,” comments Justin Bergh, Territory and Export Manager at Wacker Neuson.

“We regard Wacker Neuson as a premium brand,” states Ball. “What more can one say about a company that has been in business since 1848 worldwide and been represented in South Africa for 38 years? Customers and end-users have come to rely on the quality and great longevity of the products along with affordability and constant spares supply. Unsurprisingly, customers who have purchased and used Wacker Neuson product have only good things to say about the working ability of the machines, hailing their extreme reliability.” Ball adds that, “used for the correct application, Wacker Neuson rises above its competitors.”

Powerdek’s initial focus will be primarily on compaction products with current most popular lines being Wacker Neuson rammers, plate compactors and rollers. July 2018 will see the offering broaden considerably to include high frequency pokers and pumps. “Wacker Neuson compact equipment including excavators, wheel-loaders, dumpers, telehandlers and TLBs earmarked for launch during 2018 and into 2019, will be rolled out to complement the product portfolio of our new partner in Tshwane,” confirms Vietze.

Powerdek will take the lead in after-sales repair and maintenance services of Wacker Neuson equipment at both branches with strong support from Wacker Neuson and will keep stock of some of the faster moving lines. “Our skilled and capable service technicians have received premium training from Wacker Neuson to their standards to ensure a universal standard on all serviced equipment,” confirm Ball and Price. „Specialised representatives are fully qualified to do training on Wacker Neuson machinery and also have the necessary skills to offer Wacker Neuson solutions to customers on site.”

Ball and Price agree that in addition to providing the necessary scope for growth, the partnership with Wacker Neuson will advance Powerdek’s competitiveness in the middle and larger enterprise bracket, strengthen existing customer relationships and gain a larger engagement with new customers. By boosting the industrial power product range, the dealer agreement positions us to better service current and new customers on our power products side.” Ball and Price stress that they will maintain focus on service levels in their retail stores and allude to plans for the expansion of both workshops as well as increasing people resources early next year.

In closing, Vietze says, “The appointment of Powerdek perfectly aligns with our dealer strategy of expanding the network and building strong relationships. Furthermore, we recognised that having a dealer in this region will position our products and services closer to the end-users. As part of our commitment to our new dealer, we have assisted Powerdek in setting up a showroom at the Tshwane head office to display their range of light and compact Wacker Neuson equipment. We bid the Powerdek team a warm welcome to our dealer network family!”

/ends/



**WACKER
NEUSON**
all it takes!

Press release

Caption to photos:

Pic 1: Formalising the dealership agreement_Wacker Neuson MD Dennis Vietze (back left) and Justin Bergh Territory and Export Manager (front left) with Powerdek co-owners Gary Ball (back right) and Bruce Price (front right)

Pic 2: Wacker Neuson salutes new dealer Powerdek:Dennis Vietze - Wacker Neuson MD (right) and Gary Ball – Powerdek co-owner shaking hands joined by Bruce Price Powerdek co-owner (left) and Justin Bergh Wacker Neuson Territory and Export Manager (right)

Pic 3: The new Wacker Neuson showroom at Powerdek Tshwane HQ showcasing light and compact Wacker Neuson equipment

Pic 4: The Wacker Neuson & Powerdek team in the new showroom displaying Wacker Neuson light & compact equipment

Pic 5: Wacker Neuson and Powerdek stand behind their quality equipment

About Wacker Neuson

The Wacker Neuson Group is an international family of companies and a leading manufacturer of light and compact equipment with over 50 affiliates and 140 own sales and service stations. The Group offers its customers a broad portfolio of products, a wide range of services and an efficient spare parts service. The product brands Wacker Neuson, Kramer and Weidemann belong to the Wacker Neuson Group. Wacker Neuson is the partner of choice among professional users in construction, gardening, landscaping and agriculture, as well as among municipal bodies and companies in industries such as recycling, energy and rail transport. In 2017, the Group achieved revenue of EUR 1.53 billion, employing more than 5,500 people worldwide. www.wackerneusongroup.com

Issued on behalf of:

Wacker Neuson South Africa (Pty) Ltd
1031 Katrol Avenue, Robertville Ext. 10, Florida 1710
www.wackerneuson.com

Media contact:

Thammy Lang (Regional Marketing Manager)
Tel.: +27 (0)11 672 0847 / Fax: +27 (0)11 672 0916
thammy.lang@wackerneuson.com

Issued by: Laverick Media Communications Tel: +27 0400 818 sonia@laverickmedia.co.za / www.laverickmedia.co.za