

Verder expands its network with Nelspruit distribution partner

Johannesburg, 29 August 2018 – Verder Pumps South Africa, a market leader in advanced industrial pumping solutions – is pleased to confirm the company has appointed Flo-Tek as its exclusive distributor in Nelspruit and surrounding areas.

“We are very pleased to bring Flo-Tek onboard as a distribution partner. Nelspruit and the Mpumalanga Province present significant growth opportunities for our business – particularly as the key economic contributors to the region fall predominantly within infrastructure development or industrial and consumer market sectors,” says Darryl Macdougall, Managing Director, Verder Pumps South Africa.

The major gross domestic product ([GDP](#)) contributors for Mpumalanga Province include, mining (21.8%), wholesale, retail, catering and accommodation (13%), manufacturing (12%), general government services (10.8%), and finance, real estate and business (9.4%). Mpumalanga is said to have higher than average growth rates and that this mirrored by tremendous growth in Nelspruit, where the local micro-economy has generally shown growth of [6% per annum](#).

Flo-Tek is a leading manufacturer and supplier of pipes, fittings, tanks and irrigation products for various applications across multiple sectors, including in mining and industrial, water and sanitation and irrigation. The company’s clients typically include government departments, municipalities, state-owned enterprises, mining and construction companies, and building material suppliers etc.

Macdougall highlights that Flo-Tek holds valuable market knowledge that supports the pump company’s business growth and expansion plans within this region. “At Verder we understand that navigating the technical obstacles of selecting the right pumping solutions for specific applications can be complex. Flo-Tek established its presence in Nelspruit in 2016 but has been operating in Southern Africa since it launched in 1998, making the company well placed to understand the local context conditions and needs of their customers. And, this appointment opens incredible opportunities for Flo-Tek to expand their offerings to their customers further.”

According to Catherine Mare, Branch Manager at Flo-Tek Nelspruit, “We service a wide range of customers, and each of our customers cannot afford the potential high cost of losses – in productivity, operational efficiencies and the costs of equipment churn - that can be caused by having an inferior pumping solution. We are as such very excited about this partnership. The addition of being able to provide our customers with advanced pumping solutions from Verder enables us to offer customers complete, end-to-end solutions for every type of flow application need they may have.”

As Verder’s exclusive distribution partner in Nelspruit, Flo-Tek will initially stock hoses for the VerderFlex range of pumps, and as the portfolio grows strategic stock will be kept in Nelspruit. Flo-Tek will also continue to offer after-sales service support to their customers for quality and performance assurance.