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Transerve Filtration appointed as Cummins Filtration dealer, opens Middelburg branch

Cummins Filtration is pleased to announce the recent appointment of mining and construction filtration specialist Transerve Filtration as a Distributor Dealer, with full use of Cummins Filtration, and Cummins-owned original-equipment manufacturer (OEM) Fleetguard's, fuel-filtration solutions across all its branches in the Northern Cape, Free State and Mpumalanga.

Transerve specialises in supplying Fleetguard filters, hardware, coolant, oil products and accessories, which will be used mainly to service its clients in the mining sector. For the past 25 years, Transerve was using a major competitor's fuel-filtration solutions, but made the switch to Fleetguard after such a lengthy period as it was looking for a reliable, trustworthy partner that can provide new-technology solutions focused on reducing customer maintenance costs in the long-term, Transerve Managing Director **Willie van Zyl** explains.

"It is necessary to work with the best global brands in the filtration industry, such as Fleetguard, to stay ahead of trends and developments. Cummins Filtration's use of the latest technologies and compliance with national and international fuel-filtration standards were key factors in deciding to make the switchover," van Zyl comments.

The announcement coincided with the opening of Transerve's new Middelburg facility on 1 June, one of the largest fuel-filtration complexes in Africa at present. "Transerve Middelburg will provide customers with 24/7 assistance wherever and whenever required, at no extra cost to clients," van Zyl confirms.

"The Cummins Filtration team regards us as a fully-fledged partner, and has provided us with unwavering support throughout the process of changing over to Fleetguard. The team also played a pivotal supporting role in the opening of our new Middelburg branch, which we were greatly appreciative of," van Zyl comments.

Cummins Filtration Africa Mining Manager **Tinus Naude** will be supported by Junior Account Manager **Chernise Naicker** in supporting Transerve. This includes technical training, marketing support, and ongoing product development.

"Cummins Filtration offers best-in-class technology, which will assist Transerve in supporting its end-users more effectively, to ensure improved component life, and reduced total cost of ownership. The importance of establishing strong relationships with independent distributors such as Transerve is of paramount importance, as they are ultimately an extension of our company-owned channels.

"They also enable us to access customers in new markets and regions for our distribution channel, in order to increase our Cummins footprint. Thus it is crucial to provide key customers such as Transerve with the same high level of support as we would our own distributors," Naude concludes.

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About Cummins Inc.

Cummins Inc., a global power leader, is a corporation of complementary business segments that design, manufacture, distribute and service a broad portfolio of power solutions. The company's products range from diesel and natural gas engines to hybrid and electric platforms, as well as related technologies, including battery systems, fuel systems, controls, air handling, filtration, emission solutions and electrical power generation systems. Headquartered in Columbus, Indiana (U.S.A.), since its founding in 1919, Cummins currently employs approximately 58,600 people committed to powering a more prosperous world. Cummins serves customers in about 190 countries and territories through a network of some 500 company-owned and independent distributor locations and approximately 7,500 dealer locations. Cummins earned \$1 billion on sales of \$20.4 billion in 2017.

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