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**FOR IMMEDIATE RELEASE**

**Family Values and a Shared Passion for Africa**

**Shine in New South Africa Partnership**

*Haver & Boecker Enters Joint Venture with  
South Africa-Based Portland Packaging (Pty) Ltd*

**SOUTHPORT, KWA-ZULU NATAL, South Africa** (Oct. 2, 2018) — In a country passionate about the Nguni Bantu term, Ubuntu — a universal bond of sharing that connects all humanity — one manufacturing company has embraced this philosophy in their approach to business as they enter a partnership that expands this bond to include a Germany-based company. Nestled on a lush, 77-acre farm filled with wildlife and fruit trees and smelling of ocean air, a diverse group of [Portland Packaging \(Pty\) Ltd](#) employees live and work, building a strong manufacturing and service business fueled by a commitment to family values and customer service.

During its 16 years in business, the company has grown to become a business respected for quality products at competitive prices. They are now expanding their product and service offering through a partnership with [Haver & Boecker](#), a global manufacturer based in Oelde, Germany. Through the joint venture, the Portland Packaging facility will begin creating Haver & Boecker products, marking the first time a global, full line packaging company has manufactured product for Africa, in Africa.

Together, the family-owned companies share values and a love for Africa that focuses on helping those across the continent flourish. Both see the partnership as an opportunity to fully embrace the continent they are passionate about and support its growing business sector. The joint-venture will expand Portland Packaging's manufacturing beyond its products to include local manufacturing of Haver& Boecker equipment and parts. Both brands will remain, giving packaging companies all over the continent access to a wider range of packaging equipment and parts, from introductory options for new business to advanced, automated solutions from Haver & Boecker, growing as their needs evolve. Though this partnership is sure to mean growth for both brands, the true winners are the African customers who will have a local and invested partner to grow with them as their businesses develop. The locally manufactured Haver & Boecker products reduce wait times and additional costs associated with importing the product.

## **RELATIONSHIPS, SUCCESS & TRAGEDY**

Though the future potential of this partnership is bright, the path that led the companies here was marred by tragedy. The connection between both companies started long before their 2018 partnership.

Barry Buist, who founded Portland Packaging in 2002, began his career working for a Haver & Boecker partner in South Africa as a Haver-trained technician. Once on his own, Barry's industry knowledge and keen understanding of customer needs helped him gain a reputation as a reliable provider of packaging products.

Portland Packaging nearly doubled production in 2014. Today, the workshops and offices span the macadamia farm, where many of the employees and their families live as a small community.

The close-knit company has certainly seen its successes, but those successes weren't accomplished without challenges.

In December 2015, 52-year-old Barry; his wife, 52-year-old Beverly Buist; and their son's fiancé, 18-year-old Ashley Berry, died in a tragic, single-car crash. With the loss of its leader, the future of the company was at risk.

Barry's son, Scott Buist, stepped in as the new owner. He and Ashley's mother, Debbie Berry, who had emigrated from Manchester in 2004, spent weeks following the tragic accident traveling and making phone calls to assure customers that Portland Packaging would persevere. They pledged to drive on in serving customers by continuing the company's mission of providing high-quality products and technical service. Scott led the facility and worked as a service technician while Debbie took on administrative and finance duties. With a renewed focus on the customers, confidence in the company and production grew once again for Portland Packaging.

A mere 14 months after the tragic accident that killed Scott's family, the group was shocked by another death.

A long-time motocross fan, Scott decided to compete in a race in February 2017 — something he had long wanted to do. He finished the race with a broken wrist, which doctors repaired in a routine and successful surgery. That small break, unfortunately, morphed into yet another tragedy that shook the company.

Debbie left Scott at the hospital for the evening after the surgery, planning to return to collect him in the morning. Unexpectedly and inexplicably, he died in his sleep. The exact cause of death remains under investigation.

The loss of another leader again caused employees and customers to wonder whether Portland Packaging would again recover.

Debbie, still mourning the loss of her daughter and now Scott, who had become like a son to her, inherited the company. Despite being trained in education, not business, her commitment to the company, its customers and the Portland family remained strong.

“The thought of leaving never entered my mind,” Debbie said. “This is my family. Families pull together and weather the storm. They come out stronger on the other side of tragedy, and that is what we are doing. Together, we support one another and share a passion for the company and a faith in its future.”

Or, as one of the “family” members put it, “as one piece of steel sharpens another, so friends keep each other sharp.”

Nina Deysel, who joined the company in 2014 and is the administration manager, admits that things have been difficult but appreciates Debbie’s commitment to the company and supports her efforts to continue to grow the business.

“We were all apprehensive at first, of course, but quickly realized how strong Debbie is,” Nina said. “She’s an inclusive leader who has brought a new perspective and communication to the company — a breath of fresh air.”

Now, with this new partnership, Nina said employees are excited for the future of not only Portland Packaging, but also its customers.

“This isn’t just about making a profit. It’s customer care,” she said. “We’re focused on strengthening relationships with our customers and building new ones, because many of them have stuck with us through our most trying times.”

## **PARTNERING FOR CUSTOMERS**

Customer satisfaction, relationships and product quality top the values list for each partner. Both also share strong family values and a drive to improve employees through training and recognizing potential, strengthening the partnership and its mission to serve customers well.

“Bringing together the ingenuity and dedication of both of our manufacturing teams will be a huge benefit for Africa,” said Florian Festge, Haver & Boecker managing director.

“Customers will have nearly immediate access to packaging machines and OEM-quality parts. Further, our teams and Portland Packaging’s teams of local employees embody a keen understanding of the region and its companies, which all have specific challenges that need unique solutions. They’re armed with the know-how and resources to serve any size or type of company — and to do so for less expense and in less time than ever before.”

“I wouldn’t have considered agreeing to this partnership had our values and goals not aligned,” Debbie said. “It means a lot that Haver & Boecker shares our love for family. Not only are we both family-owned, but we share a passion for our work and Africa.”

Haver & Boecker, a minority partner in the joint venture, manufactures packaging equipment such as the Roto-Packer and other valve bag fillers, open-mouth and bulk bag machines and powder and liquid filling solutions. Portland Packaging, a 16-year-old manufacturing company based in Southport, Kwa-Zulu Natal, fabricates, supplies and provides service for their own brand of high-speed packaging systems and parts. Its more than 100 customers, primarily in the cement industry, span Africa and beyond.

To achieve the companies’ shared goals and ensure customers receive the best possible products, Haver & Boecker will train Portland Packaging employees to create Haver products to the company’s high standards as well as to infuse the existing Portland product line with an enhanced fabrication process. Once training completes, Haver and Boecker will be the only major global packaging company manufacturing on the African continent.

The result? A wide breadth of packaging solutions for any size and sophistication of company, delivered in less time and at less expense, all while boosting the local economy. Rather than weeks-long shipping times, and the associated expenses, to get Haver products from Germany, African companies can now get the manufacturer's products in as little as 24 hours.

Replacement parts also will be stocked locally and readily available for all products manufactured in South Africa, helping customers prevent downtime.

In line with the partnership, Haver Southern Africa added Norbert Tschudy as its managing director of sales and marketing. Tschudy brings more than 15 years of experience in international technical sales and business development to his new role. Working alongside Tschudy is Jonas Komitsch, sales and project manager for Haver & Boecker South Africa.

"Solving problems and building relationships are two aspects that I enjoy about customer service," Tschudy said. "Working in this new role allows me to combine these skills while helping customers optimize their operation."

The company will manage sales and marketing for both product lines, working closely with the existing Portland Packaging sales team, ensuring customers continue to be paired with local representatives that understand the unique market, country and culture. This will be beneficial to maintaining relationships and finding the best product solutions for each customer's challenges.

"It means a lot to us and our customers that we now offer Haver & Boecker packaging products manufactured in Africa, for Africa," said Demelza Mulligan, Haver Southern Africa general manager. "Not only does it support the local economy, it also directly benefits our customers."

Customers with questions should contact Portland Packaging at [portpack@portpack.co.za](mailto:portpack@portpack.co.za) or Haver Southern Africa at [info@haversouthernafrica.co.za](mailto:info@haversouthernafrica.co.za).

### **About Haver & Boecker**

Haver & Boecker, is a leading provider in processing, storage, mixing, packing, filling, palletizing and loading systems. The company's mission is to deliver the best of these technologies to the marketplace. With deep roots and years of experience in these industries, the company effectively meets the needs of customers around the world. Haver Southern Africa, Unit 3, Cranberry Industrial Park, Cranberry Street, Honeydew, Ext. 22, 2170, Johannesburg; phone +27 (0) 11 794 3841; fax +27 (0) 86 547 0489; [info@haversouthernafrica.co.za](mailto:info@haversouthernafrica.co.za); [www.haversouthernafrica.co.za/](http://www.haversouthernafrica.co.za/).

### **About Portland Packaging**

Portland Packaging (Pty) Ltd provides quality, high-speed packaging machinery, parts and service to more than 100 customers across Africa and beyond, primarily in the cement industry. The company's mission is to be a quality service provider and to create a workplace that empowers self-improvement, thus improving quality of life. Portland Packaging (Pty) Ltd, P.O. Box 1, Umtentweni 4235, South Africa; phone +27 (0) 39 681 6002 or +27 (0) 39 681 6015; fax +27 (0) 860 730 6924; [portpack@portpack.co.za](mailto:portpack@portpack.co.za); [www.portpack.co.za](http://www.portpack.co.za).

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### **Cutlines:**

**Image:** Haver&Boecker\_PortlandPackaging\_Signing.jpg

**Cutline:** Portland Packaging, Haver & Boecker and Haver Southern Africa executives sign the joint venture paperwork. Through the partnership, Portland Packaging will begin creating Haver & Boecker products, marking the first time a global, full line packaging company has manufactured product for Africa, in Africa. Pictured, from left: Demelza Mulligan, Haver

Southern Africa general manager; Florian Festge, Haver & Boecker managing director; Debbie Berry, Portland Packaging managing director. *Image courtesy of Haver Southern Africa*

**Image:** HaverSouthernAfrica\_Team.jpg

**Cutline:** Haver Southern Africa will manage sales and marketing for Haver & Boecker and Portland Packaging product lines, working closely with the existing Portland Packaging sales team, ensuring customers continue to be paired with local representatives that understand the unique market, country and culture. Pictured, from left: Demelza Mulligan, Haver Southern Africa general manager; Fabian Stuart, Haver Southern Africa service manager; Cianne Scheepers, Haver Southern Africa customer service; Sarina Karstens, Haver Southern Africa finance manager; Jonas Komitsch, Haver Southern Africa sales and project manager; Norbert Tschudy, Haver Southern Africa managing director. *Image courtesy of Haver Southern Africa*

**Image:** PortlandPackaging\_Team.jpg

**Cutline:** Portland Packaging, a 16-year-old manufacturing company based in Southport, Kwa-Zulu Natal, fabricates, supplies and provides service for their own brand of high-speed packaging systems and parts. Pictured, from top left: Garikayi Poromosa, Monwabisi Mquika, Spihele Jele, Bongsi Mthembu, Richard Ross, Andile Thekweni, Lindani Siyaya, Phumlani Bisho, (middle row) Natalie Percival, Sylvia Landman, Nina Deysel, Kuziva Mukono, Debbie Berry, Thenjiwe Tshuma, Ongeziwe Makholwane, Lydia Nakeli, (front row) Walasi Poromosa, Warren Theron, Grilde Mthali. *Image courtesy of Portland Packaging*

**Image:** PortlandPackaging\_Farm.jpg

**Cutline:** Portland Packaging workshops and offices span a macadamia farm in Southport, where many of the employees and their families live as a small community. *Image courtesy of Portland Packaging*

**Image:** PortlandPackaging\_Facilities.jpg

**Cutline:** To achieve the companies' shared goals and ensure customers receive the best possible products, Haver & Boecker will train Portland Packaging employees to create Haver products to the company's high standards as well as to infuse the existing Portland product line with an enhanced fabrication process. *Image courtesy of Portland Packaging*

**Suggested Tags:** Haver & Boecker; Portland Packaging; South Africa, packaging machine; packing systems