

Press release:

New Rand-Air GM to build further on the company's firm foundation

15 January 2020

Since its inception in 1973, Rand-Air has been driven by a simple yet highly effective operational ethos – to exceed customer expectations at all times. The company has underpinned this with a fleet of top-quality equipment and unmatched customer service levels; and prospered to such a degree that, in a synergistic move in 1998, leading international equipment manufacturer and supplier Atlas Copco acquired Rand-Air.

Throughout his 33 year tenure, previous Rand-Air General Manager Louwrens Erasmus maintained and developed the company's dynamic growth and development trajectory very successfully. However, in December 2019, he stepped down to embark on other ventures and a well-deserved retirement.

Taking over as Rand-Air's new General Manager with effect from 1 January 2020 is former Sales Manager Kim Coetzee. Coetzee has been with Rand-Air for the past 24 years, and has held a variety of positions throughout the company.

"This has given me a thorough understanding of exactly how a rental company works. With this understanding and industry knowledge gained over the years, I look forward to putting this knowledge into practice, to take Rand-Air to even greater levels of achievement," she explains.

Asked whether she has seen an evolution in the company during her time with the business, Coetzee says: "Yes definitely, the focus has shifted in terms of not only the markets we serve, but we have become an organisation that looks to offer specialised solutions to a diverse vertical industry-focused customer base - something I intend to develop even further."

Looking to the future, Coetzee's ethos is simple: "My focus has been - and will continue to be - exceeding customer expectations. However, I will be bringing my own interpretation to this."

She believes that the current Rand-Air team is the best in the equipment hire industry and, therefore, her goal will be to support and grow this team further, in order to take the organisation to the next level.

"In today's challenging times, the importance of teamwork - and of each team member making the effort to deliver consistently high-quality results – cannot be over-emphasised." She explains that the same applies in Rand-Air; and that, to this point, every employee takes full responsibility for the work they do - no matter what the level of seniority.

"When you work for a fantastic organisation such as this, where there is a collaborative, inclusive environment with passionate people, it is possible to build on this foundation. To do this, Rand-Air annually invests considerable sums in training and developing our team, so that their growth and success is reflected in that of the company.

Personally, I have had the privilege of attending excellent management training which taught me a huge amount, personally and professionally. I look forward to applying this knowledge, in the management of Rand-Air going forward.

We also always look to attract new talent so that our team remains diverse in terms of skills and cultures," she points out.

Coetzee furthermore emphasises the importance of being part of a global organisation – Atlas Copco Specialty Rental, a provider of world-class solutions in the air, power and flow markets –

which means that Rand-Air, and consequently their customers, constantly have access to the very latest in leading-edge technology.

“Recent good examples are the introduction to the Rand-Air fleet of Atlas Copco’s two new-technology DrillAir variable high-pressure compressors, which with their versatility, will lower the cost-per-metre of drilling for various drilling applications.

Another recent innovative example is the introduction of Atlas Copco TwinPower generators. This containerised generator solution gives a very compact footprint, unrivalled versatility, optimised performance and excellent fuel economy in demanding modular power plant (MPP) applications. In addition, the two modules inside the container can be synchronised so that it is possible to supply either 1000 kVA or 500 kVA – a versatile and portable cost- and fuel-saving option for the customer,” Coetzee explains, adding that the range of Atlas Copco global solutions is extensive and, where applicable, Rand-Air makes these available to their customers.

“Our Level 3 B-BBEE rated company now has branches and agencies spread across Southern Africa, and we will continue to expand our operational footprint so that we can service our diverse market, as opportunities arise,” she continues.

“Ultimately, at Rand-Air, everything we do is focused on our customers, as our future sustainability and prosperity is vested in theirs. To this end, we recognise the importance of continuous improvement and of working hard to develop ourselves and our skillsets accordingly.

As the new General Manager of Rand-Air, I would like to extend my immense appreciation to Louwrens Erasmus for all that he did for the company - and for each and every one of us - in setting an example of continuous improvement and self-development.

For my part, I look forward to working closely with our excellent team to continue with our mission of exceeding our valued customers’ expectations with the highest quality products and service,” concludes Coetzee.

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(827 words)

Note to Editors

About Rand-Air

With several depots, branches and substantial representation across Southern Africa, Rand-Air continues to expand their footprint to service a diverse market. Since 1973, Rand-Air has been driven by an ethos to exceed customer expectation and satisfaction. This is complemented by a product offering that adheres to the highest quality standards in the industry. Rand-Air’s products portfolio includes oil-free compressors, industrial air compressors, diesel compressors, electric air compressors (all screw compressors), diesel generators and lighting towers.

As the market leader in portable air compressors and generator rental, Rand-Air upholds its reputation through regular training and upskilling in business related and product-specific matters.

Rand-Air is part of the Atlas Copco group and is a Level 3 B-BBEE contributor.

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