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ENERGY **exec**

Equipped for expansion

How Roymec Technologies has developed
a reputation for product excellence



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CUSTOM MADE EQUIPMENT + EXPORT GROWTH + STAFF RETENTION



One of Roymec Technologies' thickener plants

Roymec Technologies - equipped for expansion

Predominantly designing and supplying equipment for mining companies in the base metals industry, Roymec Technologies has developed a reputation for product excellence. Exec finds out more

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Roymec Technologies is a company that has built a strong reputation for itself in the eight years since it was set up. Established in Johannesburg in 2000 in association with the Materials Handling engineering and construction company Roymec, Roymec Technologies no longer simply sells equipment, but is able to offer turnkey equipment solutions, from concept through to commissioning of complete solids liquid separation processes.

Speaking with Hoosen Essack, Roymec Technologies' sales manager and Mark Langton, process manager, Exec discovered that the company has really taken off in recent years. "In the last two years or so we have seen quite an upturn in the number of enquiries that we have received because we have become a recognised brand," Hoosen

Essack says. "This is first and foremost as a result of numerous successful projects completed and an intensified marketing campaign in the last few years."

"We've added significantly to the company's equipment portfolio, and rather than remaining an equipment supply company, we offer our clients process solutions," he explains.

Although the company's strongest market is the base metal mining sector, Roymec Technologies has started to develop expertise in other areas. Recently the company has started to offer waste water and effluent treatment systems to its customers, while it is also investigating opportunities within the coal mining sector. "We believe that we are able to offer technology from the mining sector to other industries, through value engineering, an in



depth understanding of equipment operation and a broad minded approach to problem solving,” Essack says. He feels that the company’s expertise can be transferred between industry sectors to get the most out of technology.

Going forward, Roymec Technologies is looking to develop markets in the industrial, pharmaceutical and the pulp and paper industries owing to the filtration problems that its equipment can potentially overcome.

CUSTOM MADE EQUIPMENT

The copper, cobalt and zinc markets are particularly strong for this supplier of process engineering and separation technology. “We are supplying a lot of equipment to

copper and cobalt plants that are being built in the DRC at the moment,” Essack points out.

Working to ISO 9000 standards, the company sees the standards as a prerequisite to obtaining contracts with large mining companies, who “certainly don’t operate on any kind of risk”, says Langton. The company’s fabrication facilities are regularly subject to client audits as well as checks by its own quality inspectors.

“Virtually everything we do is custom made,” he continues. Roymec Technologies finds that this level of service results in a high level of repeat business from blue chip clients, including the likes of BHP Billiton, First Quantum Minerals, Anglo American and Phelps Dodge.

Ion exchange plant at Langer Heinrich Uranium, Namibia



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“Our relationship with clients starts well before the project gets into the construction phase,” says Langton. “The type of equipment that we sell is high value and it typically takes twelve to 24 months before people make decisions to order equipment. In that time we build relationships.” Consequently Roymec Technologies finds that it sees a high level, not only of repeat business, but enquiries from potential clients through the company’s reputation in the market place.

In order to continuously offer market leading systems, Roymec Technologies have moved to the use of “smarter software”, with the implementation of XSteel and AutoDesk Inventor packages, which will allow the company to streamline its

design process and save money.

In order to “stay ahead of the pack” and improve processes further the company is also going to “think differently” in the future. Mr Essack explains what this will involve: “We’re going to be adding a technical division to the company that will conduct plant optimisations, operating, spare parts and process audits and product development.” He adds that problem solving will be much faster, and Mark Langton will be become more involved with this side of the business.

EXPORT GROWTH

Roymec Technologies exports its technology worldwide, having completed contracts on five continents and the company is able to

Dual media filter at Skorpion Zinc Mine



deliver solutions wherever needed. At the moment, the company exports between 70 and 80 percent of its turnover. Langton however, is quick to point out that this figure is “slightly abnormal” owing to the significant increase in mining activities in central Africa, which is driven by base metal demand from China and India.

But it is not just Africa that is boosting sales; Australia and South America, particularly Chile are big markets for the company too. The majority of business is conducted by email and over the telephone, with a series of short visits, which allows Roymec Technologies to conduct 95 percent of business from its office in Johannesburg.

The company has exported to markets

in the Far East in the past too, and as a niche producer of specialist equipment Roymec Technologies finds that competition from the region is minimal, although the situation could change in future. “We’ve delivered into China but our Chinese campaign ended very quickly as people caught on to the design and started to supply basic copies of the equipment and very quickly you get a multitude of local suppliers,” Langton says.

Based in Johannesburg, Roymec Technologies is centrally located in terms of its supplier base and equipment manufacturers. Where possible the company sources its equipment from within South Africa because as the supply chain is easier to manage. It is currently in the

The Roymec Team, with Hoosen Essack (far left) and Mark Langton (far right)



Company at a glance

Set up in 2000, Roymec Technologies is a process engineering and separation company

21 people work for the company, which has its office in Johannesburg

It uses the latest XSteel and CAD Inventor packages to design equipment to client specifications

Its main markets include Central Africa, Chile and Australia, where there is a high level of demand for equipment in the base metals mining sector

It has a client base of blue chip companies, including BHP Billiton, First Quantum Minerals, Anglo American and Phelps Dodge

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process of investing in the construction of a new warehouse facility too, which will streamline its operations further.

STAFF RETENTION

All of the company's owners, directors, managers and employees have a very hands-on approach to its processes, which significantly aids the speed at which decisions are made and projects are executed. Langton explains that if an employee wants to do something they can have an answer from management within minutes, without having to gain approval from committees and board meetings.

Essack says that the company has looked at building its equipment in other areas, but

Thickener plant at Rustenburg, South Africa



decided that keeping business local was easier to manage in terms of logistics and people. “We don’t really go down to our coastal cities like Durban, where there are fabrication facilities, because that means regular trips which takes you away from the office and which comes with all the hassles of travel,” he says.

15 office bound people are currently employed by Roymec Technologies, with a further six out of office people, figures that looks set to increase in the near future. “We’ve taken on a young guy with no qualifications at all and we’re going to train him up as a laboratory technician, and further we have employed a junior guy in our drawing office. We are training him up on

CAD design and giving him a qualification,” Essack explains.

“Our intention is to take on people with enthusiasm and drive, and create a long term relationship. I think if you show that interest in the beginning it often helps with retaining people,” he adds. The company has high level employee retention, with only two members of staff leaving in the past eight years.

In the light of such an attitude it is easy to see why the company is such an attractive employer. With its skilled and expanding workforce, it is easy to see why Roymec Technologies is confident of meeting the demands of its clients and increasing its market presence. ■

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