

B E T A F E N C E

FEATURE



B BETAFENCE

THE PERIMETER • security SPECIALIST

The science of fencing is complex and dynamic says Betafence SA managing director **Michael Rodenburg**.



You could be excused for thinking that a fence is just a fence, nothing more and nothing less. But you'd be wrong. There is much more than meets the eye, the science of fencing is complex and dynamic.

"This is an exciting industry," says Michael Rodenburg, managing director of Betafence SA, South Africa's leader in perimeter security. "Our products are more than just fences and provide increased protection."

According to Rodenburg, Betafence SA deals, typically, in sophisticated high weld-strength steel fencing systems. "We have evolved from a fencing component company to one that offers a complete integrated solution," he says.

Betafence SA, a subsidiary of multinational Betafence NV in Belgium, has been growing rapidly, branching out into new business segments, and rolling out a national footprint. "We plan to capture new markets," Rodenburg explains.

The company has had sustained revenue growth over the past five years, despite the global recession that is now playing out in SA, he comments.

"We have continual innovation," says Rodenburg. "That is the secret.

"Locally driven research and development enables us to manufacture and supply fully PVC coated fence panels, for instance.

"We operate in the high security, commercial, government and lifestyle estates sectors and the majority of business is from sectors like correctional facilities, telecommunications, infrastructure and transport, public utilities and the specialised securities industries.

"Of course, we've benefited from the World Cup as well."

Betafence won the fencing supply contract to three stadia, namely the Cape Town Stadium, the Moses Mabhida Stadium Precinct, and the Peter Mokaba Stadium in Polokwane.



In Durban, Betafence SA distributor Fenceline played a significant role in ensuring the success of the contract.

AN EXTENSIVE OFFERING

Betafence SA designs, manufactures, and sells a variety of fencing solutions and also offers access control and detection products for perimeter protection, as well as anti-panic gates, turnstiles, gates, and other fencing systems.

The company's diverse range of products, and the spread into different markets, has cushioned it against the worst of the recession. "There has been a downturn particularly in the estate development market, but this has been offset by increased demand in other areas," Rodenburg says.

Betafence's high security mesh deviates bullets, is semi-bomb resistant and has been exhaustively tested, which is another significant factor behind its success.

The high security mesh is virtually bombproof whilst still maintaining high visibility levels. This is a crucial factor when used as part of an overall security surveillance system.

Rodenburg says: "Our products are rigorously tested and can withstand the most determined attacks. We provide lasting strength." In addition, Rodenburg says Betafence SA is producing product that requires less maintenance and material, but is reliable, cost effective and blends in with its environment. "Ongoing adaptation to new market forces is a constant focus," he explains.

"One of our key strengths is our PVC coated products," Rodenburg adds. "It is unlike anything South Africa has seen before in this industry." An Italian-made imported coating machine enables Betafence SA to supply and export locally PVC-coated products. "There are a number of advantages to the product," says Rodenburg, "ensuring we remain at the forefront of technology."

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As part of that, Betafence SA is investing in training and development. “Through this we can harness our full potential,” says Rodenburg. “Training and development are imperative.”

Rodenburg summarises the company’s aims as: maintaining a first class, lean and cost-effective factory, investing in skills development, staying at the forefront of technology, growing the business and branching out into new business segments.

“We need to maintain our position as the leader in the market,” Rodenburg says.

“Established in 1998, Betafence South Africa (Pty) Ltd is part of the largest universal perimeter fencing manufacturer and supplier, Betafence NV, the world leader in fencing solutions,” he adds. “We get a lot of benefits from that. “Our world-class manufacturing and PVC coating facility is based in Paarl and we have

sales and distribution centres in key SA locations. We supply to all provinces as well as throughout Africa.

“We are currently expanding our product range for the D-I-Y market and bringing in more value-added services,” Rodenburg continues.

Betafence SA’s value-added services include in-house technical expertise, CAD design and architectural specification support, and instant access to world-leading coating technologies. “In the future we want to get more involved in the whole cycle of projects, even looking at financing, helping customers fund a purchase. That is something that is new and we are positive and excited about bringing that to the market,” Rodenburg concludes.

Betafence SA is a certified ISO-9001 company. It is also BEE accredited, with 26 percent shares owned by local PDI investment companies. **END**



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