

COMMENT

Infrastructure, Construction & Equipment Division

construction@brookepatrick.co.za

Editor: David Poggiolini Dip Journ (Daniell)

Sub-Editor:

Claire Nozaic MMus (Stell)

Contributors:

Dominic Uys BEd (NWU)

Blake Wilkins BA Comms & Political Science (Unisa)

Richard Caldeira BA Languages (Journalism) (Pret),

BHCS, History (Hans) (Pret)

Editorial Department Manager:

David Poggiolini Dip Journ (Daniell)

Graphics and Production

digital@brookepatrick.co.za

Graphics and Production Manager:

Christelle Jordaan BA (ID) (Pret)

Layout: Anoonashe Shumba BTech (Hans) CAD

Advertisement Sales

sales@brookepatrick.co.za

Assistant Advertisement

Sales Team Leader: Tracey Hack

Sales Administrator: Michelle Muller

Information, Database, Archive and

Distribution Management

database@brookepatrick.co.za

Information, Database Archive

and Distribution Manager:

Elvira Wood PhD Communication Studies (NWU)

Subscriptions Sales and Administration

subs@brookepatrick.co.za

Finance

finance@brookepatrick.co.za

Financial Manager: Barbara Luck

Published by

Brooke Patrick Publications (Pty) Ltd

Building #13, Pinewood Office Park

33 Riley Rd, Woodmead, Johannesburg

Private Bag X40, Rivonia, 2128, South Africa

Tel: +27 11 603-3960

Fax: +27 11 234-6290

www.brookepatrick.com

Managing Director

Neil Patrick BSc (Stell)

Printing

Intrepid Printers

Circulation

October - December 2010

Total circulation: 2 510

Net copy sales (Above 50%): 354

Net copy sales (Below 50%): 0

Controlled free distribution: 2 156



Copyright

No part of this magazine may be reproduced without the written permission of the editor.

Views expressed in this journal are not necessarily those of the publisher or its agents.

Super SKILLS



Sarens South Africa

The right tools for the job cannot be tackled without the appropriate hands!

Inote with interest the article written by Richard Caldeira on page 30 of this edition of *Plant*. Super-lift operators continue to share some tips with us regarding the management of their day-to-day operations. This time round, it is about honing the hands that are needed to perform a successful super-lift and heavy-lift operation.

Sarens is my focus point for this comment because we have seen this company expand phenomenally over the past few years. It is not unusual to see its blue and white livery just about everywhere a lift is involved. Clearly the secret recipe has everything to do with spending significantly on upgrading its fleet and placing just as much focus on skills development. The right tools for the job cannot be tackled without the appropriate hands! However, a really unique business opportunity emerges when this perfect blend is achieved. Shortage of skills translates into

a huge gap when it comes to tackling lifts. A lifting contractor with the skills to offer a turnkey solution that not only entails designing and overseeing the lift, but also managing the safety requirements surrounding the operation, provides a massive competitive edge over its competitors. Last year, I visited the Medupi construction site where I saw the lifting specialist offer a complete lifting solution to the main contractor. Shortage of skills on the lifting front was apparently evident on this construction site.

This gap becomes wider as we start crossing borders into other African countries. This includes the Tete region where large lifts are the order of the day and will be well into the future. Companies that have an extended service offering to complement an impressive lifting toolbox are miles ahead of the rest. Hats off to Sarens and we look forward to hearing more about its secrets to success.

David Poggiolini, editor