



WEBROY

WEBROY & GLOBAL MARKETS

KWAZULU-NATAL precision spring and metal forming producer, Webroy, is poised to compete in global markets after acquiring leading edge technology and extremely sophisticated equipment.

This year, the 21-year-old Pietermaritzburg company acquired the latest technology, twin-head CNC wire former to produce automotive seating fittings and complex wire forms. The machine boosts Webroy's capability in the burgeoning wire forming industry.

"The twin-head wire former is the only one of its kind in Africa owned by an independent supplier to the automotive industry," said marketing director Buzz Kopp.

Webroy also recently became one of the first in the world and the only manufacturer in Africa to purchase a state-of-the-art CNC grinder. One of the most advanced available in the global spring industry, the grinder enhances Webroy's versatility in international automotive spring markets.

"Acquisitions of this type of equipment are the result of a programme that we embarked on five years ago," added Buzz.

The primary objective of the programme was to enable Webroy to supply local automotive, agro-industrial and shop fitting markets with quality products made to stringent international standards.

"We have now reached that objective. Over the next five years we will focus on establishing ourselves as an exporter to diverse international markets, while at the same time, retain our strong home base," said Buzz.

"For a company that was founded 21 years ago in present chairman Don Royston's garage, as a tiny specialist spring manufacturer, we believe that we have come a long way."

Webroy has evolved into a diversified group of operations that produces a wide variety of wire and sheet metal products.

According to Buzz the company was founded in the belief that local industrialists need look no further than their own borders for complex spring and metal forming requirements.



Setters Ruben Moodley (left) and Ernest Sewpersad (right) with managing director Robin Royston and the recently acquired twin-head CNC wire forming machine.)

"We found good local partners in our customers and developed quality products together. Now we believe that Webroy should be looking beyond South African borders to develop more products with customers in America, Europe and the East."

Buzz explained that Webroy's management team is confident that it will not encounter problems as far as the quality expectations of international markets are concerned.

"As suppliers to industry, we are already winning contracts against extremely quality conscious Japanese suppliers who are producing on economies of significantly vaster scales than we are.

"Being small and at all times driven by quality, has been a blessing in the long term. Now we find that we are leaner, more hungry and recognised by our customers as every bit as good as our foreign rivals."





INVESTMENT BOOSTS WIRE FORMING CAPABILITY

An example of the company's manufacturing versatility in the field of wire forming is reflected in its range of equipment produced for the poultry industry. Supervisor Lawrence Mnculwane, production director Bill Armitage and setter Dumisani Masango, inspect a cage before dispatch.



SHREWD investment in capital equipment over the past five years has enabled Webroy to penetrate markets covering a wide spectrum of industries - particularly in the intricate field of wire forming.

"Over the past five years we have invested nearly R4,5 million in equipment in our programme to meet customer needs," said managing director Robin Royston.

"For a relatively small operation like Webroy, that represents a lot of money -

but it's paid off in the long run because we now have an extraordinary flexibility and capability for a company of our size."

The R1,4 million twin-head CNC wire forming machine is the latest in a long line of capital equipment purchases that include smaller, yet highly sophisticated wire formers, load testers, coolers, grinders, spring formers and stress-relieving conveyor ovens.

"In line with our philosophy of forming partnerships with our customers to meet

their needs and developing products with them, it has been necessary to become a multi-functional, multi-skilled and versatile organisation.

"When it comes to wire forming, this has meant investing in an array of high quality equipment. This investment expenditure is becoming increasingly important if we are to achieve our objectives to fill identified niche markets, such as the automotive seating market," said Robin.



Setter Nireesh Ramjewan and marketing director Buzz Kopp examine a product coming off Webroy's new state-of-the-art CNC spring grinder.

ONE OF THE FIRST IN THE WORLD

MARKETING director Buzz Kopp is proud that a Pietermaritzburg company was one of the first in the world to acquire the R650 000 Bennet CNC spring grinder.

"They call Pietermaritzburg 'Sleepy Hollow'," says Buzz. "We might be situated in a hollow ... but there are times when we demonstrate to the rest of the country, as well as to lots of people outside South Africa, that we are not as sleepy as they might think we are!"

According to Buzz, Webroy's reputation has always been based on its claim of being a "precision spring manufacturer" and this grinder will go a long way in entrenching this reputation.

"There are very few other spring makers in Africa who can lay claim to being as precision-orientated as we are."

