

Quality that just keeps going

by Lynette Louw

With more than forty years worth of experience under the belt, Midmacor's future is looking rosy. Since its inception in 1962, this company has gone from strength to strength, and is today functioning as a highly professional institution with an exceptional basket of products and services for agricultural producers across South Africa.

Midmacor, originally known as Motor Industrial Development and Marketing Corporation, was generally known as the biggest importer and distributor of Honda motor bikes and engines in South Africa. In time the company also started to introduce and distribute the engines in the African market, and with great success!

"However, the situation changed somewhat in 2000, when we decided to increasingly focus our attention and energy on

manufacturing and the expansion of our product lines," says Alwyn Coetsee, managing director of Midmacor.

Midmacor expands

"We literally travelled the world to get up to speed with what is available in the market. In this way we were able to identify the best products for distribution in the local market. The end result was a product line consisting of no less than 15 000 line items (including parts)," Alwyn says proudly.

In fact, Midmacor is South Africa's largest importer of engines, with no less than 80 000 engines imported in 2009. In addition, the company's series of products includes a variety that few others can boast.

From a series of imported power generators, to locally manufactured and imported Honda parts and engines, industrial vacuum cleaners and much more – these guys have everything! And they boast a range of well-known and reputable trademarks such as Shulz compressors, Calpeda pumps, the Powershield Centurion UPS range, Zuco and Gedore tools, and much more.

Midmacor is a company that likes to take the lead and was responsible for



Alwyn Coetsee, managing director, together with Maarten van der Walt, sales representative

the introduction of the country's first Buffel fire fighter. This well-known fire fighter was designed by Midmacor and is also manufactured by them. In addition one can now also purchase a tank together with the fire fighter. Other fire fighting trademarks include Firman and Honda, while a complete range of equipment such as trailers, spouts and fire beaters are also available.

Midmacor goes green

It seems only fitting that a service orientated company such as Midmacor would attend to the needs of its customers, and in this regard Midmacor has a very sympathetic ear for its agriculturalist clients.

"Farmers have an urgent need to become

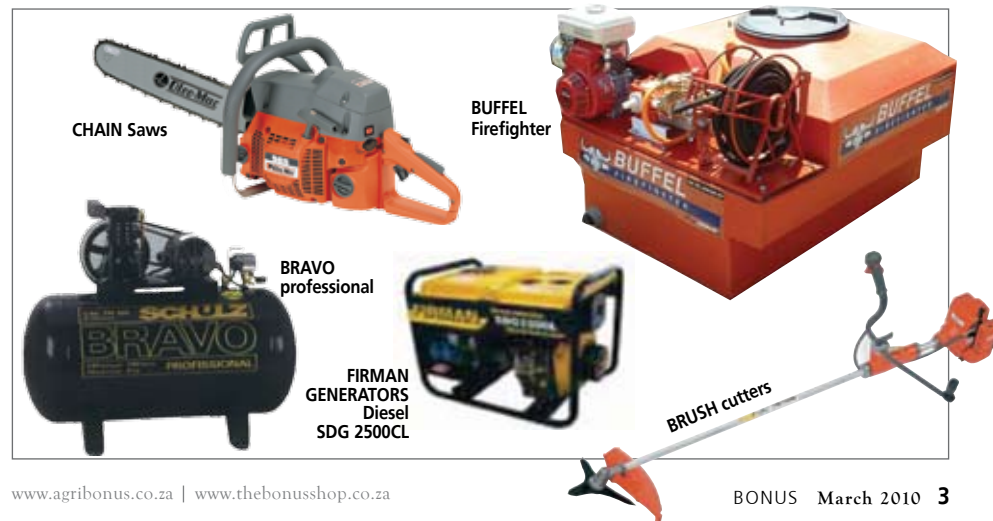
more independent in respect of energy supply," says Alwyn. "That is why we decided to expand our focus on generators and we are now at a point where we can also supply our clients with sun panels, wind energy and LED technology.

"We truly understand the position in which farmers find themselves with regard to the cost and supply of electricity. That is why we offer a service through which farmers can enjoy a holistic energy supply solution on their farms," says Maarten van der Walt, one of Midmacor's national sales representatives. This service means that a Midmacor representative will visit a farm at the request of the farmer, and literally offer the farmer an energy supply solution, which of course includes installation.

With Midmacor's wide range of products and services, it is difficult to imagine how this eager team can improve even more. But, says

Midmacor is proud of its extensive range of products and its exceptional service to the farming community. This is why Midmacor took the decision to become an AgriBonus partner in 2010.

Alwyn, there is always room for improvement, although it does not necessarily imply further expansion of their already substantial range of products.



The Midmacor footprint

"We emphasise quality and our motto is: Quality for lasting value. This business philosophy is backed by a very good after-sales service and parts sales. In order to give more momentum to the business, Midmacor hopes to soon start working on increasing its market share."

Midmacor has seven branches across the country and covers the whole of South Africa in this way. The company is currently looking at expanding to the Limpopo province. It is already supplying to all of the major cooperatives and is currently also negotiating with cooperatives in the Eastern and Western Cape, in an attempt to enhance its footprint in this vast area.

Midmacor also hopes to enlarge its footprint in Africa. The company currently enjoys representation in sub-Saharan countries such as Zambia, Mozambique and Namibia. However, there is definite room for improvement and a greater share of the market.

Midmacor for the farmer

Midmacor plans to personalise its service to farmers even more. In this regard they are already available to host demonstrations during farmer days and are more than willing to present these demonstrations on farms, if the farmers in question are able to gather a sufficient number of co-farmers for such a day. And, as with any full-blood agricultural supplier, Midmacor is present at the annual Nampo Harvest Day just outside Bothaville.

"Midmacor is proud of its exceptionally

good basket of products and its service to the farmer," Alwyn says proudly. "That is why we decided to become involved with AgriBonus, which has been serving the farming community for many years now. With AgriBonus at our side, we are sure that we will be able to improve our service to farmers even more."

And with characteristics such as passion, innovation and enthusiasm driving its staff, Midmacor easily blends into the AgriBonus family of partners. Keep an eye out for our new partner's products and receive AgriBonus points with your purchases from Midmacor.

Quick facts

- Midmacor has branches in Boksburg, Nelspruit, Cape Town, Port Elizabeth, Welkom and Port Shepstone.
- Midmacor is a division of the group, CHHC Trading.
- Midmacor has received numerous awards, among which the award as best distributor of Lombardini equipment, and best original manufacturer of Honda equipment.
- Midmacor's website is currently under construction and clients will soon be able to view the company's products and services on www.midmacor.co.za.
- Midmacor's products will also be available at The Bonus Shop Online. Go to www.thebonusshop.co.za for more information.
- E-mail enquiries@midmacor.co.za or contact your nearest Midmacor representative.

Meet the team



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