

FOR IMMEDIATE RELEASE

Zest Weg Group's New Ceo Looks To Grow Africa Footprint

As part of its ongoing growth plans, Zest WEG Group will continue to focus on opportunities in more African countries, according to its new chief executive officer, Siegfried Kreutzfeld.

With 40 years of service in the global WEG Group, Kreutzfeld brings a wealth of industry experience to the top job at the South African business, which he joined in January 2019. He was most recently the managing director of WEG China.

“WEG has a very simple strategy: we believe in continued growth on all continents,” he says. “This is achieved by maintaining close relationships with all our customers and ensuring that we deliver quality products. We underpin all this by our high levels of service and support.”

Established in South Africa to create a strong national footprint, the Zest WEG Group has grown steadily into other Africa countries. With its responsibility for the sub-Saharan market, it operates branches in Ghana, Tanzania, Mozambique and Namibia. The group also has competent partners in countries like Angola, Botswana, Zimbabwe, DRC and Zambia. Today, the Zest WEG Group ranks among the top five operations in the global WEG Group.

“Many of our products are well established across the continent,” he says. “However, we believe there is growth potential with both mature products – such as low voltage motors, high voltage motors, and drives and switchgear – as well as with other products we manufacture locally such as transformers, motor control centres, panels and generators.”

Kreutzfeld highlights that major opportunities exist with premium efficiency products across the range, including WEG IE3 motor and WEG CFW drives.

“Also key to the Zest WEG Group's growth potential is our ability to offer a fit-for-purpose integrated solution,” says Kreutzfeld. “This is available across all sectors, but especially in power generation, electrical infrastructure and mobile power and energy solutions. We will also be introducing WEG solutions for renewable energy applications.”

The wide range of products in Zest WEG Group's market offering are relevant across a broad sector of industries including mining; petrochemical; agriculture; water and wastewater; paper and pulp; sugar; and energy – including traditional coal fire power plants and renewable energy.

ZWG PIC 01 : Siegfried Kreutzfeld, ceo of Zest WEG Group.

ZWG PIC 02 : WEG W22 IE3 Top Premium Efficiency foot mounted three phase electric motor.

ZWG PIC 03 : WEG variable speed drives for industrial requirements ranging from 0,25kW to 2MW and from 220V IP single phase to 690V three phase.

ZWG PIC 04 : A custom engineered multi ratio 40 MVA 132kV/88kV//33kV/22kV mobile substation solution supplied by Zest WEG Group.

ZWG PIC 05 : A Cummins diesel generator at 1250kVA prime in the final inspection and packaging area at Zest WEG Group's Generator Sets division facility in Cape Town.

ZWG PIC 06 : A 20MVA 132kV WEG power transformer installed on the Eskom grid.

ENDS ... MARCH 2019

FROM : CORALYNNE & ASSOCIATES
TEL : +79 523 7422
EMAIL : communicate@coralynne.co.za
WEBSITE: www.coralynne.co.za

FOR : ZEST WEG GROUP AFRICA
TEL :+27 011 723 6000
EMAIL : marketing@zestweg.com
WEBSITE: www.zestweg.com