

## **Rolfes Pigments eyes expansion into Southern Africa**

Rolfes Pigments, a division of JSE listed, Rolfes Holdings, says it is expanding into key fast-growing African economies as part the company's overall growth strategy and evolving business model.

As market leaders in the supply of pigments into the paint, printing ink, plastics, and construction industries, Rolfes Pigments distributes a wide range of organic and inorganic pigments and manufactures in-plant and point of sale dispersions.

Rolfes Pigments Managing Director, Ahmed Gani, says the company's significant investments in the manufacturing of pigment dispersions have enabled Rolfes to accumulate a great deal of know-how and technology in the field. "Our team's expertise and understanding of the unique operating conditions on the continent enables us to meet customer requirements in neighbouring markets within the Southern African region."

Rolfes will focus its efforts in Botswana, Namibia, Swaziland, Malawi, Tanzania and Zambia where there is ample opportunity to establish a greater in-country presence. "By extending our footprint into key markets in the region we'll be well-placed to streamline distribution while offering direct development with our products at a point of supply," says Gani.

"The key attraction is the size of the Southern African market, and their potential for growth. Where appropriate we will have agreements with local partners to enable even greater reach," Gani adds.

"Increasing our footprint is a great opportunity to offer our extensive knowledge and skills. We will unlock real value for customers and ensure our relevance in the markets we serve."