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Kwikspace enters channel partnership with Kaap Agri

Kwikspace and Kaap Agri, the specialists in agricultural, fuel and related trade and retail markets in Southern Africa, have entered into a channel partnership that will see Kaap Agri stores promote the Kwikspace offering. The partnership agreement, signed during May 2019, is the first promotional/reseller partnership entered into by Kwikspace.

Initial roll-out, which began shortly after the agreement was in place, utilises Kaap Agri stores in Paarl, Franshoek, Ceres and Vredenberg. The Paarl outlet now has Kwikspace's 3 X 6 m relocatable units on display in open-plan format, with the remaining three stores utilising promotional banners and specifically trained sales personnel to promote the product lines.

The tangible display provides customers with a look and feel opportunity, allowing them to familiarise themselves with unit composition. The Kwikspace-trained Kaap Agri sales teams across all stores provide accurate and detailed information on all aspects, including flooring, finish types and the range of available extras like air conditioning, burglar bars, special lighting and other options.

"We approached Kaap Agri due to a mutual client profile – specifically in the agricultural and construction industries," says Mico Botha, Cape Town Regional Manager, Kwikspace. "They have an established footprint of 60 stores nationally, which provides us with a new platform to market our product lines and access to market. Potential customers in these stores will be able to see how Kwikspace relocatable units can be used for a variety of onsite applications, from accommodation to kitchens and laundries, to dining rooms, offices, store rooms, guard houses and even mobile clinics among many others."

"Kaap Agri is an inspiring and forward-thinking leader in SA business," says Botha. "They have an open mind to new opportunities and have very approachable leadership. Our entire product range, optional extras and updated pricelists are communicated to the Kaap Agri sales teams, who also receive training from Kwikspace."

Kwikspace retains all responsibility for manufacturing, preparation, delivery and handover of all units bought via Kaap Agri outlets.

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Compiled by: [CubicICE](#)

About Kwikspace

Kwikspace is one of Africa's largest manufacturers of prefabricated, modular buildings, with an established footprint in 27 African countries across the construction, mining, oil & gas, education, healthcare and community service sectors. Established in 1972, the company employs almost 300 people, with a 500 000 m² manufacturing facility in Kliprivier, Gauteng. Kwikspace maintains the largest modular building rental fleet in South Africa.

Images

Photo: Pic 1_ PR KWI 4851 Kwikspace Kaap Agri Channel Partnership

Caption: A portion of the Kwikspace relocatable unit at the Kaap Agri store in Paarl and one of the promotional banners. Sales personnel receive Kwikspace training and are perfectly positioned to answer any Kwikspace queries.

Photo: Pic 2_ PR KWI 4851 Kwikspace Kaap Agri Channel Partnership

Caption: A Kwikspace relocatable single wide prefabricated mobile unit just off the assembly line. From here it will be finished according to customer specifications.

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