



PPC Marketing: Ulundi Project

PPC container pilot and mobile science lab projects set to benefit communities in Ulundi

Easy and cost-effective access to resources and materials is critical for the sustainable growth of any town or city. However, transportation is often one of the many challenges that rural communities face when it comes to reaching much needed resources and materials. Having identified this as one of the problems faced by its rural customers, PPC has started an innovative container project in Ulundi in KwaZulu-Natal, where community members live relatively far from retailers. The pilot, launched at King Senzangakhona High School today, aims to assist communities in nearby villages by improving access to quality building products – with sales profits going directly to the school. Learners received an additional hand-up with a state-of-the-art mobile science and IT lab also being unveiled at the launch. Complete with the very latest science and chemistry equipment, the lab looks set to inspire the next generation of scientists, engineers and doctors at the school, ensuring that today's collective initiatives have long-term and sustained positive impact in the community.

As education and housing continue to challenge communities across South Africa, innovative corporate partnerships are providing new hope and opportunities in rural areas. PPC's partnership with King Senzangakhona High School in Ulundi is an example of this in action – where both education and housing were given a meaningful hand-up today.

The company launched two initiatives at the school, much to the excitement of both learners and community members. The first – something completely new for the company – is a PPC-branded container which will sell cement and other quality building products direct to the public. Profits made from sales will be donated back to the school, to use as it sees fit and to improve the level of education at the school. Mr Naphtal Thembinkosi Dlamini who lives in the area has been employed to operate the container, with a cashless system to be used for payments.

“We've chosen to pilot this project in Ulundi before rolling it out across the country,” says Marlene Corrie, PPC General Manager: Sales Inland Region. “We will use learnings from our experiences here and community feedback to ensure the initiative delivers maximum impact.”

PPC also handed over a state-of-the-art mobile science and IT lab to assist learners at the school studying science. “The mobile lab is an ideal alternative for underprivileged schools such as King Senzangakhona as it incorporates both the technology and science equipment needed to conduct experiments covered in the high school science syllabus,” explains Kabira Akoob, PPC Group CSI Manager. “It brings physics and chemistry to life as never before.”

“PPC recently celebrated 125 years of business, thanks to the support of our customers. Without the customers and the communities we serve, we would not have achieved this milestone,” notes Corrie. “We're excited to be able to give back in this way, and to be partnering with King Senzangakhona High School and the community through this initiative. We thank everyone for their contribution today and remain committed to the project's success.”



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About PPC Ltd

A leading supplier of cement and related products in southern Africa, PPC Ltd has nine cement factories in South Africa, Botswana, Zimbabwe and Rwanda. In 2016 PPC commissioned its fifth milling depot, located in Harare, Zimbabwe, bringing PPC's current capacity to around nine-million tons of cement products each year. As part of its strategy and long-term vision, PPC is expanding its operations in South Africa, and extending its footprint into the DRC and Ethiopia.

PPC's Materials business, comprising Safika Cement, Pronto Ready Mix (including Ulula Ash), and the recently acquired 3Q Mahuma Concrete, form part of the company's channel management strategy for southern Africa. As a result of these acquisitions, PPC's footprint has grown to include 26 ready-mix batching plants across South Africa and Mozambique and the capacity to produce half-a-million tons of fly ash.

PPC also produces aggregates, with its Mooiplaas aggregates quarry in Gauteng having the largest aggregate production capacity in South Africa. PPC Lime, one of the largest lime producers in the southern hemisphere, produces metallurgical-grade lime, burnt dolomite and limestone.

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