



NEWS ALERT

PPC and Prominent Paints gear to launch first community empowerment Builders Box in Soweto

Small construction companies, youth and DIY-lovers in Soweto will soon be able to receive building and other skills development training virtually on their doorstep! This initiative is courtesy of the very first “Builders Box”, sponsored by PPC and Prominent Paints. The novel containerised solution is set to open its doors in April: providing quality products, technical support and practical skills training to the community – helping address a critical skills gap and stimulating the local township economy whilst empowering individuals to make their building dreams a reality.

A smart new multi-purpose container solution will soon make all the difference to unemployed youth, SMMEs and home-owners in Soweto. Developed by Africa’s Got Game in partnership with PPC and Prominent Paints, the Builders Box will feature a retail area where customers can purchase building products directly, as well as a fully equipped training room and demonstration yard where youth and construction SMMEs from the area can learn new skills and improve their existing ones.

“While the Builders Box will give customers easy access to both our products and our technical expertise, the driving force behind this initiative is to empower people living here through skills development and subsequent job creation,” says Kevin Odendaal, PPC Executive: Gauteng Cement. “This builds on our company commitment to grow and develop our communities, country and continent.”

Got Game Executive Shan Naidoo explains that the Builders Box will assist in the process of township revitalisation, providing formal building trade skills training for unemployed youth and local entrepreneurs at the business support centre. Both PPC and Prominent Paints will offer training and demonstrations at the centre. The space will also be available to other training service providers as required. “Course topics to be covered will include everything from basic budgeting and finance to practical building, and painting skills and demonstrations. Customers will also qualify to attend training sessions of their choice by simply registering at the Builders Box.”

Visitors will additionally find themselves helped in-store by local youth from the area. Three young people from the community are currently undergoing retail and product-specific training to ensure they are appropriately upskilled to serve customers. Their knowledge will be supplemented by devices that can link customers to the PPC and Prominent Paints websites, and app in the case of PPC. “This will help them make the right decision about the quantity they need to buy, as well as correct product strength required, amongst others,” says Odendaal.

“The Builders Box will give us an opportunity to contribute and provide solutions to the unemployment challenge that we face as a country,” says Lani Carstens, Brand Marketing Manager: Prominent Paints. “Our investment of over R300K will go directly towards



providing sustainable long-term socio-economic upliftment in Soweto. This is what will ultimately define success for us,” she concludes.

Ends.

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 Readymix (including Ulula Ash) and, the recently acquired 3Q Mahuma Concrete, forms 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 readymix 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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Issued by: Riverbed
Nnusi Gazi
Account Manager
Direct: +27 (0) 860 994 164
nnusi@theriverbed.co.za

On behalf of: PPC Ltd
Siobhan McCarthy
General Manager: Communications
siobhan.mccarthy@ppc.co.za