



## COMPANY PROFILE

### LEADERS IN

- SANDBLASTING (WET & DRY)
- PAINTING
- POWDER COATING
- FIREPROOFING
- CIVIL WORK (ERECTION OF BUILDINGS, ASPHALT/TAR ROADS)
- CIVIL MAINTENANCE (PLUMBING ETC.)
- CORROSION PROTECTION (NACE LEVEL 3)
- INSULATION (HOT & COLD)
- DENSO WRAPPING

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## 1. Introduction and Details

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TRD came to existence when the founder and CEO of the company, Riaan van Staden, saw opportunities in the maintenance industry. This led to the birth of TRD in 2001. We as TRD Industrial take pride in our tireless efforts which focusses on the satisfaction of our clients, ensuring utmost quality with the completion of every task assigned to us. We accomplish this by considering and complying to all aspects set by the clients and the environment.

At TRD, we handle new challenges every day. We use every task and challenge in our favor to broaden our horizon, searching for new opportunities to conquer as we grow. In our competitive field, we are unparalleled in quality, execution-time and prices. We do, under no circumstances, compromise the quality of our products and/or services neither the safety of our employees.

### TRD DETAILS

- Location: 14 Antrim Street, Sasolburg
- Telephone number: 016 976 0956
- Fax numbers: 086 647 3385
- Email address: [angela.trdsand@lantic.net](mailto:angela.trdsand@lantic.net) or [riaan.trdsand@lantic.net](mailto:riaan.trdsand@lantic.net)
- Slogan: Setting Standards
- Average Number of employees: 50

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## 2. History

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### BACKGROUND

Because we know that maintenance is just as important as the production line of any business, our goal is to protect and/or improve the structure and production of our clients by applying our excellence in fireproofing, corrosion protection, insulation and civil related work.

### MOTIVATION

As we reach our goal, we pave the way for our clients to operate at a maximum efficiency. We reach our goals not only to satisfy our clients but also because we as TRD Industrial believe that the chain reaction of apt efficiency and quality needs a source of ignition which is exactly what makes TRD stand out.

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### *3. Our Vision*

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It is the vision of TRD to be a respected enterprise, harnessing our talents in applying innovative and competitive technology to excel in our selected maintenance related sectors in South Africa.

Although the future holds great unknowns, we accept the challenges ahead to grow towards a flawless record of executed tasks and hold the title of most trusted in our field of expertise. The main objective is to build a strong and reliable relationship with all our clients and suppliers.

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### *4. Our Mission*

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It is the mission of TRD to generate sustainable growth in the interest of our clients by:

1. Competing in the Corrosion Protection, Insulation, Fireproofing, Denso Wrapping, Fiber Glass and Civil related markets.
2. Being the preferred supplier to our customers through our reliability and service in a manner superior to that of our competitors.
3. Striving for mutually beneficial relationships with our clients and suppliers.
4. Creating an environment in which teams of dedicated personnel characterized by their skills and backgrounds can grow to their full potential.
5. Acting responsible and in accordance to all accepted codes of practices with regards to the environment.
6. Conducting our activities with sound business ethics, integrity and utmost customer satisfaction.

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## 5. Objectives

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Our specialties includes, but is not limited to the following products and services in the maintenance industry regarding buildings, structures and other civil related work.

- Assembling & Manufacturing of Structural Fiber Glass (non-metallic)
- Sandblasting, Wet Sandblasting, Painting and powder coating.
- Denso Wrapping
- Hot & Cold Insulation
- Fireproofing
- Civil Work – Erection of buildings, Asphalt/tar roads etc.
- Civil Maintenance – Plumbing etc.

### PRICING STRATEGY:

Our pricing strategy follows for each section as well as the factors influencing them. Consider Table 1 below:

*Table 1: Pricing Strategy.*

<b>Deliverable</b>	<b>Strategy</b>
Corrosion Control	Per Square Meter (m <sup>2</sup> )
Fireproofing	
Insulation	
Civil Work	Per Cubic Meter (m <sup>3</sup> )
Denso Wrapping	Per Volume of Product

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## 6. Buyer Profile

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Do you want our service? : Request a quote, we respond swiftly.

Characteristics of our service: Quick, reliable and satisfactory service to all customers.

Frequency of services purchased: Daily.

Average basket size: From small once off jobs to contracts lasting years

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## 7. Core Value

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We, our services and the quality thereof is solely based on the principal: “do unto others as you would have them do to you” Luke

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## 8. Company Organogram

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Key employees, leadership team, decision makers, qualifications, experience, employment equity, empowerment status

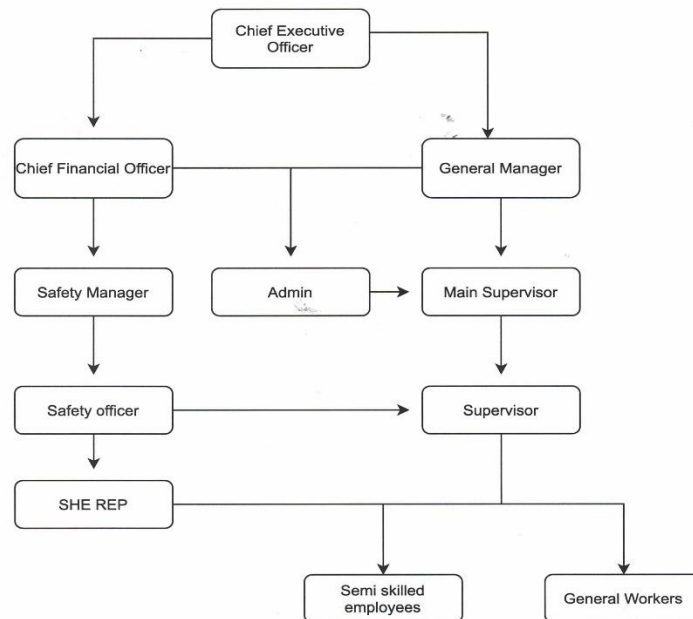


Figure 1: Company hierarchy

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## 9. Resources on Tap

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We are proud of our relationships with our clients and our suppliers. Our list of trusted suppliers follows:

- Stoncor SA
- Denso
- IPC Industries
- Blastrite
- Seibod gas
- Storm machinery
- B & A paints
- JM Spares

Our list of respected clients follows:

- Proconics
- ProGo
- Omnia
- Air-Products
- Anglo Ashanti
- Erd Fab
- Eskom
- Steinmuller
- Weldteq
- New Age
- LTA Grinaker
- Aesseal
- New Age

The products we use follows:

- Sandblasting grid/granules
- Glass beads/granules
- Denso wrap
- Insulation wool
- Various paints and thinners

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## 10. *Certifications*

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If there is any need to see the following certifications listed, we will be more than happy to provide them on request.

### **QUALITY CERTIFICATIONS**

- NACE Level 1, 2 and 3 ( Coating Application Course SAQCC)
- ISO 9001:2000 Understanding, Implementing & Auditing of Quality Management Systems (SABS Certified)
- ISO 9001:2000 Implementation Course (NOSA)
- Carboline Heavy Duty Coatings
- Johtan Heavy Duty Coatings
- Sigma Coatings

### **SAFETY CERTIFICATIONS**

- Samtrac
- Incident / Accident Investigation
- Hazard Identification and Risk Assessment
- Working on Heights
- Bobcat Operators
- Hoist Operators

### **OTHER TRAINING/COURSES ATTENDED**

- Core Drilling
- Tippers
- Pastel Accounting
- VIP Payroll



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## 11. *Closing Letter*

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This company profile was designed to provide you with a brief overview of the services and capabilities of TRD Industrial. It further stands as proof of the commitment, level of focus, commitment and service-orientated attitude of all the TRD personnel towards their clients.

We hope that this Company Profile will urge you, our prospective client, to give us, TRD Industrial, the opportunity of adding value to your company. For more information or any queries, please do not hesitate to contact us on 016 976 0956.

Kindest Regards,

TRD Industrial group