



# Company Profile

*Advanced*  
**technology**

*at your  
fingertips*



# 2010

# ***Background***

- United Elevators (Pty) Ltd was established in 1997 out of desperate need, for a truly South African company with highly skilled technicians and field engineers.
- We have now grown to be the **largest independent lift company in South Africa.**
- Our Directors and staff are, dynamic and passionate about the lifting industry, while being supported by an international brand that has been manufacturing lifts for over 32 years.
- Over the years United has grown from strength to strength purchasing its first building in Braamfontein R 2 200 000.00 and then a warehouse in Edenvale, Sebenza valued at R 4 800 000.00
- In 2007 – 2009 we managed projects with the value of over R56 000 000.00.



# *Background Continued*



- United Elevators is a dynamic lifting technology company with a thriving sales and support network throughout Gauteng and Kwazulu Natal. The company was formed in 1997 by the current Directors, and has developed a strong client base from many of the top corporations in South Africa, which represent a diverse set of organisations.
- At the beginning of September 2007, United Elevators made a significant strategic move by joining forces with the powerful and highly successful Xinda Group, by becoming the Exclusive Distributor for Xinda Group in South Africa, with their brand of elevators and escalators named **HOSTING**. Xinda Group is a highly focused company and is the leading manufacturer of elevators and escalators internationally. Hosting offers a **complete** range of elevators, escalators, solutions from one end of the market to the other. In these constantly changing and developing market forces in South Africa, aligning United Elevators in this successful and focused grouping of companies ensures its major growth for the future.

# *Background Continued*

- With **United's** core business being in elevators and escalators, we have dominated the local market. Industry consultants predict a steady growth of about 40% in this market over the next year.
- Two other key areas that have contributed greatly to our success are our range of modernisation products and services and the support services arm of our business.
- We currently have over 50 staff members in the Gauteng Region, 12 in Pretoria and 8 in Durban.
- Head office – 15 staff members
- Engineers – 4
- Field staff – 36
- Supervisors – 3
- Senior management- 6
- Routes – 11
- Vehicles - 59





# *Business Areas*

## ■ **Existing Elevators**

- With **United's** combination of products, experience and skills, we are able to offer a wide range of services and solutions for customers using various elevator products, from simplexes to multi-group systems.
- Our 13 year partnership revolutionised service standards for large South African elevator users and ensured market leadership in this field. United has expanded aggressively into the elevator and escalator arena and has responded by focussing significant marketing and sales resources in this area. More than 85% of **United's** sales were for existing elevators service contracts.
- United continues to expand its service base while retaining its core mission, which is to provide solutions to South African elevator users who need to gain fast and economic access to elevator services.



# ***Business Areas Continued***



## ■ ***New Elevators***

- The rapid evolution of technology has brought dynamic products to our customers. Elevators and Escalators has become the enabling backbone for the developer and end user. United recognised the need for customers to purchase affordable lifting solutions, with **reliability** as its main core. This potential drew attention to some innovative products. This product group, classified as Eco lifts, allows efficient access to sophisticated technology at very competitive prices.
- **Xinda Group** is a global provider of ***Elevators, Escalators, Passenger Conveyors, Bed Lifts, M.R.L. (Motor-room less Lifts), Goods Lifts, Commercial Lifts, Passenger Lifts and Observation lifts***, these solutions that automate and optimise an **organisation's** interactions with its customers. By employing advanced technological lifting equipment, companies are creating and managing profitable customer relationships. (Let's just imagine a shopping centre without elevators or escalators?)



## *Business Areas Continued*

- The early 1990's saw the advent of energy efficient lift – systems. VVVF (Variable Voltage Variable Frequency) technology has evolved from this beginning and advanced to sophisticated systems capable of performing a myriad of functions. The VVVF Drive controllers ensure superior ride quality as well as ensuring that the levels remain constant during all load conditions, to within 5mm. Then in the late 90's the development of M.R.L. (Motor-room less) lifts was a new elevator concept that requires **NO MACHINE ROOM**. All the equipment is contained within the shaft structure. As no motor room is required, savings are also achieved by omitting motor room fans, distribution boards, motor room lights, and the general finishing of work required in conventional plant rooms. The lift shaft sizes for the MRL concept are much smaller than the conventional elevator both in shaft width/depth and pit/headroom dimensions. This fact alone gives substantial financial benefits. The MRL concept is based on an AC geared or gearless machine located in the lift shaft, which is controlled by a VVVF speed control drive, which ensures exceptional riding characteristics and superior levelling. The MRL concept is fully approved by the S.A. Inspection authorities and is presently being supplied in a number of buildings throughout the Republic.
- The Xinda Group is well entrenched in providing the full spread of elevator and escalator solutions and the combination of skills and expertise, strengthens **United's** position to meet the growing demand and change in requirements in the marketplace.



# *Business Areas Continued*

- **Support Services**
- **National Field Operations** provides country-wide support for the complete range of **United's** provided products. The comprehensive range of fee-based services includes:
  - Maintenance.
  - Repair services.
  - Contractual responsibility may be extended to provide preventative and breakdown maintenance, as well as support and maintenance. These services are also available for products supplied by other vendors.
- **Technical Services** is responsible for the effective planning and co-ordination of all stages of the installation of United supplied products, leading to an operational hand over to the customer.
  - Site and Installation planning.
  - Machine room and equipment relocation.
- United operates and provides support to its customer base
- countrywide 7 days a week, 24 hours a day throughout South Africa.



# *Business Areas Continued*

- **Professional Services**

- A combination of the existing customer base and **United's** skills and experience in the lifting environment formed a natural platform for the formation of a fee-based professional services division within the group. Objectives include assisting our customers to achieve technology optimisation and investment leverage. The service portfolio assembled includes the following:

- Consultancy
- Technology Briefing
- New Installation Planning
- Systems Implementation and Integration
- Lift Systems Audit
- Traffic Analyses
- Training and Education



# *Business Areas Concluded*

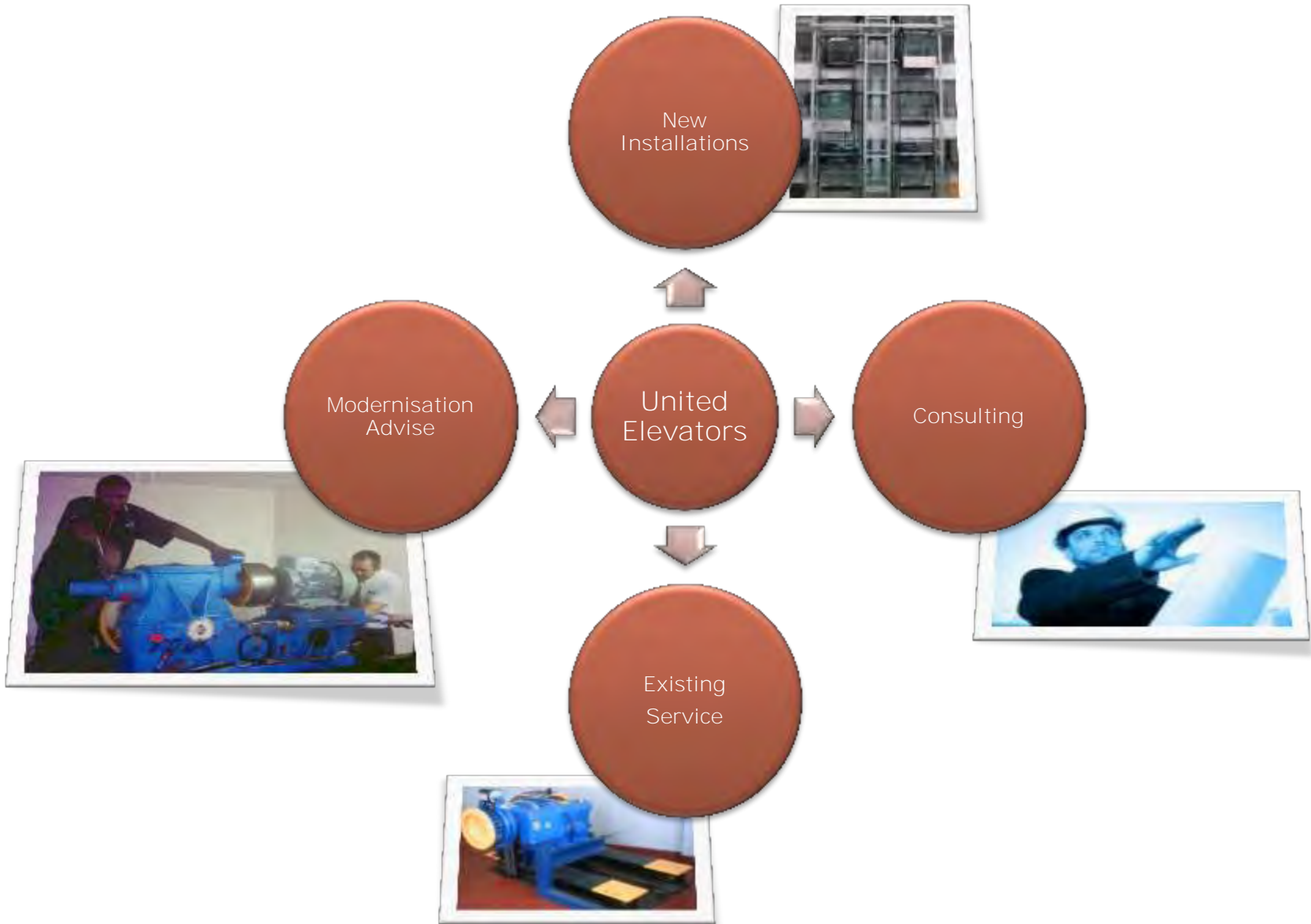
- United Elevators is an independent business who has a service portfolio of more than 900 units.
- We service all make of elevators, escalators and hoists, with branches in Johannesburg, Pretoria and Durban.

## **A Small Portion of our Customer references are:**

- Arcelor Mittal
- University Of The Witwatersrand (Wits)
- Independent News Papers (The Star)
- Nedbank
- Absa
- MNET / DSTV
- Tri Star Housing
- Edcon (Edgars)
- Billion Group
- SAA (OR Tambo)
- Shoprite Checkers



# OUR ROAD TO THE MARKET



# COMPANY STRUCTURE





## *OUR ACHIEVEMENTS OVER THE YEARS*

- Approved suppliers to Mittal, Spoornet, Metrorail, University Of The Witwatersrand, Tri Star Housing, Edcon and Shoprite Checkers.
- **Awarded best solutions OEM in 2006 by Siemens International .**
- 2005 -2006 **Old Pretoria Hospital** (Tswane Hospital) up-grade of 19 elevators - **R 10 125 420.00**
- 2005 – 2006 **Dr Yusuf Dadoo Hospital - R 2 300 000.00.**
- 2007 **Star News Papers** up-grade - **R 3 500 000.00**
- 2007-2008 **Edcon** new lifts installation - **R 4 500 000.00**
- 2008-2009 various buildings **Wits** - **R 14 000 000.00**
- **SAA - R 9 800 000.00**
- **Billion Group - R 5 900 000.00**
- **Shoprite Checkers – R 2 100 000.00**
- **Bliss Chemicals – R 1 500 000.00**
- **N.I.O.H – R 800 000.00**
- **National Bargaining Council- R 4 800 000.00**



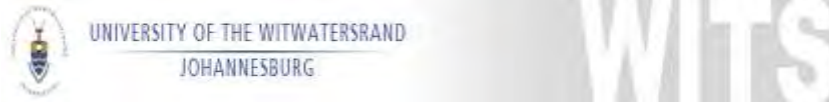
## **VISION**

**Being the market leader through ongoing customer relationships, our passionate and committed staff will offer our customers complete elevator solutions – providing exceptional products and superior service.**

## **MISSION**

- **With an international brand and a national footprint, United Elevators will provide our customers with superior service.**
- **By adding value to our customer's business through solutions that are reliable, productive and cost effective.**
- **Attracting passionate and committed staff by being the employer of choice in the industry**
- **Empowering our staff through ongoing training and personal development.**
- **Conducting ourselves in a professional and honest manner at all times.**
- **To meet and exceed our stakeholders expectations.**
- **Create an environment that is fun and dynamic.**

# Customer References



- WITS
- Wendy Holmes
- 011 717 9231



- **TRI-STAR CONSTRUCTION**
- Martin Van Royen
- 012 687 1000



- DSM NUTRITIONAL FOODS
- Nick Le Roux
- 011 966 9160



ArcelorMittal

- Mittal (Iscor)
- Conrad Edeling
- 016 889 3232



- Saint Mary's Hospital
- Ronnie Newby
- 083 375 4006



- CNA Head Office
- Seelan Naick
- 011 495 7114



- PFG
- Matt Morton
- 011 360 1000

The Star

- Independent News Papers
- Jeff Slark
- 011 633 2452



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