



**SERRA\***  
Quality Washroom Products

**SERRA MAT**  
Quality Matting Solutions

# SERRA NEWS



Soccer City

PLEASE RETAIN FOR  
FUTURE REFERENCE

## *25 years of staying ahead!*



King Shaka International Airport



Marlboro Station

*'The difference is in the quality'*

06/2010  
ISSUE 6 (VOL3)



**SABS**  
ISO 9001





## 2010: 25 YEARS OF SERRA<sup>®</sup>

### 2010 has literally rushed by!

In our last **Serra**<sup>®</sup> NEWS we made mention of the impending developments taking place in SA which are all leading to the hosting of a successful Football World Cup (a first for Africa).

**Serra**<sup>®</sup> has been privileged and proud to be involved in a number of high profile projects aimed at creating & delivering a 'cutting edge' experience for all users, be they fellow South Africans or Visitors, for years to come.

In this issue we highlight some of these important projects but even though a 'picture paints a thousand words', nothing can compare (by way of an example) with personally walking through the turnstiles at Soccer City and seeing the pitch which will host the World Cup Final.

Everyone will feel similar emotions when they travel either on the soon to be launched Gautrain or fly through the new King Shaka International Airport which became operational on 1 May. Without a doubt these are all world-class landmark infra-structural developments.

Co-incidentally **Serra**<sup>®</sup> has also been the preferred hygiene service provider to FIFA in their offices at 1 Sandton Drive (another up-market project covered in Issue 3) since they took occupation more than 2 years ago.

Perhaps most importantly is the fact that **Serra**<sup>®</sup> has also attained another significant business milestone by turning 25 in 2010!

Our success has been built on the strong ethical & professional relationships that have been developed and nurtured between the various stakeholders. To this end, we would like to especially thank our Principal & Strategic supply partners, our management & employee team and you our valued customers for your continued input, support & ongoing patronage.

Having recently returned from the InterClean exhibition @ the RAI in Amsterdam where the **Serra**<sup>®</sup> range certainly would not have been out of place (in fact our brand was on show) we eagerly anticipate the next 25!

#### ISSUE HIGHLIGHTS

##### New Serra<sup>®</sup> Projects - Domestic Market

DIRCO (DFA), Pretoria  
King Shaka Intl, Durban  
Gautrain, Johannesburg

##### FM News

Interview with Eugenie Parker,  
IAFM

##### New Serra<sup>®</sup> Products

Serra<sup>®</sup> F.O.A.M.™ Systems  
Architectural News

Interview with Judith Paterson,  
TC Design Architects



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# PRODUCTS



**SERRA**<sup>®</sup>  
visit [www.serra.co.za](http://www.serra.co.za)

## NEW SERRA<sup>®</sup> PRODUCTS

### SERRA<sup>®</sup> F.O.A.M.<sup>™</sup> SYSTEMS

In Issue 4 of **Serra**<sup>®</sup> NEWS we announced the launch of our new & exciting patented **Serra**<sup>®</sup> **F.O.A.M.**<sup>™</sup> Soap stainless steel dispenser. Since then we have successfully installed this revolutionary soap dispensing system in a number of noteworthy up-market building environments (refer DIRCO project in this issue).

This 'best-in-market' product category has now been extended with a more complete and unique, if not world first, offering. In addition to the Silky Smooth F.O.A.M.<sup>™</sup> Hand Wash Lotion, **Serra**<sup>®</sup> is now able to launch the following hygiene products in the same contamination free format, viz.:

- Silky Smooth Anti-Bac F.O.A.M.<sup>™</sup> Hand Wash Lotion.
- Silky Smooth Bactisan<sup>™</sup> F.O.A.M.<sup>™</sup> Hand Sanitiser Lotion,
- Silky Smooth TSC (Toilet Seat Cleaner) F.O.A.M.<sup>™</sup> Lotion, &
- Silky Smooth F.O.A.M.<sup>™</sup> Hand Cream Lotion.

The above extended range now replicates the successful & reliable **Serra**<sup>®</sup> Spray Soap<sup>™</sup> dispensing system which has been in the market for a number of years.

User feedback & reactions from various trials & installations undertaken confirm that the **Serra**<sup>®</sup> Silky Smooth F.O.A.M.<sup>™</sup> system truly offers a more luxurious & pleasant hand washing experience when compared with other conventional and/or foam dispensing units.

The 400 & 800 ml sanitary seal disposable sachet refills are the logical choice in infection control and the prevention of the spread of hand germs.

Furthermore the affordable sachets reduce labour costs as a new replacement sachet is 'Snap-Sealed' onto the lockable dispenser's pump connector in seconds.



**NB:** A recent study by the University of Arizona, USA found that **25%** of the conventional soap dispensers contain levels of bacterial contamination.

Isn't it time to protect your staff, customers & visitors by making the above **Serra**<sup>®</sup> definitive hygiene sealed systems your preferred choice.

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## PROJECT UPDATES - DOMESTIC MARKET

### GAUTRAIN, JOHANNESBURG

**Serra**<sup>®</sup>s involvement with Gautrain was initiated more than four (4) years ago. Following several consultations & presentations with the architects a detailed proposal for the various Station Ablution facilities was prepared for their approval.

The **Serra**<sup>®</sup> range of stainless steel washroom dispensers was specified for this major infrastructural project which is now finally coming to fruition. Stations completed to date include O.R. Tambo Intl, Rhodesfiled & Marlboro.



### KING SHAKA INTL AIRPORT, DURBAN

A comprehensive range of high grade **Serra**<sup>®</sup> stainless steel dispensers as well as **Serra**<sup>®</sup> bathroom fittings & accessories was supplied and installed at the new King Shaka International Airport at La Mercy in Durban, Kwa-Zulu Natal.

In accordance with our installation philosophy (see back page) this project was managed directly from Johannesburg in consultation with Osmond Lange Architects & Ilembe JV Contractors whereby our installers provided a professional one-stop fitment of the units required on site.



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## FACILITIES MANAGEMENT

### IAFM @ DIRCO, PRETORIA

**‘There are no issues...’**

When we recently asked Mr Lungelo Thabethe, Corporate Property Solutions Facilities Manager - OMIG/PI for his comments and contribution with respect to **Serra**<sup>®</sup>'s involvement at the DIRCO project the above was his succinct reply.

**Serra**<sup>®</sup> was initially introduced to Mr Thabethe when we were called in by the project architects (TC Design) to present our **Milliken**<sup>™</sup> **Obex**<sup>®</sup> matting solution (see DIRCO article). At the above meeting we were also afforded the opportunity of discussing our range of **Serra**<sup>®</sup> hygiene systems.

Thereafter Mr Thabethe came through to **Serra**<sup>®</sup> to view our extensive facilities and in particular our modern manufacturing plant where all the stainless steel units specified at DIRCO are produced.

Following installation and tenant occupation we have also received similar feedback from Mrs Eugenie Parker, Soft Services Supervisor on site for IAFM (Imbumba Aganang Facilities Management) a new company created especially for the purpose of managing the facilities at DIRCO Soutpansberg Rd & Waterkloof.

‘IAFM has had a very good working relationship with **Serra**<sup>®</sup> from the start,’ Mrs Parker stated.

She goes on to add ‘with an estimated 1500 tenants this was quite a big project for **Serra**<sup>®</sup> to provide and maintain all our matting & hygiene requirements. However **Serra**<sup>®</sup>'s quality range of stainless steel washroom & matting products, their attention to detail and personalized customer service is astonishing and is equal to the task. Moreover with **Serra**<sup>®</sup> the customer is never just a number & we look forward to a long relationship with **Serra**<sup>®</sup> in the years to come!’



*‘The difference is in the quality’*



## PROJECT UPDATES - DOMESTIC MARKET

### DIRCO(DFA), PRETORIA



Initially the high end quality guaranteed range of **Milliken™ Walk Off® Mats** was not earmarked for this important project. Based on the joint concerns of the architects and the tile suppliers **Serra®** was requested to present a more comprehensive and sustainable solution for the barrier matting requirements throughout. Following several consultations with the various stakeholders the matting specification was changed to incorporate the unique **Milliken™ Obex™** modular tile system as they were convinced of the overall attributes of the **Millikin™ Walk Off® Mat** offering.

#### Walk Off® Mats - Obex™ Specification:

##### Architects:

TC Design Architects, JHB

##### m2:

±200 (incl. Conference Centre & Soutpansberg Guest House)

##### External:

Mat Wells, Prior™ 16mm

Closed Construction - Graphite

##### Internal:

Mat wells, Forma™ 16mm

Closed Construction - Ammonite 7011

Lift Car Interiors, Atrium Plus Fabric - Ammonite 7011

#### Walk Off® Mats - Rental Specification:

##### Internal:

Loose Lay, Absorba® & Millitex™ - throughout



*'The difference is in the quality'*



**Serra® Hygiene Systems - Specification:**

**Architects:**

TC Design Architects, JHB

**Contractor:**

Imbumba Aganang JV

**Material & Finish:**

High Grade Stainless Steel, Satin Finish

**Washroom Dispensers & Accessories:**

Hand Drying Systems - Serra® Reflex™ Auto-Cut Paper Towel & Serra® Disposor™ Plus™ Wall Bin

Soap Dispensing Systems - Serra® F.O.A.M™

Toilet Roll Holder Systems - Serra® MR3™

Feminine Hygiene Systems - Serra® EVE™ Plus™ & EVE™ Sachet Disposor™

Air Fragrance Systems - Serra® AIR2™

Personal Care Systems - Serra® Condom Dispenser™

& Serra® Paraplegic Grab Bars

In keeping with the upmarket building profile the project architects in conjunction with the contractor and the facilities management team, specified **Serra®** Stainless Steel Systems for the public ablution areas.

Especially as this was a PPP project where an all risk 25 year guarantee is provided by the Joint Venture Development Team on the built environment the best-in-market hygiene systems were deemed necessary.

Given the above context, Stainless Steel provides the most attractive, durable, low maintenance and clean solution all round.



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## ARCHITECTURAL



TC DESIGN ARCHITECTS  
[www.tcdesign.co.za](http://www.tcdesign.co.za)

### TC DESIGN, JOHANNESBURG

TC Design Architects, a well established practice in the South African architectural paradigm is now in it's second generation of management, has been sustainable for over 52 years.

In the last couple of years they have shown tremendous growth achieving significant milestones and have been actively involved in at least 2 major building projects in excess of R1 Billion in value.

Serra<sup>®</sup> had, once again, the privilege to be appointed as the preferred hygiene & matting partner with TC Design on 'Africa's Biggest Building Project' last year, i.e. The Department Of Foreign Affairs (DFA).

Ms Judith Paterson a member of the successful TC Design team has been kind enough to share some of her experiences of working with Serra<sup>®</sup> on this landmark and now SAPOA Building Of The Year project.

'Working with Serra<sup>®</sup> is probably as easy as a subcontract in the SA construction industry gets to be, the specification is done on minimal briefing requirements, with amendments or revisions being accommodated. Being locally manufactured the product range is available ex-stock and the installation is supervised prior to architectural inspection'

Notwithstanding the above why was Serra<sup>®</sup> selected & specified for DFA? Ms Paterson says 'TC currently specifies Serra<sup>®</sup> products in other locations where hygiene is of prime importance and Serra<sup>®</sup> products fulfill this requirement. Firstly, the complete Serra<sup>®</sup> range is available in stainless steel, which is the material preference over plastic when specifying these products from the perspective of cleanliness & aesthetics. Secondly, specifying the Milliken matting solution & Serra<sup>®</sup> products from one reliable source facilitates providing the client & FM with a single point of responsibility for 2 important areas of maintenance within the building'.



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#### TC DESIGN ARCHITECTS Portfolio Highlights (to date):

- Department of Foreign Affairs\*, Pretoria
- Planet Platinum Sandton Isle\*, Sandton
- Planet Fitness Mega Club\*, Witbank
- Standard Bank Computer Centre\*, Johannesburg
- St. Johns Teaching Block, Houghton, Johannesburg
- Abbotts College, Suideroord, Johannesburg
- Learning & Resource Centre for Nursing, Mafikeng
- Monash Faculty Building\*, Ruimsig, Johannesburg

\*Serra<sup>®</sup> Specified Directly

#### Peer Recognition (to date):

  
**SAPOA**  
Proud winners of two awards at the 2010 SAPOA Convention for The Department of Foreign Affairs Building recently completed:

1st place overall for innovative excellence in property development in South Africa

Joint winners of the best office development 2010



TC Design was awarded the 2010 PMR Golden Arrow Award for the highest rated medium sized Architectural Practice in South Africa.



## WALK OFF<sup>®</sup> MATS - RENTAL<sup>™</sup>

### COLOUR SYMPHONY<sup>™</sup> MAXX<sup>™</sup>

The Colour Symphony<sup>™</sup> MAXX<sup>™</sup> range is produced with the revolutionary Millitron<sup>®</sup> dye-injection technology which is proprietary to **Milliken Walk Off<sup>®</sup> Mats**.

Using a new extended range of rich saturated colours, applied to an upgraded luxurious and dense textile results in outstanding High Definition Logo Mats.

The upgraded Colour Symphony<sup>™</sup> MAXX<sup>™</sup> range provides greater depth of colour and more detailed graphic resolution.

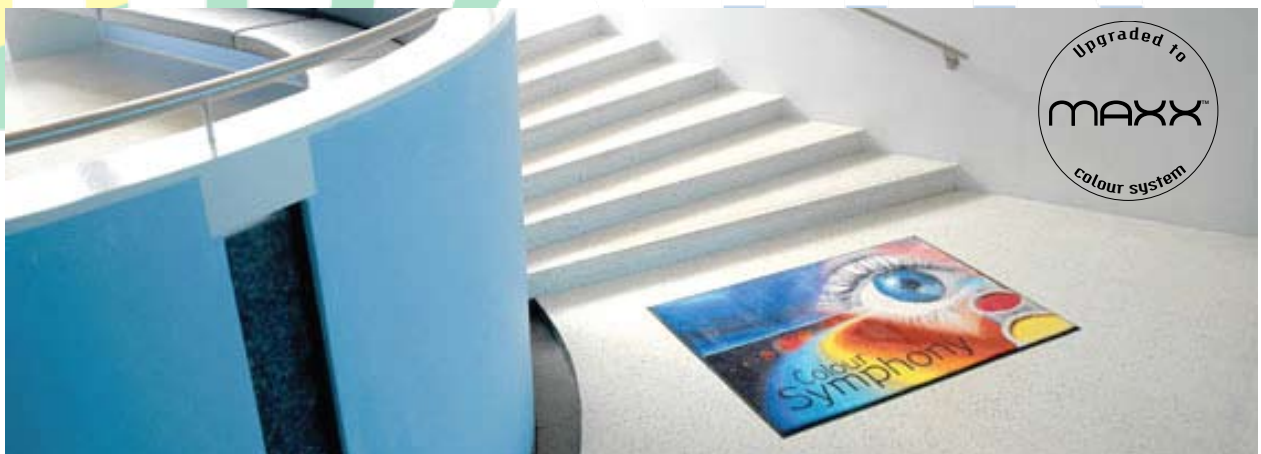
Without any surcharge, you can include any or all of the following features in the product:

- Virtually Unlimited Colours
- Detailed Patterns
- 3D Effects
- Colour Gradation
- Photo Realism

The new Colour Symphony<sup>™</sup> MAXX<sup>™</sup> range opens the door to a new world of creative marketing.

The vast range of colours and the ability to create photorealistic effects enable our customers to use the floor as a marketing medium.

This surely amounts to excellent value for money for this exclusive quality product.



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## OBEX™ INSTALLATIONS

### O.R. TAMBO INTERNATIONAL, JOHANNESBURG

The **Milliken Obex®** range of modular matting was specified and installed at the new Internationals Arrivals Hall A1/2 at ORTIA. In addition the hardwearing Atrium Plus™ fabric in Volcano colourway was fitted at the VIP landside entrance.

**Architects:** The Architects JV, JHB

**m2:** ±80

**External:**

Mat Wells, Prior™ 11mm Closed Construction - Graphite

**Internal:**

Mat wells, Forma™ 16mm Closed Construction - Ammonite 7011

VIP Landside, Forma™ 11mm & Atrium Plus Fabric - Volcano 7012



### SOCCER CITY, JOHANNESBURG

As per the high quality finishes demanded by the architects at this landmark stadium, which will host amongst others the FIFA World Cup Final, the **Milliken Obex®** range was the preferred matting product specified throughout. All main access entrances to the stadium were custom fitted with a combination of Forma™ and Prior™ tiles.

**Architects:** Boogertman & Partners, JHB

**m2:** ±80

**Internal:**

Mat Wells,

Prior™ 11mm Closed Construction - Graphite

Forma™ 11mm Closed Construction - Ammonite 7011



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## OBEX™ PRODUCTS

**CREATE YOUR OWN DESIGN!**

**Milliken Obex®** the Complete Matting Solution offers a flexible and unique modular tile entrance matting system to match any interior decoration.

For over 15 years the **Milliken Obex®** range has been successfully implemented on an international basis in many high traffic public and commercial building environments where the best barrier matting product was deemed essential.

Recognised by those in the know as the benchmark matting product for sustainable and effective dirt trapping **Milliken Obex®** continues to set the standard with limitless design possibilities without sacrificing on overall quality and performance.

As the accompanying pictures illustrate the **Milliken Obex®** range can be tailored to enhance any entrance setup be it in a specifically designed mat well, revolving door, loose laid or a combination of all three.

Being manufactured on a bespoke basis by professional and certified installers we are able to provide an aesthetic and workable matting solution that lends that all-important 'finishing touch' to any built environment.

Many high profile shopping centres and airports in SA and around the world have chosen our high-end **Milliken Obex®** matting range as our comprehensive service transcends the above and includes proper site surveys, consultation and advice on the correct matting solution for the site and industry leading after sales service and maintenance.

In addition **Milliken Obex®** is supplied with an exclusive 5 year written wear guarantee. Taking the above into consideration the above solution translates to excellent value for money.

So let your imagination run wild and free to create your own design!



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# ABOUT US

**SERRA\***  
visit [www.serra.co.za](http://www.serra.co.za)

## SERRA® IN HOUSE INSTALLATION

In keeping with our niche target market **Serra®** has dedicated in-house trained installation teams to ensure the highest quality & standards when supplying & providing fitment of our range of washroom hygiene & floor matting systems.

Since inception the installation of our **Serra®** range of washroom dispensers has been regarded as a core function and responsibility. In keeping with our business philosophy the same principle has been successfully migrated to the supply & fitment of the **Milliken Walk Off®** Entrance Matting range for over 15 years.

During this period our reliable installers have built up an enviable wealth of knowledge & experience when it comes to ensuring that all units are professionally installed and in accordance with the 'manufacturer's' requirements (**Serra®**, **Serra®ASI™** or **Milliken™ Walk Off® Mats**). In fact with respect to the **Milliken™ Obex** range we are annually certified to warrant that our **Serra®MAT™** installations are to world-class standards.

All installers are trained to follow the **Serra®** Installation Methodology, or what we simply refer to as "the **Serra®** way" so that the respective product is expertly installed so as to not only meet but exceed the customer's expectations.

In line with the above the **Serra®** installation process begins way before any of our teams report on site for duty. Our unique value added proposition aims to ensure a seamless transition throughout the design, build & finish process and entails establishing a brief based on a needs analysis conducted with the various key partners.




## CONTACT US





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