



SERRA*
Quality Washroom Products

SERRA MAT
Quality Matting Solutions

SERRA NEWS

PLEASE RETAIN FOR
FUTURE REFERENCE



(Pictures courtesy of Tectoniqua)

**SANDTON COURT PHASE 1
SANDTON, JOHANNESBURG**

“Sophisticated Simplicity...”

‘The difference is in the quality’

5/2009
ISSUE 4 (VOL 2)



SABS
ISO 9001



2009 - AN EVENTFUL NEW YEAR!

As the saying goes 'better late than never'.

Although the above concept has been extremely foreign to us at **Serra®** we've recently learnt to appreciate that the above may not always be so bad!

A basic understanding of modern physics illustrates that time, after all, is a relative and not an absolute concept and that most times 'good things' take a little bit longer which leads me to recall the other famous saying that Rome wasn't built in a day.

Nevertheless this will definitely be remembered as the 'belated issue' with respect to the next installment of our, hopefully much anticipated, **Serra®** NEWS newsletter. What was originally planned for publication and distribution for late last year has unfortunately over-run somewhat.

There are a number of factors which have had a bearing on the above non the least being the delay in launching our new patented and might we say revolutionary **Serra® F.O.A.M.™** soap system which I trust you'll read with interest about on page 6.

It has almost been three (3) years since the first ideas percolated regarding the development of this innovative and unique foam dispensing system.

By all accounts I do believe that it has been worth the wait and the **Serra® F.O.A.M.™** soap system will fill the gap in the market especially when it comes down to a durable cost-effective & reliable soap dispensing system.

Notwithstanding the prevailing economic situation some of the other reasons for the delay has been the various time constraints and work pressures that we at **Serra®** have encountered from the end of last year.

At present I'm pleased to report that our order book and the level of installations currently being undertaken by our **Serra®** service teams is very encouraging and in line with the standard of work which is highlighted in this issue.

Without giving to much away future newsletters will illustrate the above and make mention of some exciting high profile projects currently being undertaken by **Serra®** which is in line with the infrastructure for a successful 2010.

ISSUE HIGHLIGHTS

New Serra® Projects - Domestic Market
Planet Fitness Platinum & Holiday Inn Sandton
ABSA Capital HO

Contractor News
Interview with José Correia, Tiber Bonvec Construction

New Serra® Products
Serra® F.O.A.M.™, Serra® EVE™ Plus™ Sani Bin & Serra® Condom Dispenser

Architectural News
Interview with Marilize v Dyk, Tectoniqua

www.serra.co.za UPDATE

It has been long overdue but our **Serra®** website has recently received a significant product range update and improvement.

The revised site better reflects the current extensive range of **Serra®** washroom dispensers and hygiene systems within our quality guaranteed range.

At least **30** new stainless steel dispensers have been added to the 'Product' page.

We trust that this will allow you to easily and conveniently determine your requirements from a more comprehensive offering.

visit www.serra.co.za



BREAKING NEWS

SERRA® is proud to announce the launch of our new website. You will have access to:

- Detailed Product Information
- Download Product Brochures
- Company Information
- Quality and Guarantee Info
- The Latest Serra News

Click here to visit www.serra.co.za

'The difference is in the quality'

PROJECT UPDATES - DOMESTIC MARKET

PLANET FITNESS PLATINUM, SANDTON ISLE

It seems like the Sandton skyline is changing on a daily basis!

A new addition to the above and casting an impressive silhouette is the new Sandton Isle Tower development.

This will eventually accommodate the International five star rated Radisson Hotel as well as the ultra modern & chic Planet Fitness Platinum Gym (which has recently opened for business).



On behalf of GD Irons Construction and based on the up-market hygiene specification developed in conjunction with TC Design Architects the **Serra® ASI** range of Recessed Stainless Steel hygiene dispensers was installed throughout.



HOLIDAY INN, SANDTON

In conjunction with Concur Building **Serra®** was appointed to supply and fit our High Grade Stainless Steel washroom accessory range at the recently opened Holiday Inn in Rivonia Road, Sandton.

In keeping with the up-market high quality finishes in the 301 rooms and suites and to complement the modern bathroom facilities a selection of **Serra®** Towel Shelves & Rails as well as **Serra®** Recessed Double Toilet Paper Holder with Hood was fitted.

Due to the fast track construction programme and in line with overseas building trends a challenging aspect of the project was the dry wall installation and the subsequent integration of the above **Serra®** units which was successfully achieved.



'The difference is in the quality'

PROJECT UPDATES - DOMESTIC MARKET

ABSA CAPITAL, SANDTON

Much has already been written about Absa Capital's new Head Office at 15 Alice Lane in Sandton.

Serra®'s involvement with Absa Capital on this development began nearly two (2) years back and emanated from the strong long term relationship developed over many years with the Absa Group and more recently with the Absa Capital project team.

Naturally it was also beneficial that Serra® had developed a good working partnership with the contractor, Tiber Bonvec Construction (Pty) Ltd, on previous projects. Due to the intricate building design & various technological innovations implemented this was as per usual an extremely exciting yet challenging project (see adjacent article).

Based on various consultations with Tectoniqua Architects, who were tasked with the overall interior design, as well as the Absa Capital project team a comprehensive brief was developed with respect to satisfying the hygiene & matting requirements throughout the building environment.

In keeping with the up-market clean modern interiors throughout it was agreed that given the high end finishes required that a combination of the Serra® & Serra®/ASI™ **Stainless Steel** range of durable hygiene products would be specified.

This included the top of the range and unique recessed Serra® **3-In-1 Stainless Steel** Hand Drying System which incorporates an easy-to-use and convenient paper towel holder/disposer combination together with a powerful warm air dryer unit designed as one integrated unit.

In addition to all the washroom products & hygiene systems, Serra® was also commissioned to provide and service the new Milliken Millitex™ **Walk Off® Mat** range throughout the site.

The Millitex™ **Walk Off® Mat** range (see article further on) is a very exciting proprietary development by Milliken Industries and offers an unique & highly effective barrier matting product. These mats were provided at the main entrance, basement lift lobbies, pause areas etc.

As mentioned throughout the design & implementation process Serra® was ably guided and assisted by Messrs Ralph Sutherland, Malcolm Povey & Kobus Janse van Rensburg of Absa Capital's Project Team. Serra® is very proud of our association with the Absa Capital & the Absa Group. Our partnership with Absa as a whole is close on 25 years and we look forward to continuing to develop a long term mutually beneficial relationship in the future.



'The difference is in the quality'

CONTRACTOR - DOMESTIC MARKET



TIBER BONVEC CONSTRUCTION



Serra® was recently afforded the opportunity, notwithstanding his busy schedule, to catch up with José Correia, Alternate Director at Tiber Bonvec Construction Pty Ltd.

Mr Correia shared his views and experiences with **Serra®** as a result of our recent and ongoing collaboration on the challenging Absa Capital project.

Mr Correia has a B.Tech Civil Engineering qualification and close on 20 years experience in the construction industry. After qualifying he initially consulted to Hawkins for 4 years prior to joining Tiber over 14 years ago as a Site Agent.

With a prerequisite hands-on approach he has actively been involved on many high profile and successful Tiber projects (see attached portfolio) where he has gained invaluable experience as well as local & international exposure.

In particular the Absa Capital project at 15 Alice Lane, which was built as a 'benchmark' to exacting Barclays Capital best practice & standards, posed many unique SA 'firsts'.

Mr Correia mentioned that the extensive backup infrastructure with regards to electrical power (6000KvA on site), uninterrupted water supply & the establishment of the 2nd biggest Barclays Data Centre outside of London made this a daunting but stimulating project.

As in the past Mr Correia found **Serra®** to be well organized and highly efficient in providing an up-market hygiene solution to a very discerning customer. The **Serra®** installation teams were extremely professional and stated that the **Serra® & Milliken™ Walk Off® Mat** products used throughout were of the highest standard and specification.

Mr Correia stated that 'everyone knows of **Serra®**' and based on previous experience and the high quality offered by **Serra®**'s distinct range of **Stainless Steel** dispensers & hygiene systems that no tender process was followed in appointing **Serra®**.

José Correia
Portfolio Highlights (to date):

- Absa Capital HO***, Sandton
- Hollard Phase 2/ Etana House**, Parktown
- KPMG 5F Ext & Parkade**, Parktown
- 68 Grayston**, Sandton
- Island Side & KMQ**, Linbro Park
- Hollard Phase 1**, Parktown
- Sappi HO**, Braamfontein
- Forest Ridge**, Woodlands - Woodmead

*Serra® Specified Directly



'The difference is in the quality'



PRODUCTS



SERRA*

visit www.serra.co.za

NEW SERRA® PRODUCTS

SERRA® F.O.A.M.™ SOAP

Serra® F.O.A.M.™ (Free Of Airborne Micro-organisms) Soap is an unique and revolutionary new silky smooth soap dispensing system.

The **Serra® F.O.A.M.™** soap system incorporates a patented soft foam pumping mechanism which is a permanent and integral part of the dispenser.

The above **Serra® F.O.A.M.™** soap system overcomes the conventional and costly practice of replacing the pump mechanism with each refill as with other foam dispensers currently available.

By marrying the **Serra® Snap-Seal™** refill sachet to the above advanced pump design the pump mechanism is totally sealed, free from cross-contamination and guaranteed not to clog, drip or leak under normal operating conditions.

In addition the **Serra® F.O.A.M.™** soap system is available in Stainless Steel (Bright Annealed and/or Satin finishes) resulting in the unit being extremely durable as well as rust and corrosion free.

As with all **Serra®** hygiene systems the dispenser is fully lockable and utilizes the unique automatic **Serra® Snaplock™** locking system and universal **Serra®** Barrel key.

The **Serra® F.O.A.M.™** soap system is available in either a 400ml and/or 800ml version.



SERRA® F.O.A.M.™ & SPRAY SOAP™ SYSTEMS FOOD GRADE APPROVED

Since 2006 **Serra®** has achieved food grade approval for the above quality soap lotions with particular reference to the food preparation industry.

This entails bi-annual independent audits and tests by the SABS to their stringent standards for certification to be issued.



'The difference is in the quality'



PRODUCTS



SERRA*

visit www.serra.co.za

NEW SERRA® PRODUCTS

SERRA® EVE™ PLUS™ & DUMPIE™ GREY SANITARY BIN/S (SD1501)

- New **Serra® EVE™ Plus™ & Dumpie™** Sanitary Bins in high impact thermoplastic.
- Different unit sizes tailored to your specific requirements.
- High quality plastic material composition for extra durability and improved hygiene standards.
- Lid closes automatically with integrated shute for content concealment.
- Bins available in Grey colour to match in vogue stainless steel finishes and at the same time renders unit more serviceable.



SERRA® EVE™ PLUS™ STAINLESS STEEL SACHET DISPOSOR (SD1507)

- 100% high grade stainless steel cover.
- Lockable unit for safekeeping of pre-packaged sachets.
- Wall mounted for added convenience.
- Matches other **Serra®** dispensers for professional appearance in up-market facilities.

THE SERRA® STAINLESS STEEL CONDOM DISPENSER (SD0221)

- 100% high grade stainless steel unit/casing.
- Aesthetic **Serra® Slimline™** design.
- Hinged top lid.
- Convenient storage of contents.
- In line with AIDS/HIV awareness (CSR).



'The difference is in the quality'



ARCHITECTURAL

TECTONIQUA, MARILIZE VAN DYK

Recently we had the pleasure and opportunity to briefly discuss the prestigious Absa Capital project with Marilize Van Dyk of Tectoniqua Architects.

Tectoniqua, which is based in Milpark Johannesburg, is a full service design consultancy offering architecture, interior architecture & design, space planning, workplace consulting, exhibition and branding design services to corporate, residential and institutional clients.

Marilize headed up the specialist architect team which was responsible for the entire fit-out, interior design as well as the space planning aspects of Absa Capital at 15 Alice Lane.

This important project which became a sort of 'labour of love' occupied at least three (3) years of Marilize's and her team's professional lives. This also entailed regular commutes to London and other sites to consult with their employer Barclays Capital.

However on closer inspection of the completed Absa Capital environment at 15 Alice Lane it becomes immediately apparent that the time and effort invested by the Tectoniqua team has, by focusing on leading edge solutions, resulted in a contemporary yet classic working space.

As Marilize mentioned, 'only by creating spaces that put people first can we maintain a competitive advantage and assure that our clients receive the best working model according to their needs. The design of efficient, progressive, pleasant work and living environments has a direct impact on people and how they function within their physical world.'

Even though the Absa Capital HO project was our initial introduction to Marilize and her capable team **Serra®** has already partnered with Tectoniqua on phase 2 and subsequent expansion of the above Absa Capital project, i.e. the adjacent Virgin Money building.

Moreover we look forward to developing a mutually beneficial long term working relationship on various similar and exciting projects in the years ahead.

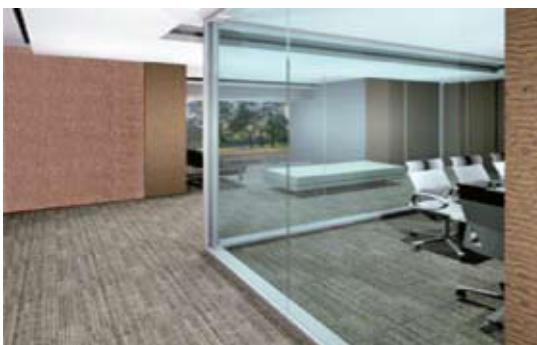


Marilize van Dyk's
Portfolio Highlights (to date):

ABSA Capital*,
Sandton
Nashua HO,
Woodmead

The Twin Towers Project*,
Sandton (Under Construction)
ABSA Towers West Project,
JHB CBD (Under Construction)

*Serra® Specified Directly



'The difference is in the quality'



OBEX™ INSTALLATIONS



BROOKLYN MALL, PTA

Hot on the heels of Menlyn Shopping Centre the unique **Milliken Obex** commercial range of 5 year guaranteed matting has been approved and specified for the major refurbishment currently underway at the up-market Brooklyn Mall in Pretoria.

Mat wells have been incorporated at all the mall entrances to combat the dirt tracked in on peoples feet. For this high traffic environment a combination of heavy duty 16mm Prior™ as well as Forma™ Bark 7016 Closed Construction tiles was installed.



ETANA HOUSE, PARKTOWN

Hollard Campus, a landmark development on the Parktown Ridge, is highly visible to the 100000+ motor vehicles that drive past daily on the M1 in Johannesburg. The recently completed phase 2 of the project is no exception.

In keeping with the high finishes standard of the previous building the **Milliken Obex & Walk Off® Mat** range, as supplied by **Serra®**, was installed throughout Etana House. Based on past experience matting was placed at all access and high traffic areas. This is a model site to view a quality complete matting solution in practice.

HOLIDAY INN, KIMBERLEY

In conjunction with Blacksmith Interiors the world class **Milliken Obex** Forma™ interlocking matting tile range, was supplied and installed at the new Holiday Inn, Kimberley by **Serra®**.

Forma™ tiles in the very ethnic and distinct Sand 7012 colour-way was installed as a highly effective and hard wearing barrier mat at street level at the main entrance to the hotel lobby.



'The difference is in the quality'



OBEX™ PRODUCTS



ATRIUM PLUS™ L/LAY MATS

Textile Mats & Runners for Circulation Areas

The unsurpassed functionality of Atrium Plus™ Loose Lay mats results from the combination of two types of polyamide 6.6 high quality fibres - twisted together and heat set before tufting:

- The multi filaments that instantly capture moisture when people walk on the textile.
- The mono filaments working as tough scrapers against dirt particles brought by shoes.
- Then the purposely open tufting construction that provides room for dirt storage whilst allowing easy dirt release for maintenance.



Ash 7010



Ammonite 7011



Lagoon 7020



Twilight 7021



Sand 7012



Volcano 7014



Bark 7016

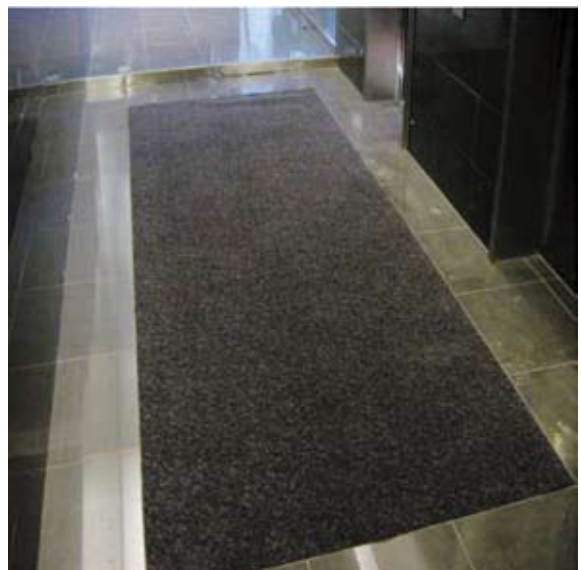


Fern 7018

PLANET FITNESS PLATINUM, SANDTON ISLE

In conjunction with TC Design Architects the **Milliken Obex** Atrium Plus™ matting range, as supplied by **Serra@**, was installed at the new exclusive Planet Fitness Platinum gym in the prestigious Sandton Isle development.

Atrium Plus™ fabric in the popular Ammonite 7011 colour-way was installed as a highly effective and hard wearing barrier mat at the lift lobbies to stop the dirt in its tracks.



'The difference is in the quality'



PRODUCTS



visit www.serramat.co.za

WALK OFF® MATS - RENTAL™



MILLITEX™ MATS

Up to 10x the dirt pickup of traditional standard mats!

Millitex™ is a proprietary technology of Milliken & Company allowing the sculpturing of hard wearing polyamide fibres with the help of hot air to produce the desired pattern or design.

The unique 3D effect is enhanced by the specific textile construction specially developed to achieve the best design definition.

Millitex™ mats are manufactured with high quality industry leading solution dyed polyamide fibres offering excellent colour fastness as well as design and appearance retention through the whole lifetime of the product.



Millitex™ is available in four (4) distinct patterns (see adjacent) and in four (4) colours, viz.: Flagstone Grey, Honeycomb, Oxford Grey & Windsor Blue.

Please refer to product brochure for technical specifications.



Millitex™ Sphere



Millitex™ Matrix



Millitex™ Crystal



Millitex™ Maze

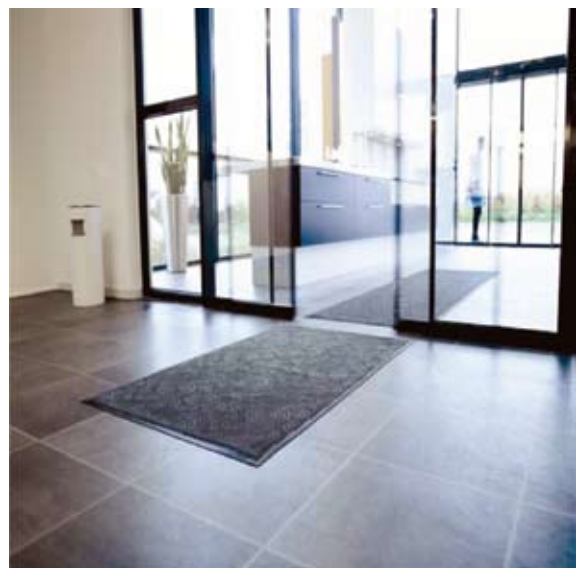


MILLITEX™ INSTALLATIONS

The revolutionary Millitex™ matting product has been successfully introduced in some high end corporate facilities in SA.

Noteworthy up-market sites where this unique & exclusive product has been applied includes, viz.:

- ABSA Capital
- ABSA Wealth
- BHP Billiton HO
- Ceragran HO
- Hollard/Villa Arcadia



'The difference is in the quality'

ABOUT US



SERRA*
visit www.serra.co.za

EVE® FEMININE HYGIENE

Established in 1985 as a leading supplier of quality guaranteed washroom products, **Serra®** has over the last decade expanded its offering to include feminine hygiene services in line with its niche end user target market.

Our unique **Serra® EVE™** hassle free service ensures the discreet, efficient, convenient and cost-effective sanitation of unpleasant sanitary disposal problems and eliminates employer's own staff and/or unqualified third parties from any involvement and inconvenience.

The specially trained professional and efficient **Serra® EVE™** service teams call either every 7 or 14 days (or more often) depending on your hygiene requirements and discreetly remove the liners from the sanitary bin.

Our **Serra® EVE™** system provides a personal hygiene and discreet disposal facility for the female cloakroom. The service is based upon the provision of a neat yet durable white or grey coloured ABS bin, which is placed inside the toilet cubicle where it fits compactly next to the WC. As an added benefit we also install our industry leading **Serra® EVE™** Stainless Steel Sachet Disposer which adds an up-market & personal touch to the provision of individual sachets.

On completion of the day's service, the waste contents are boxed sealed and disposed of as medical waste in accordance with the highest hygiene & OHS standards. For your personal protection and peace-of-mind we treat all **Serra® EVE™** services at the same standard as medical waste disposal.

This is a critical specialized health service that should be handled and treated at the highest hygiene standards and should not be undertaken by in-house and untrained cleaners.



Serra® EVE™ Feminine Hygiene System The mark of quality and distinction.


CONTACT US




SERRA SERVICES (PTY) LTD

 Serra® Park Prolecon Road Prolecon Johannesburg

 1217 Southdale 2135 SOUTH AFRICA

 +27 (0) 11 334 7447

 +27 (0) 11 334 7165

 e-mail: info@serra.co.za

'The difference is in the quality'

