

The next step however was far more challenging especially if one considers the logistics involved in putting a project of this size together. Our main concern was to ensure a seamless transition from a plethora of outdated dispensers to the new look and feel that would be more in keeping with our Corporate Image.

I must admit, having only known **Serra**® from a distance, and even though Mr Van Dyk had past experiences with them, I was a little skeptical in their ability to handle the above in just 2 days. After all they needed to install close on 2000x units in Libcentre & Libridge. However, it was a positive experience.

The **Serra**® teams and active Management participation ensured that everything went to plan and the installation was professionally handled to our satisfaction.”

Again Mr Breedt adds, “I must agree the whole experience was remarkable given the task at hand and the relative time frames. **Serra**® took everything in their stride and Management’s attitude & commitment to the project was refreshing.

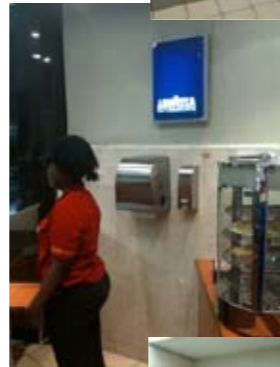
I think I speak for everyone when I say that the **Serra**® package is un-paralleled when it comes to quality, service delivery and after sales backup.

The fact that they back up their hygiene systems with a life-long guarantee speaks volumes not to mention the ongoing cost-free preventative maintenance programme of all units installed.

This is over and above their normal maintenance should we require it.

Mr Masamba adds, “given our experiences to date and the past relationship we are confident in making more use of the **Serra**® range in the remainder of our property portfolio as well as in some new and exciting developments on the horizon.”

**Serra**® would like to thank everyone at Liberty that contributed and made this publication possible.



## 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](mailto:info@serra.co.za)

*‘The difference is in the quality’*



# SERRA NEWS

PLEASE RETAIN FOR FUTURE REFERENCE



(Pictures courtesy of Liberty)

## ‘Life with Liberty...’

*‘The difference is in the quality’*

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ISSUE 5 (VOL 2)



## 2010 READY & WAITING!

In our last **Serra**® NEWS we aptly mentioned that 2009 had ushered in an eventful start.

This encouraging trend has continued and the remainder of the year has matched if not surpassed the pace set early on.

Over the past few months **Serra**® has been very fortunate to be involved with some 'cutting edge' projects (of which you will learn about in future issues).

However this compact **Serra**® NEWS focuses on our proud partnership with the Liberty Group and the various hygiene & matting installations/upgrades undertaken recently at their HO facility and various buildings within their up-market property portfolio.

As I write this brief article we stand on the cusp of **2010!** By all accounts the New Year and the many events taking place in our country should be a momentous, if not a life changing, experience for all South Africans.

On behalf of the **Serra**® Team I would like to take this opportunity to thank you for your continued valued support. We trust that you and your families will have a peaceful and joyous break over the Festive Season..... Happy Holidays!

Paul Thomaz, Marketing Manager

## PROJECT UPDATES - LIBERTY GROUP:

Liberty is one of the major leading South African Brands and has progressed to International status and recognition. Without perhaps being aware, Liberty is entrenched in our everyday lives in so many ways.

From humble beginnings in life assurance to numerous iconic property developments Liberty has often set the standard. With Gauteng in mind one only has to imagine how different our lives would be without Eastgate & Sandton shopping centres.

**Serra**®'s involvement with Liberty has been varied but impassive for a number of years. Our relationship although long standing has only recently blossomed to evolve to the degree where **Serra**® is now regarded as the preferred hygiene and matting service solution provider within the Liberty Group.

Some recent noteworthy projects undertaken in this regard include:

Eastgate Shopping Centre Refurbishment, Bedfordview.  
 Jorissen Street, Braamfontein.  
 171 Katherine Street, Sandton.  
 Liberty Centre, Braamfontein.  
 Liberty Corner, Randburg.  
 Libridge, Braamfontein.



In conjunction with the work carried out at the above sites **Serra**® NEWS has had an opportunity to discuss and gain their valuable impressions from the following key Liberty Properties personnel, viz.:

*'The difference is in the quality'*

1.

Mr Hannes Breedt, Building Manager at HO; Mr Phathu Masamba, Manager & Mr Philip Van Dyk, Manager both from Operational Services – Facilities.

Of the parties involved Mr Van Dyk has had the longest ongoing relationship with **Serra**® (over 10 years) having previously been the Operations Manager at Eastgate Shopping Centre.

Mr Van Dyk elaborates, "**Serra**® was introduced to me by a previous colleague at Liberty Properties HO. At the time we were experiencing excessive dirt & moisture being tracked into the centre especially the roof top entrances. Unfortunately various other matting products had been tried with poor performance results.

**Serra**® was approached and after a thorough needs analysis recommended and installed their unique Absorba® Dust Control Mats from the Milliken™ Walk Off® Mats Rental range. To this day they are still supplying and maintaining the loose lay runner mats on a 7 day service rotation.

He adds further, "In my new capacity at HO we have continued to use the Walk Off® Mats Rental & Obex matting product at various sites such as 171 Katherine Street in Sandton, Jorissen Street Braamfontein as well as at Libcentre & Libridge."

"Yes", interjects Mr Breedt, "we have successfully utilized a variety of Milliken mats, at HO. Not only have the main entrances been catered for but specifically the Absorba® mat with its built-in anti-microbial attributes has been placed in other areas such as the back of house entrances, dish wash area/scullery and believe it or not even in the Crèche facility.

As with Eastgate **Serra**® provides a hassle-free professional & regular exchange of all the mats on site to ensure the ongoing effective trapping of dirt & moisture whilst also providing a hygienic environment to the highest quality standards.

However, this is but one aspect of **Serra**®'s offering at our extensive corporate head office. In fact the major portion of the hygiene contract entailed the supply, installation and servicing of their best-in-market Stainless Steel dispenser range throughout our washroom facilities. However I must just say that this wasn't done blindly and without comparison of what was available in the market".

Mr Masamba nods in agreement and says, "we initially tested & evaluated the various units in purpose built male & female mock-up washrooms on the 4 floor at Libcentre. Obviously, there was a vast improvement and overall we received very positive feedback from the users and even the cleaners on site.



*'The difference is in the quality'*

2.