

# SAFIC appointed Rubbermaid distributor



Left to Right: Terena Van Wyk (Sales Manager), Eric Platt (Managing Director), Lerato Kubuzie (Communications Manager), Salome Van Rooyen (Sales Manager, Food and Beverage), Brian Turner (Workshop Manager), at the back is Hannes Joubert (National Sales Manager).



SAFIC have re-emphasised their commitment to the cleaning & maintenance industry with the launch of a new corporate identity, renewed vision and energy, focusing on dedicated sectors including: Industrial/Mining, Food & Beverage, Transportation, Commercial and Floorcare. SAFIC as a member of the JSE listed Accentuate Group is regarded to be at the coalface of floor maintenance mainly due to the close association with FloorWorx, manufacturers of floor coverings and a member of the Accentuate Group. SAFIC currently manufactures adhesives for FloorWorx and view their involvement as a complete

integration, from installation through to the strip and seal process thereby ensuring the investment remains sustainable well into the future. SAFIC boasts a national footprint including a call centre and dedicated representatives calling on clients within specific areas and industries. The company's extensive Research & Development facility ensures a capacity to remain ahead of market trends and needs while constantly elevating industry standards with continued focus on environmental issues.

SAFIC was recently appointed as a Rubbermaid/Technical Concepts distributor thereby adding superior commercial cleaning equipment and

washroom products to its already extensive range of maintenance chemicals and an accredited workshop facilitating cleaning equipment repairs.

With the view of encouraging and nurturing emerging business SAFIC will continue to assist and support the Black Economic Empowerment Cleaners Association (BEECA) as a vehicle to train and assist small to medium contractors with tendering processes to ultimately secure contracts and run successful businesses.

For more information about SAFIC or Rubbermaid products contact: info@safic.co.za or +27 (0) 11 406 4000



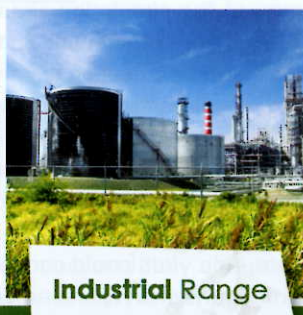
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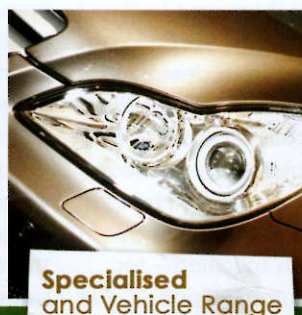
**Food and Beverage Range**



**Commercial Range**



**Industrial Range**



**Specialised and Vehicle Range**



**Floorcare Range**

ISO 9001:2000 • ISO 14001 • OHSAS 18001  
 Swiss certified • SABS certified • Responsible care signatory (CAIA)  
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 Principal Corporate Member of World Wide Fund for Nature (WWF)

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