**PRESS RELEASE**

NAMPO exhibition creates a positive bearing on the agricultural sector

***16 April, 2015:*** *Over 70 000 agricultural experts attending the 2015 NAMPO Harvest Day event will be given full access to a comprehensive range of bearings and power transmission products that are essential in the efficiency and productivity of farming equipment.*

Bearings International is a leading Southern African distributor of bearings and power transmission products, and is fully-committed to the local agricultural sector. This is clearly evident in the fact that the company has exhibited at every NAMPO event that has been hosted, including this year’s.

The 48th annual NAMPO Harvest Day is being hosted in Bothaville, Free State, by Grain South Africa from 12 May to 15 May, 2015. The event constitutes one of the largest privately owned and organised exhibitions in the world, in addition to being the largest show of agricultural machinery and livestock in the Southern Hemisphere.

Bearings International MD sales director **Robin Briggs** indicates that the event is an excellent opportunity for company representatives to interact with potential and existing customers, as well as original equipment manufacturers (OEM) and suppliers.

“NAMPO is a great place to see the new products and technology that are being introduced into the agricultural sector. As a supplier of commodities that are used on this equipment, NAMPO assists us in gaining knowledge on the latest trends that keep us ahead of the competition,” he states.

As part of its exhibition, Bearings International will host an irrigation demonstration unit consisting of a variable motor with a speed drive. “This unit will demonstrate to visitors how pressure remains constant, even when the number of opened taps increases,” says Briggs.

He adds that Bearings International will also display an elevated chain, which is predominantly used in grain silos. “Although these products are existing and well-established in the local market, they are being highlighted at this year’s NAMPO conference as they assist in achieving energy efficiency and savings. This is a pertinent issue across Africa, where electricity supply remains unstable.”

Briggs believes that the NAMPO event is also a good opportunity for the company to gain technological insight from an OEM perspective. “We supply commodities that are used in the maintenance of equipment. If new equipment is being launched, it is important that we understand what spares will be used, in order to ensure that we stay abreast of industry developments.”

Due to the fact that agriculture is becoming increasingly commercialised, Briggs indicates that the company’s market share has increased measurably over the past five years. “During this period, we have launched new products and technology into the agricultural sector. As demand continues to increase, we remain committed to sourcing the highest quality brands to meet that need.”

Despite positive growth, Briggs observes that the entire African agricultural industry faces a degree of uncertainty. “Investors are somewhat apprehensive of investing vast capital in land and machinery when the long-term outlook for their investment is unclear. Another challenge is the sale of cheap and inferior components that are fit-for-purpose, but add no real value to the end-user.”

Bearings International prides itself on being recognised as a solutions partner that is committed to understanding the ambitions and concerns of all of its agricultural sector clients. “We do not simply supply a product or solution that is fit-for-purpose. Our objective is to ensure that our products make an application more efficient, productive and cost-effective,” he concludes.

Additional brands on display at the Bearings International NAMPO display include;

**KML:** An international market leader in bearings and transmission components.   
**LOCTITE:** A global market leader in adhesives, sealants and surface treatment.   
**FAG:** A specialist manufacturer of a comprehensive range of world-class bearings.   
**Dodge:** A world-leading manufacturer of housed bearings.

Bearings International will be exhibiting at Stand 49-50 throughout the duration of the NAMPO Harvest Day event. For more information visit [www.bearings.co.za](http://www.bearings.co.za)

***Ends***

**Notes to the Editor**  
There are numerous photographs specific to this press release. Please visit [http://media.ngage.co.za](http://www.media.ngage.co.za/) and click the Bearings International link.

**About Bearings International**  
Bearings International, incorporating Roller Chain-Opti and Arrow Bearings & Transmission, is a leading Southern African distributor of bearings and power transmission products. A complete range of leading brand imported products is offered through 50 wholly owned branch outlets, three on-site operations at customer facilities, plus six independently-owned franchised outlets. Bearings International is a wholly owned subsidiary of Hudaco Trading Pty Ltd, a South African public company. Further details pertaining to Hudaco are available at [www.hudaco.co.za](http://www.hudaco.co.za)

**Bearings International Contact Details**  
Robin Briggs   
MD Sales Director  
Tel: 011 899 0000  
Email: robinab@bearings.co.za  
Web: [www.bearings.co.za](http://www.bearings.co.za/)

**Media Contact**  
Nomvelo Buthelezi  
NGAGE Public Relations   
Phone: (011) 867 7763  
Fax: (086) 512 3352  
Cell: 083 4088 911  
Email: [nomvelo@ngage.co.za](mailto:nomvelo%40ngage.co.za)    
Web: [www.ngage.co.za](http://www.ngage.co.za/)

Browse the **NGAGE Media Zone** for more client press releases and photographs at [http://media.ngage.co.za](http://www.media.ngage.co.za/)