**PRESS RELEASE**

CUMI India and Aury Africa consolidate brand presence in local market

***01 February, 2016:*** *Screening and vibrating equipment solutions supplier Aury Africa continues to gain impressive market share by diversifying its product offering through its official Sub-Saharan African distributorship agreement with internationally-recognised industrial ceramic tile lining and ceramic lined equipment manufacturer CUMI Industrial Ceramics.*

Aury Africa managing director **Mark Houchin** indicates that although the CUMI brand is world-renowned, it is still relatively new to the local market. “CUMI ceramic tile linings are specified as standard consumables on a number of sites worldwide, owing to the proven high-quality, durability and cost-effectiveness of the entire range,” he explains.

Houchin reveals that since becoming an official CUMI distributor more than a year ago, Aury Africa has already made significant strides in the South African coal mining sector in particular. “The CUMI ceramic tile and rubber backed composite liners are effective in combating high-wear in sliding and impact environments such as chutes, cyclones, feeders, spigots and centrifuges – to name a few.”

As part of the distributorship agreement, Aury Africa supplies local customers with the CUMI end product, which is custom-made in India, based on exact specifications. Houchin adds: “CUMI offers fabricated steel lined cyclones, spigots, bends, pipes with ceramics according to exact customer requirements. Both the steel and ceramic are designed together to ensure a precisely accurate fit.”

According to Houchin, the fully-completed end product is then supplied ‘ready-to-install’ to the customer by Aury Africa. “In addition to its superior quality and durability, the CUMI range of ceramic tile lining products are also backed up by dedicated after-sales and technical support. If a major fault occurs that Aury Africa is unable to deal with, highly-experienced product experts from CUMI will be flown in from India to effectively resolve the issue, as part of a value-added offering.”

Houchin is optimistic that Aury Africa will achieve measurable growth in the future through its partnership with CUMI. “The brand has been well-received in South Africa, and we are experiencing promising interest from the Mozambican and Zimbabwean markets too. We plan to take advantage of this through increased sales and marketing initiatives, which has the potential to possibly create new and sustainable jobs further down the line,” he concludes.

India based Carborundum Universal Limited (CUMI) is a part of the $4.4-billion Murugappa Group, one of India's leading business conglomerates and has emerged over the years as a leading player in the material science industry worldwide. Today, CUMI has revenues in excess of $500-million.

CUMI’s Industrial Ceramics Division has carved a niche for itself in the business of high alumina ceramics. CUMI specialises in providing advanced ceramic solutions for wear and corrosion protection. The division provides value-added products and turnkey project solutions. CUMI’s design and application engineering capabilities rank amongst the best in the industry.

These products mainly cater to the critical and demanding wear applications in cement plants, coal-based thermal power generation, bulk material handling, steel, mineral and ore processing and coal washing beneficiation process. CUMI’s annual ceramic tile production capacities are one of the largest in the world.

***Ends***

**Notes to the Editor**To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the Aury Africa link to view the company’s press office.

**About Aury Africa**Aury Africa's goal is to provide the best innovative screening and vibrating equipment solutions and services to the African mining market. Aury Africa takes advantage of the economies of scale provided by large-scale Chinese production from its ISO-9001 accredited sister company, Aury (Tianjin), with the aid and assistance of technical know-how developed in Australia and South Africa.

Aury also has a sound research and design capability, backed up by the technical expertise of a number of engineers who boast extensive experience in vibration technology within the mining sector. Aury design engineers think outside the box to provide traditional vibrating technology with leading edge thinking and design techniques to produce innovative capital equipment that is superior to anything found within the market today.

**Aury Africa Contact Details**  
Matthew van Buuren  
Sales and Marketing Administrator  
Tel: (011) 026 6642  
Email: [matt@auryafrica.co.za](mailto:matt@auryafrica.co.za)   
Web: [www.auryafrica.co.za](http://www.auryafrica.co.za)

**Media Contact**  
Jana Klut   
NGAGE Public Relations  
Phone: (011) 867 7763  
Fax: 086 512 3352  
Cell: 074 111 4900  
Email: [jana@ngage.co.za](mailto:jana@ngage.co.za)  
Web: [www.ngage.co.za](http://www.ngage.co.za)

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