**PRESS RELEASE**

Maintaining steady growth in challenging market conditions

***02 February, 2016:*** *Banding & Identification (ID) Solutions Africa has continued to show stable growth in the demand for its products despite downturns in the economy, thanks to the quality of its products and the ability to match the best products to its customers’ needs.*

This success is clearly evident in the fact that the company recently relocated to larger and improved premises. Banding & ID Solutions Africa also hosted an open day on 27 November 2015, where more than 30 customers and members of the trade media were given a tour of the new facilities, and interactive demonstrations on a wide range of Band-It fastening, clamping and buckling products.

Attending the event was Band-It European sales manager **Paul Clark**, who indicated that the passion and dedication from Banding & ID Solutions Africa has been immense. “Even though the company faces challenges with regards to industry slowdown and the rand’s poor exchange rate performance, the team’s commitment to the customer reflects in its impressive sales.”

Clark reveals that Band-It and Banding & ID Solutions Africa recently discovered a new race track application in South Africa, which will be trialled on a global scale. “I cannot reveal too much at this stage, however, Band-It products will be used for attaching and securing tyres together, acting as protection in the track’s run-off areas,” he continues.

Additional challenges in 2015 have been delays in steel production from steel mills, power outages, and ‘fly-by-night’ companies selling cheap and inferior products, states Banding & ID Solutions Africa director **Terry O’Kelly**. “What differentiates us is that we are able to send someone out to look at the application and specify a product that is right for it. We also pride ourselves on always seeking to improve our solutions. Old products, new applications, that’s the signature we fit into,” he asserts.

Banding & ID Solutions Africa co-director **John Yorke** points out that the company has experienced an increase in sales of band and buckles to customers that export. “Even though there’s less projects on the go at the moment compared to a few years ago, there are a few areas such as this, which have shown growth. As a result, demand is steady, and we continue to promote our offerings through a knowledgeable and dedicated team,” he concludes.

Banding & ID Solutions Africa distributes and manufactures Band-It stainless steel strapping and buckles under license from USA-based Band-It-Idex, a world leader in quality engineered band clamping and fastening solutions. Next year will mark the 20th anniversary that the company was first appointed as a local manufacturer of Band-It products.

***Ends***

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

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