**PRESS RELEASE**

Adding value to industry by forging closer distribution partnerships

***(Date), 2016:*** *Banding & ID Solutions Africa has developed a strategy that aims to strengthen ties with its up-and-coming distributors and help grow their businesses, by offering product training and application demonstrations.*

Business manager **Rosa Remendos** indicates that the strategy will also allow the company to grow its position as a primary supplier to businesses, ranging from large scale, to smaller resellers. “We bring in demo stock and go through the whole product range with them. We will also be visiting their end-users and demonstrating the benefits of using Banding & ID Solutions products. This allows us to pick up new areas of application for our products, resulting a broader supply for both parties.”

Jooste Enterprizes – which supplies strapping, cable ties and buckles to municipal power utilities in Gauteng – is an example of Banding & ID Solutions’ new strategy. MD **Chriszelda Jooste** says: “Banding & ID Solutions will assist us in building up what we started. We are now looking at supplying contractors and smaller electrical businesses too.”

Remendos believes that working closely with distributors will be beneficial in the long-run. “It is great that we had an open day late last year, where we got to introduce our other products to distributors, the public and media. Knowing the people who stock our products on a personal level is the best way to build longstanding relationships,” she concludes.

**About Jooste Enterprizes**

Jooste Enterprizes is a level 1 B-BBEE contributor that offers a one-stop service shop for all electrical material requirements ranging from overhead line materials, conductors and tooling equipment, to compression connectors, fittings, strapping, clamps and much more.

***Ends***

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

**About Banding & Identification Solutions Africa**
Banding & Identification Solutions is the African distributor of USA-based Band-It – a leading manufacturer of a full range of stainless steel band, buckle systems, preformed clamps and cable ties for numerous applications.

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