**PRESS RELEASE**

Adapting to changes in an underperforming sector

***18 March 2016:*** *The ongoing commodities slump – together with lack of investment in local mining projects and a general slowdown in major economies – paints a bleak picture for the medium-term future of the mining industry. The rapid depreciation of the rand and other African currencies against the US dollar has compounded these issues further.*

Cost-cutting is now a necessity, and industry players must adapt to survive. Screening and vibration equipment specialist Aury Africa continues to achieve measurable success in these challenging conditions by adapting with the times. MD **Mark Houchin** says the company is beginning local manufacture of its polyurethane (PU) products to offset the impact caused by currency volatility.

“We previously imported our PU panels from our sister company in China, however, given the ongoing volatility of the rand, local manufacture is the logical option. Our new gravity pour PU moulding machine enables us to remain competitive with regards to both pricing and profit margins, while providing the market with high-quality products in short turnaround times,” he explains.

Houchin highlights the fact that the company’s products feature the same high quality as the most well-known brands – at a more competitive price. “This has resulted in some of biggest names in the industry placing orders with us for the first time, due to the fact that they are looking to minimise costs, without compromising on quality.”

Although this is a promising trend for Aury Africa, Houchin stresses that the company is not taking a complacent approach. “Mining in Africa is tough, not only with regards to the terrain and climate, but also bureaucracy, and political and economic instability. With commodity prices being so low, investors are increasingly reluctant to place their money in higher risk areas.”

As a result, Aury Africa focuses heavily on customer service to maintain existing customers and to win new ones in a highly-competitive environment. “As part of our value-added customer service, customers have peace-of-mind in knowing that they can make a call to us at any time, and receive helpful feedback within a matter of hours,” he continues.

Houchin believes that this approach to business will assist Aury Africa in remaining competitive in a moribund sector. “We have a good understand of market expectations, and have since created somewhat of a niche for ourselves in the market. Although our performance will remain stable, I anticipate 2016 to be another challenging year, as commodity prices look set to remain low.”

***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 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**Kelly Houchin Sales AdministratorTel: (011) 026 6642Email: kelly@auryafrica.co.zaWeb: [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
Web: [www.ngage.co.za](http://www.ngage.co.za)

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