**PRESS RELEASE**

DPI Plastics expands its reach in Africa through AST International

***28 May, 2013:*** *DPI Plastics - a leading manufacturer of water reticulation, drainage and pipe-fitting systems in South Africa - is expanding its geographical footprint across Africa, after entering into a supply agreement with the DRC branch of AST International in May 2013.*

AST International is a joint venture between the Dawn Group - a specialist in the manufacture and distribution of quality branded hardware, sanitaryware, plumbing, kitchen, engineering and civil products - and Saffer, which supplies South African manufactured and branded plumbing and sanitaryware products to retailers, builders merchants, plumbers merchants and hardware stores.

Dawn and Saffer established AST International in 2007 to become the dominant brand vehicle and first choice supplier of quality branded building products in Africa. DPI Plastics is a member of the Dawn Group, and has entered into an agreement to supply plumbing products to the newly established DRC branch of AST International, which is expected to officially open by August 2013.

DPI Plastics export manager **Rajesh Naval** believes that the DRC market has unlimited potential for growth. "Africa has been the main focus of the world in recent years, and the DRC has the potential to be a driving engine of the African economy in the near future, due to the fact that it is blessed with a vast abundance of unexplored natural resources."

Due to South Africa's reputation for being 'the gateway to Africa', Naval is confident that Johannesburg-based DPI Plastics can gain measurable market share in the DRC through AST International. "As a South African based company with 100 percent owned or joint venture factories in Namibia, Botswana, Angola, Tanzania and Mauritius, DPI Plastics has identified additional neighbouring markets that hold considerable potential, and the company plans to be among the first to take advantage of this gap in the market, and to play a role in the continued economic growth on the continent."

Johannesburg-based AST International boasts an extensive distribution network, with branches currently located in; Angola, DRC, Mauritius, Mozambique, Nigeria, South Africa, Zambia and Zimbabwe. The company offers warehouse and distribution facilities for branded product ranges that are complemented with showroom and office facilities - a value added offering that sets AST International apart from its African competitors.

Poor infrastructure is currently a major challenge across the DRC, and Naval indicates that there will be a major drive for infrastructural development and upgrades in the country in the short term. "By establishing a presence in the country at the early stages of its development, DPI Plastics will provide local contractors with high quality and cost effective products that are locally manufactured, thereby ensuring future sustainability," he continues.

Once the DRC branch is fully established, Naval notes that DPI Plastics plans to extend its product offering to AST International. "DPI Plastics will initially supply plumbing products to AST International in the DRC. As demand increases, however, we will look at introducing mining and civils products to the market too. Looking further afield, DPI Plastics is also aiming to supply its range of plumbing products to AST International branches in Nigeria and Tanzania in the near future," he concludes.

***Ends***

**Notes to the Editor**
There are numerous photographs specific to this press release. Please visit <http://media.ngage.co.za> and click the DPI Plastics link.

**About DPI Plastics**DPI Plastics (Pty) Ltd is a leading manufacturer of PVC and HDPE water reticulation and drainage pipe and fitting systems with two ISO 9001 certified South African factories based in Johannesburg and Cape Town.

**DPI Plastics Contact**Martine Goodchild DPI Plastics Marketing ManagerPhone: (021) 957 5600Fax: 086 505 6484Email: mgoodchild@dpiplastics.co.zaWeb: [www.dpiplastics.co.za](http://www.dpiplastics.co.za)

**Media Contact**Bridgette Macheke NGAGE Public Relations Phone: (011) 867-7763Fax: 086 512 3352Cell: 083 260 8214Email: bridgette@ngage.co.zaWeb: [www.ngage.co.za](http://www.ngage.co.za)

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