**PRESS RELEASE**

Achieving 20 percent growth amidst market volatility

***14 January, 2015:*** *Screening and vibrating equipment solutions supplier Aury Africa has recorded an impressive 20 percent growth rate in 2014, while meeting its target of attaining up to R50-million in turnover during the course of the year.*

Aury Africa managing director **Mark Houchin** attributes this success to the company’s proactive approach to doing business in challenging market conditions. “A major contributor to this success was the establishment of our new 5 000 m2 manufacturing facility in Johannesburg.”

Houchin indicates that the company also invested R1-million in two new looms, which has enabled the company to manufacture locally, while dramatically improving turnaround times. “By streamlining operational efficiency, we have maintained the trust of existing clients, while attracting new clients too. This is clearly evident in our continued growth throughout the year,” he continues.

Aury Africa has set similar growth targets for 2015, despite volatility in the local market. “The global market is currently struggling due to severe constraints on commodity prices, and this is certainly reflective on a local level. Our value-added and personalised service offering, together with quality products, will play a key role in sustaining these targets for the foreseeable future,” adds Houchin.

Despite this continued success, Houchin admits that there is always room for improvement. “Capital equipment sales only accounted for around ten percent of our turnover, with the balance being made up by consumables. We would ideally like to narrow this to a 50/50 split, in order to ensure long-term profitability and prosperity for Aury Africa.”

Houchin reveals that the company plans to penetrate the lucrative gold market through its range of intertank screens. “Our stainless steel wedge wire intertank screens are self-supporting structures that boast a high open area to recover gold. A single large client could increase turnover by around R2-million per year, so this remains a top priority.”

Aury Africa currently imports the vast majority of its screening and vibrating equipment from its China-based sister company, Aury Tianjin. Houchin does, however, point out that the long-term objective is for the company to become more self-sufficient and less reliant on China.

“It makes logistical and economic sense to invest capital in new manufacturing equipment, rather than carrying excessive stock. Part of this transition will be to cast our own polyurethane for screens and panels in 2015, thereby increasing our competitiveness. This in turn will sustain our growth to the point where we can manufacture the bulk of our range in the medium-term,” 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 Aury Africa link.

**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.

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