**NEWS ARTICLE**

Rosond safety mascots Sindile and Sindisa promote Zero Harm

**18 January 2023:** A new mascot to promote health and safety awareness among its crew on mining sites has been introduced by drilling technology solutions provider [Rosond](http://www.rosond.com) of Midrand. The company has an existing mascot called Sindile, and in December last year launched a competition to come up with a name for his sister, explains Rosond Safety Manager **Andre Kleynhans**.

Sindile, which means ‘safety’, was introduced in 2013 to assist Rosond to promote a Zero Harm culture on all its operational sites. “With the increasing number of women in mining and our diverse workforce, we felt it important for our mascots to represent diversity,” says Kleynhans.

An internal competition was launched for the Rosond workforce to select a name for its female mascot, with Sindisa, which means ‘to take care of each other’, being the eventual winner.

As part of Rosond’s health and safety campaign for 2023, Sindile and Sindisa appear together across the company’s safety bulletins. As brother and sister, they promote the Rosond family values such as achieving Zero Harm, mutual responsibility, identifying danger, coaching each other, and only using equipment that is safe.

“Safety is embedded in our culture and will always be our number one priority. It is our anchor value that formed the foundation of our business 65 years ago and continues to support and protect us today. These achievements, and those at other locations, are attributable to the culture of caring and responsibility embedded across all our operational sites,” concludes Rosond MD **Ricardo Ribeiro**.

**Pull quote**

“Safety is embedded in our culture and will always be our number one priority.” – **Ricardo Ribeiro**, MD, Rosond

**Social media**

***Twitter***

A new mascot to promote health and safety awareness among its crew on mining sites has been introduced by #Rosond. Say hello to Sindisa (‘to take care of each other’), sister of Sindile (‘safety’).

***Ends***

**Notes to the editor**

To download hi-res images for this release, please visit <http://media.ngage.co.za> and click on the Rosond link to view the company’s press office.

**About Rosond**Rosond provides fast, efficient, safe, and cost-effective drilling and grouting services to mining and exploration industries throughout Africa. For over 65 years, Rosond has applied advanced design and engineering disciplines to create client-specific solutions. State-of-the-art, in-house manufacturing facilities provide products designed and engineered to meet clients’ specific demands, while an experienced team of engineers and artisans ensure a solution in keeping with global best practice.

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