



Rare Plastics has the capability of coiling pipes 110 mm – 180 mm in lengths up to 150 m

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NEW CEO FOR RARE

Operational management capabilities, and proven financial and system management experience are some of the skills that Renier Viljoen will bring to Rare as the new CEO. His six years in the piping industry and experience in plastic injection moulding will add to his unique offering.

Viljoen has worked his way up the ranks within the organisation, meaning that he has an excellent understanding of how Rare's business operates and fits together. He also brings a good work ethic as well as a diligent, disciplined approach, which is especially important in a

manufacturing environment. "I like to challenge the way that things have been done in the past and am continuously looking for new and sometimes unconventional ways of improving the business," Viljoen explains.

Recipe for success

Viljoen believes the recipe to success is: "You need to surround yourself with people who are the best in their field and you need to empower them to make decisions. Although we all wish to believe so, we cannot succeed on our own. I believe one needs to take action quickly and decisively; the worst decision you can make as a leader is to make no decision at all.

"One also needs to understand the markets one is dealing in. Many managers make the mistake of being too far removed from their markets. By

being more hands-on, you get first-hand information in real time," stresses Viljoen.

Background

Viljoen is a qualified chartered accountant and served his articles at Baker Tilly Greenwoods Chartered Accountants in Cape Town. He was previously involved in the plastic-injection moulding industry before joining Rare in 2012 as a group accountant. In 2013, he was promoted to the position of financial director.

In July 2016, he was appointed as the managing director of Rare Plastics, the division that runs the group's HDPE pipe manufacturing plant in Meyerton. When the previous CEO, Wally van Coller, retired at the end of February 2017, Viljoen assumed the role of CEO. He also continues in his role as managing director of Rare Plastics.

Another achievement for the company was the acquisition of a large pipe coiler

New accreditations

Rare Plastics was recently awarded certification by South African Technical Auditing Services (SATAS) for the manufacture of HDPE pipes to the requirements of SANS 4427 Part 2. SATAS is an independent auditing and certification body that is SANS ISO 17065 accredited through the South African National Accreditation System. SATAS is thus accredited to issue certificates for the relevant SANS standards.

"The fact that Rare has decided to receive accreditation from SATAS rather than SABS, as was previously the case, does not change any aspects of the quality or the manufacturing process of the HDPE PE100 pipes. The pipes still comply with SANS 4427 Part 2. The reason for the use of an alternate accreditation agency other than SABS has been well documented in the media in recent times.

"The SATAS certification logo is well established and products bearing the mark are accepted by structural designers, local authorities as well as the relevant state authorities," explains Viljoen.

New products

Not only has the group received a new CEO, but it also introduced Rare Plastics Co-extruded (RPC) technology to its product portfolio. RPC is a three-layer HDPE pipe with a crack-resistant inner and outer layer, ideally suited for the rehab of structurally damaged pipelines using trenchless technologies.

The RPC technology is especially suited to South Africa's ageing water pipeline infrastructure, and can cost-effectively replace old, damaged and leaking pipelines. An RPC pipe's service life is not affected by surface damage caused during the installation process.

"This lends the technology to mining applications as well – and it will withstand extremely abrasive slurry materials for five or six times longer than traditional methods," says Viljoen.

Another achievement for the

company was the acquisition of a large pipe coiler, with the unit being used to coil 4 km of 180 C16 pipe in 75 m coils – a first in the local African HDPE pipe sector.

Rare Plastics has the capability to coil pipes of 110 mm to 180 mm diameter in lengths up to 150 m, thus minimising the cost of connections.

Future plans

"We are continuously striving to increase our presence in the African market. We have a few initiatives with this specific focus that we believe will bear fruit in the future. The HDPE pipe manufacturing environment, which a large portion of our business is based on, is a low-margin market.

“ One also needs to understand the markets one is dealing in. Many managers make the mistake of being too far removed from their markets.” Renier Viljoen, CEO, Rare



"We have various projects planned for the next three years that will enable us to optimise our production output and at the same time reduce our production costs in order to unlock more value for stakeholders. We are continuously looking at ways to expand our product offering in order to better utilise our current infrastructure," concludes Viljoen. **35**

