

# Reeflex Welding (Pty) Ltd

In 1981, the operations of Reef Electrical (Pty) Ltd - a producer of welding equipment - were acquired by Coulson Engineering CC and the combined entity subsequently relocated into newly purchased premises in Strijdom Park, Randburg.

The primary business of the rejuvenated Coulson operation became the manufacture and repair of welding machines for the South African mining industry. At that stage, most electrical welding units consisted of the transformer-type, technology that was then commonplace but which has subsequently been superseded. The family-run Coulson Engineering was entrepreneurial in structure and rapidly made progress within the local industry, soon adding a portfolio of welding consumables to their range so that customers could enjoy a "one-stop-shop" for all welding requirements.

In 1996, the Coulson brothers entered into a technology agreement with Dr Philip Theron, the latter having already developed and sold a limited range of inverter-type welding machines. These inverter welders utilize innovative and patented electronic technology in combination with cutting-edge power electronic switching devices to convert a high voltage DC BUS down to the required welding voltage. The high-switching frequency provides an output dynamic response sufficient to enable the converter to control the welding arc with great precision. All welding processes - MiG, TiG, MaG, electrode welding and gouging - may be powered by inverter machines.

This technology proved to be compelling as these machines were lightweight, fully portable and more operationally efficient than prevailing technology. The move to inverters was given momentum by requests from the local mining industry, as - in addition to the aforementioned attributes - the built in voltage reduction innovation also promoted an increase in safety.

Due to the explosive growth in inverter equipment, and the resulting need to re-align its image, Coulson Engineering changed its name in 1998 to Reeflex Welding CC. This operation has since become a market leader in the field of inverter welding technology, and their locally designed and manufactured inverter machines are now the industry standard within SA and large parts of Africa.

Subsequent efforts to build the Reeflex brand have paid dividends as considerable investment interest has repeatedly been demonstrated. This resulted in the acquisition - in February 2009 - of the entire operation by an empowerment consortium, consisting of Messrs Jomo Sono and Roy Fouché, Mrs Margaret Trunk and Dr Philip Theron (local inventor of the inverter machine). The status of the entity was simultaneously changed to that of a private company and is now named REEFLEX WELDING (Pty) Ltd.

With the increase in investment, professional management and empowered ownership, it is envisaged that Reeflex Welding will continue its march of progress and ultimately become the foremost supplier of welding equipment in South Africa.



## JOMO SONO - Chairman

Matsilele Ephraim (Jomo) Sono was born in Orlando East in Soweto. Having lost his soccer playing father at an early age and abandoned by his mother, young Jomo sold peanuts and apples at soccer games and at the train station to make money to clothe himself, buy food for his grandparents and go to school.

Upon completing his schooling, Jomo followed in his father's footsteps and became a professional soccer player. In the local arena, he quickly became a national legend and was instrumental in propelling Orlando Pirates to become the top local side of its time. He subsequently played the game all over the world, including Portugal and the USA, notching up numerous accolades and awards.

After retiring from playing football, Jomo acquired his own professional team which was renamed Jomo Cosmos, after the side for which he played in New York alongside the legendary Pelé. Jomo is now a well-known and recognized figure in the community and sporting industry. He is currently regarded as the foremost talent scout in South Africa and was voted as the third best coach in Africa.

In 1998 he took the South African National Squad to the final of the Africa Nations Cup, having helped Clive Barker (as Technical Advisor) to win the cup in 1996. In 2002 Jomo was appointed SA national caretaker coach at the Fifa World Cup in Japan and South Korea.

He has produced many fine players, including international and Bafana stars such as Fish, Buthelezi, Masinga, Mkhalele and Williams.

Jomo has also been active in the business arena for some time, and currently serves in a number of key positions. These include :

Chairman : Exel Petroleum, and Busaf

Director : Affirmative Investments Formula 1 Hotels, Carnivore Restaurant, and Midas SA.

Ambassador : SA Bid 2010

Jomo is married to Gail and is the proud father of four children.



## Roy Fouché - Managing Director

After matriculating at Kearsney College in 1973, Roy spent the first six months of his working career at sea, as a pupil engineer aboard an ocean-going coaster. This was followed by a year as an infantry corporal in the S A Defence Force, plus a subsequent six month stint as a construction trainee with Cementation. Upon winning a prestigious Murray & Roberts bursary in January 1976, he enrolled at the University of Natal where he completed his degree in Civil Engineering.

After graduating, Roy worked as an engineer on a number of large road construction projects, and eventually transferred from KZN to the reef in 1986 at the request of new employer, mining consulting firm Steffen, Robertson and Kirsten. In 1989 he joined Pandrol as Technical Director and was involved in the design and manufacture of spring steel and plastic fasteners for the railway industry.

Heading the call to enter general management, Roy joined Castor & Ladder in 1994 as Managing Director and three year later acquired the company by effecting a management buy-out from the Kipton Group. Soon after completing his MBA part-time, at Henley Management College (UK), he merged the company with coatings manufacture AP&CI, in partnership with ABSA Bank. He subsequently carried out several acquisitions, including ladder and scaffolding manufacturer, Aldek & Kedla, plus Ozone Paints, Atlantic Paints and Graham's Paints.

Under Roy's leadership, the management team assumed total control of the Paint & Ladders group in 2004 by acquiring the ABSA interest, while simultaneously concluding a BBE deal with soccer legend, Jomo Sono. Roy is a natural team-builder and has compiled a wealth of experience in merging and growing businesses, as well as acquiring considerable knowledge of the market place.

In 2008, Roy sold the entire P&L group into JSE-listed Argent Industrial Ltd, and subsequently acquired Reeflex Welding, an independent manufacturer of inverter welding machine and ancillary welding products. He is currently devoting his efforts towards growing the latter into the leading supplier of welding equipment in SA. Future plans include diversifying into robotics.

Roy and his team are also involved with other operations including the distribution into Africa of the prestigious Continental bicycle tyre range plus the distribution of the innovative range of Motobatt batteries.

On a personal note, Roy is an avid cyclist, golfer and mountaineer. He has completed 16 Argus cycle tours and the 94.7 ten times as well as numerous other cycle races. He has also cycled internationally, having accompanied one or other of the 3 Grand cycling tours - the Tour de France, Giro d'Italia and Vuelta Espana - on 7 different occasions.

His mountaineering career has seen him on two trips to Mount Everest, Aconcagua in South America, Mount Vincent in Antarctica, Mount Elbrus in Russia and Kilimajaro in Tanzania.

He has been happily married since 1980 and has three sons and one daughter.



**Roy Fouché**



**Philip Theron**

**Philip Theron** - Technical Director

Philip was born in Johannesburg where he matriculated in 1985, and thereafter completed B.Eng. (Electrical and Electronic), M.Eng. (Power Electronics) (Cum Laude), and D.Eng. (Power Electronics) in 1995, all full time at Rand Afrikaans University. During his post-graduate studies at RAU he studied under Professors J.A.Ferreira and J.D. van Wyk, both world leaders in the field of Power Electronics. He is author or co-author of 11 international conference papers, which includes one IEEE Transactions publication. In 1994 he won the Schneider Electrical Design Award where he entered an Inverter Welder Prototype. He also received a best technical paper award from the Engineering Faculty at RAU in 1995. Philip is also the inventor of two South African Patents.

Philip started his own business straight out of University, mainly focusing on the welding industry, but also on other applications such as battery charging, electroplating, sine-wave inverters and petrol/diesel driven welding equipment. He started the Inverter Welder section at REEFLEX WELDING in 1996, and is the sole designer of the entire range of REEFLEX Inverter Welders. He is also the designer of the REEFLEX Wire Feeder unit.

Philip is a keen tennis player, and has been playing club league for the past 15 years. He also represented Southern Transvaal as junior, and now Gauteng Central as a veteran tennis player. He is also a keen hunter.

Philip is married to Elmien, a Chartered Accountant (CASA) and Tax specialist M.Com. (Tax) RAU, and they have three children. They reside in Johannesburg.



**Margaret Trunk**

**Margaret Trunk** - Financial Director

Margaret was born in Pretoria, where she has continued to reside to this day. After matriculating in 1972, she studied at Unisa, graduating with a B.Comm (Accounting) degree, following which she also obtained a MBA from the University of Pretoria.

Margaret started her working career in the salaries department of Unisa, while simultaneously studying there part-time. After graduating, she joined the Corporation for Economic Development, where she was employed in the marketing of the then decentralization policy. Upon the subsequent curtailment of the activities of this Corporation, she moved to Racal Decca as Financial Manager. The latter company is British owned and specializes in the manufacture of navigation systems mainly for aircraft and ships.

Margaret gained considerable experience with overseas operations, as for many years she was employed by a variety of international corporations. After leaving Decca, she was employed by Asea Brown Boveri, a Swedish company producing transformers for electricity supply and relay systems.

Margaret then joined Rhône-Poulenc, a French group specializing in pharmaceuticals and a wide range of chemical products, where she held the Financial Manager's position in both the Agricultural Chemicals and Animal Health Companies for eight years.

After this lengthy period of international exposure, Margaret joined Castor & Ladder as Financial Director and – in partnership with Roy Fouché - was party to the management buy-out of the company from the Klipton Group. This venture transpired to be very successful, with the eventual growth of that small operation into the Paint & Ladders group.

After the sale of P&L into Argent Industrial, Margaret joined the core of that team and became a shareholder in the acquisition of Reeflex Welding (Pty) Ltd, where she promises to continue her previously successful record.

Margaret has been married to Axel, a Belgian National, for the past twenty five years.





# Reeflex Welding (Pty) Ltd

## Company Information

### Company Information:

Company Name: Reeflex Welding (Pty) Ltd  
Registration No.: 2009/000948/07  
Physical Address: 83 - 4 Langwa Street  
Strijdompark  
Randburg  
2194  
Postal Address: PO Box 1035  
Ferndale 2160  
Telephone: +27 11 792 3832 / 1808  
Fax: +27 11 793 5457  
Email: sales@reeflex.co.za  
Web Address: <http://www.reeflex.co.za>  
Company Tax no.: 9406237843  
Vat No.: 4540125061  
Paye No.: 7950738213  
Skills Development Levy Ref.: L950738213  
UIF Reference: U950738213  
Workmans Compensation No.: 0878 - 176 - 1340

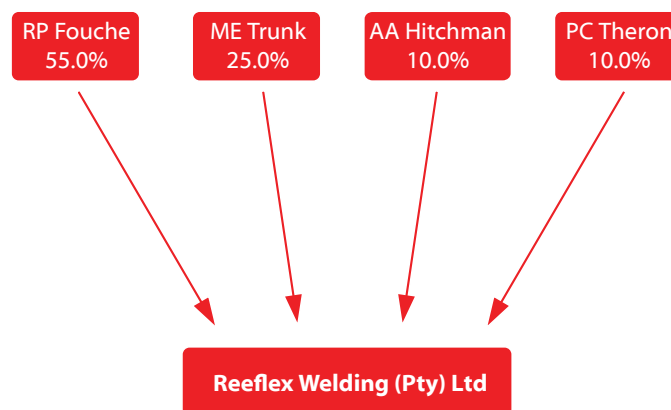
### Banking Details:

Name in which Account is held: Reeflex Welding (Pty) Ltd  
Bank: First National  
Branch: Randburg  
Branch Code: 254005  
Account No.: 56340010176

### Auditors:

Name: De Vos Richards  
Postal Address: PO Box 6910  
Westgate  
1764  
Physical Address: Clearview Office Park  
Block C - Units 11 - 12  
Wilhelmina Avenue  
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Email Address: [accounts@devosrichards.co.za](mailto:accounts@devosrichards.co.za)  
Contact Person: Mr Len De Vos

### Company Shareholding:





# Directors

## Company Information

Name: Matsilele Ephraim SONO  
Position: Chairman  
ID: 5506285160082  
Email Address: jomosono@jomocosmos.co.za

Name: Roy Peter FOUCHÉ  
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Name: Margaret Elizabeth TRUNK  
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