

4B has opened a new subsidiary in South Africa, under the name “4B Africa Elevator Components (Pty) Ltd” to serve the sub-Saharan African market with its range of material handling and electronic components.

The choice of South Africa underlines the "strategic importance" of the region to the group. 4B Braime has been serving customers in the area for many years, but feels that it needs to strengthen its local market presence and be closer to their African customer base.

The reinforcement of the local presence in Africa reflects 4B’s worldwide growth strategy. With its headquarters in Leeds / England and represented on all continents, 4B is an international market leader in the field of elevator and conveyor components and electronic monitoring equipment. With its range of components, 4B serves a large range of industries ranging from agricultural to industrial including mining and heavy duty industries.



Allan Hardy
Operations Director, 4B Africa

Hi,

My name is Allan Hardy. I have just been appointed as Operations Director for 4B Africa. I am based in Johannesburg and am responsible for 4B’s Sub Saharan sales and marketing. I have worked in the bulk solids industry for the last 20 years and enjoy the challenge of finding innovative ways to handle the diverse materials that this country has to offer. Born in Wishaw, Scotland, I emigrated to South Africa 30 years ago. In my spare time I enjoy “getting away from it all” with my wife Anne, usually game viewing and camping in the quiet bushveld of South Africa.