



As part of its CSI activities, Safintra donated roof sheeting for the New Jerusalem Children's Home in Gauteng, which is the first "green" home in Africa.

Illustrious roll forming operation COMES OF AGE

Safintra Roofing (Pty) Ltd started operations in Johannesburg in 1991, rapidly opening new branches in Durban, Cape Town, Port Elizabeth and more recently, Polokwane and Nelspruit.

In 2003 the company changed the face of concealed-fix roofing systems in southern Africa with the launch of its Saflok concealed fix roofing system, complementing the range of existing pierced-fix profiles.

Innovation continues; 2012 saw the launch of Saflok 410 for use in high-wind coastal applications and the relaunch of its tile-profiled sheet called Versatile profile.

Versatile, which is unique to Safintra Roofing, has the appearance of traditional roof tiles, but offers the benefits of steel roof sheeting, being light, strong, thermally efficient and quick to install. Steel roofing also readily incorporates green technologies such as water and solar harvesting. Safintra Roofing's edge in the industry is not limited to its renowned brands and quality service. It has prided

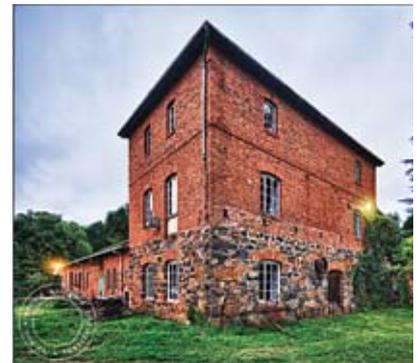
itself in building lasting professional relationships with its clients.

The company has been involved in numerous corporate social responsibility initiatives over the years and is a proud sponsor in the training of professionals in the field of heritage architecture.

The company also launched its "Great South African architecture" marketing campaign. Top architectural firms such as Elphick Proome, Arup, Koop Design, 4D+A Architecture and Interiors, Adendorff Architects and Strey Architects have collaborated on the hugely popular campaign, which rolls out in print, online and in exhibitions countrywide.

Another exciting development has been the launch of Roofing Africa, the company's online roofing store – ordering a new roof is now a simple mouse click away.

Sally Stromnes, Safintra's national marketing manager, says: "We have always prided ourselves in doing things differently and will continue to drive innovations which raise the bar. With the focus on sustainability, it is



Safintra is an active sponsor for training architectural professionals in the specialist field of heritage architecture.

inevitable that steel roofing will become the material of choice for property owners. Our mission, to 'make a world of difference', remains as relevant today as it has always been."

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