

## **ZEST ONCE AGAIN AT INDUSTRIAL SHOWCASE CAPE**

The Zest Group will once again be participating at the biennial Industrial Showcase Cape exhibition being held at the Cape Town International Conference Centre from May 5 to 7, 2010. Zest Electric Motors' Cape Town branch launch in 1994 coincided with the launch of this reputable industry event, previously known as the Cape Industrial Show.

"This was our first big exposure to the industry, so the timing was perfect for us to gain a foothold during our early days," Zest Cape Town branch manager, Hendrik Britz says.

Britz says that for Zest the most important indication of a good show is the 'feed-through' of quality visitors. "Unlike other less targeted shows, the Industrial Showcase Cape has a good mix of disciplines while at the same time providing us with undiluted opportunities to fly the Zest flag and introduce new products to a targeted captive audience."

Zest will use the show to launch the new WEG W22 electric motors which counter excess energy usage in plants. "These motors boast up to 15% lower measured temperatures than on many older generation motors, and the WEG

W22 features new design elements that achieve greater heat dissipation and thus decreased energy usage," Britz says.

The design of the WEG W22 results in optimised air flow which provides more effective cooling over the surface of the motor while at the same time achieving lower windage losses. This ultimately improves motor efficiency and also results in lower noise levels.

Britz explains that in addition to the Zest Electric Motors stand, Zest Group companies EML and IMS Cape will occupy adjacent stands, resulting in a large, 54 square metre consolidated show stand. "This is the biggest stand we have ever had and will allow us to bring our complete product range to the attention of the visitors."

In addition to the WEG range of electric motors for the mining industry, sewerage schemes, water treatment, irrigation schemes and various marine applications, other products on display will include IMS Cape's specialised gensets and EML's cost competitive electric motors for the refrigeration industry and agricultural operations.

The Zest Group also provides power cables from Industrial Cable Suppliers; low voltage switchboards from Shaw Controls; specialist turnkey electrical, instrumentation and control systems from EnI; switching and protection

solutions for electrical distribution systems from Lucy Switchgear and Invicta vibrator motors.

“We have built a novel working model incorporating two electric motors and two variable speed drives which rotate two halves of a soccer ball at different speeds and this will be on our stand to demonstrate speed and positioning control. Our sales and technical teams will also be on hand to answer any questions and to assist visitors,” Britz says.

“We recognise the need to be able to supply top quality equipment, but with a non-traditional approach. This means not just being an equipment supplier, but also contributing to adding value, a total cost of ownership strategy and developing long term relationships with all role players. This has aided in our ongoing successful growth and the establishment of our reputation as a trusted, dynamic and flexible supplier,” Britz concludes.

