



Quinton Uren is

# Industrialist of the Year

All Africa Business Leaders Awards

2018 All Africa Industrialist of the Year  
Quinton Uren  
Jendamark Automation, Managing Director

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# GLOBAL GROWTH

The evolution of Jendamarck as a global tech company is proceeding at a rapid pace and the world is starting to take note.

As a Group, we are constantly sharing the latest technologies, new ideas and specialised skills to give our customers the same consistent, customised solutions – wherever they place their orders.

Jendamarck's South African and Indian teams are engaged in extensive skills exchanges, most recently around the inception of the catalytic converter assembly division in India (see page 8). This has enabled the Group to expand its customer base, while staying true to Jendamarck's core business of powertrain and catalytic converter assembly.

Jendamarck Techcellency continues to help customers in Europe and India conform to rigorous new emission norms (page 4) and contribute towards a cleaner, greener world. To this end, we are entering the exciting world of electric cars (page 10).

The Group is also venturing into new territories with Industry 4.0, most notably through our Odin software (page 12) for paperless production lines that deliver real cost and time benefits for our customers.

In South Africa, we are investing in education through our partnership with the Closed-Loop Learner Network and the Omang digital devices that will bring resources to thousands of poor pupils (page 16).

With all this going on, it's no surprise then that our managing director, Quinton Uren, was named Industrialist of the Year at the All Africa Business Leaders Awards (page 2).

We are immensely proud and ready for the next challenge!

Yours in automation,

*Himanshu*  
 Himanshu Jadhav,  
 Editor



**JENDAMARK**  
 T E C H | P E O P L E

Simply the

# BEST

*It was an incredibly proud moment for Jendamark when managing director Quinton Uren scooped the Industrialist of the Year title at the All Africa Business Leaders Awards in November.*



Speaking after the glittering awards ceremony, which took place at the Sandton Convention Centre in Johannesburg, Uren said the award was not a personal accolade but a “massive recognition for what Jendamark, as a South African company, has achieved in the global export market”.

Since co-founding Jendamark in 1992, he and his fellow directors have grown the company into a global automation tech leader with South African offices in Port Elizabeth, East London and Pretoria, and an international presence in Pune in India, Penzing in Germany, and Detroit in the USA.

**The dedication and hard work of our talented team creates success.**

“We operate in a very competitive manufacturing sector, and we succeed globally by balancing sound engineering solutions, driven by the latest Industry 4.0 technologies, with good financial direction,” says Uren.

## NEW HORIZONS

After the global economic crash of 2008, Jendamark, like most companies, took a beating. With major changes in the leadership, it was decided to refocus the company and broaden the market horizon.

In what seemed a counterintuitive and risky move, Uren and his fellow directors narrowed their attention to the automotive sector and, instead of turning inwards, shifted to an export orientation.

It paid dividends. In year one, they easily achieved their 50% export target. Today, exports account for 90 to 95% of Jendamark’s automation business, serving customers across Europe, Asia and the United States.

## OVERCOMING CHALLENGES

On a personal level, Uren says his award shows that anyone can make it. Born and raised in Port Elizabeth’s northern areas, he was acutely aware of the inequalities and limited opportunities he would encounter as a “coloured” person in Apartheid South Africa.

“I felt like a second-rate citizen. But it kickstarted something in me. I became a fighter. I always wanted to be better, to prove myself,” says Uren. He realised that he would have to sacrifice and work harder to gain acceptance.

Unable to afford tertiary studies, he got his hands dirty collecting industrial sewage samples for six months on behalf of the municipality.

This paid for his first semester, whereafter he received a call from General Motors. He was one of only four candidates from a pool of 350 applicants to be accepted for their cooperative training scheme – his first taste of automotive-focused engineering.

In his fourth year of study, after presenting a design he had done, he was offered a job on his own terms, which included doubling his salary, his own computer-aided design (CAD) machine and continuing his studies.

## SUCCESSFUL ENTREPRENEUR

But Uren soon realised he wanted to be his own boss. By 1985, he had acquired two CAD workstations and started his side business, Nasquin Designs, offering design and detailing services to local engineering companies.

In 1989, the strictures of economic sanctions resulted in his retrenchment and a need to accelerate his plans. Nasquin had done some fixture designs for a company called Jendamark Electronic Component Industries. Uren and his now ex business partner realised that they could combine their synergies in software, electrical, electronic and mechanical design – and Jendamark Automation was born.

Twenty-seven years later, the African Industrialist of the Year title is a fitting testament to his vision, hard work and unerring belief in the power of automation technology to connect the world.



# Canning Climate CHANGE

Jendamarck Techcellency's newly launched adaptive canning facilities in India put it in a unique position to help vehicle manufacturers and Tier 1 suppliers meet the demanding BS-6 emission norms by the deadline of April 1 next year.

As a signatory to the Paris Climate Agreement of 2015, the Indian government has pledged to move directly from Bharat Stage (BS) Four to Six, implementing norms for a cleaner, greener country, which are on par with the stringent Euro Six standards.

For original equipment manufacturers (OEMs), this means that all new vehicles must be fitted with specialised equipment to drastically reduce harmful emissions, such as nitrogen oxide and hydrocarbon gases.

Emission regulations set the legal limits on how much of these gases may be emitted by a petrol or diesel vehicle per kilometre travelled.

Outlining the need for change, Jendamarck Techcellency CEO Himanshu Jadhav says that India is, at present, one of the most polluted countries in the world.

**Jendamarck is the only supplier in India which has its own design and manufacturing facility for making adaptive canning lines which meet the emission norms.**

"Our headquarters in South Africa has been providing canning lines to companies across the globe for more than 10 years. We have been able to draw on this vast experience, expertise and fine tuning of the machining to develop unique Indian solutions," says Jadhav.

"With the help of Jendamarck SA, which provided design training, we started making canning lines as per customer requirements in India to meet stringent emission norms."

In the case of passenger vehicles, expensive high-grade catalytic converters will be used mostly, with the high cost offset by low running costs and less maintenance.

Commercial diesel vehicles, on the other hand, present more of a challenge. Treatment systems in commercial vehicles are a combination of a Diesel Oxidation Catalyst, Diesel Particulate Filter and Selective Catalytic Reduction to break down harmful emissions into less harmful ones (see sidebar).

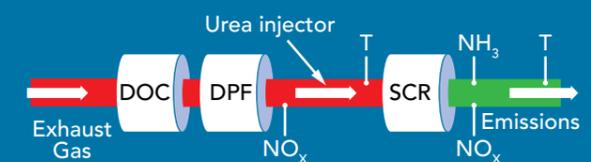
"Jendamarck is also working very closely with Tier 1 suppliers like Faurecia, Sharda Motors and Cummins to ensure that the OEMs are able to meet their objective of making vehicles BS6-compliant from April 1 next year," says Jadhav.

In India, Ashok Leyland, Tata Motors, Force Motors, and Mahindra & Mahindra provide 90% of commercial vehicles. All these companies will receive catalytic converters or assembled after-treatment systems from

Jendamarck machines. He says Jendamarck shares the expertise and experience gained on adaptive canning lines with the research and development team of Tier 1 suppliers to ensure that the product is developed to suit the product and process requirements.

"With Jendamarck's in-house manufacturing expertise and strict process controls, we are able to deliver all the equipment and machines as per the timelines set by the customers, and work towards the vision of a clean, green India."

## Treatment system for commercial vehicles



### Diesel Oxidation Catalyst (DOC):

Contains precious metals to start the oxidation of hydrocarbons, carbon monoxide, unburned fuel and oil. In flow-through filtration, the filter element can be made up of various materials and designs, such as sintered metals, metal mesh or wire, or reticulated metal or ceramic foam structure. Exhaust gases and particulate matter are made to follow a tortuous path through a relatively open network. Partial filtration occurs as particles impinge on the rough surface of the mesh or wire network of the filter element.

### Diesel Particulate Filter (DPF):

This physically captures diesel particulates to prevent their release into the atmosphere. DPF materials have impressive filtration efficiencies, in excess of 90%, as well as good mechanical and thermal durability. The DPF needs regular cleaning through a process called regeneration. Accumulated soot is burnt off at a high temperature (600°C) to leave only a residue of ash, exhaust gases and particulate matter, which follow a tortuous path through an open network.

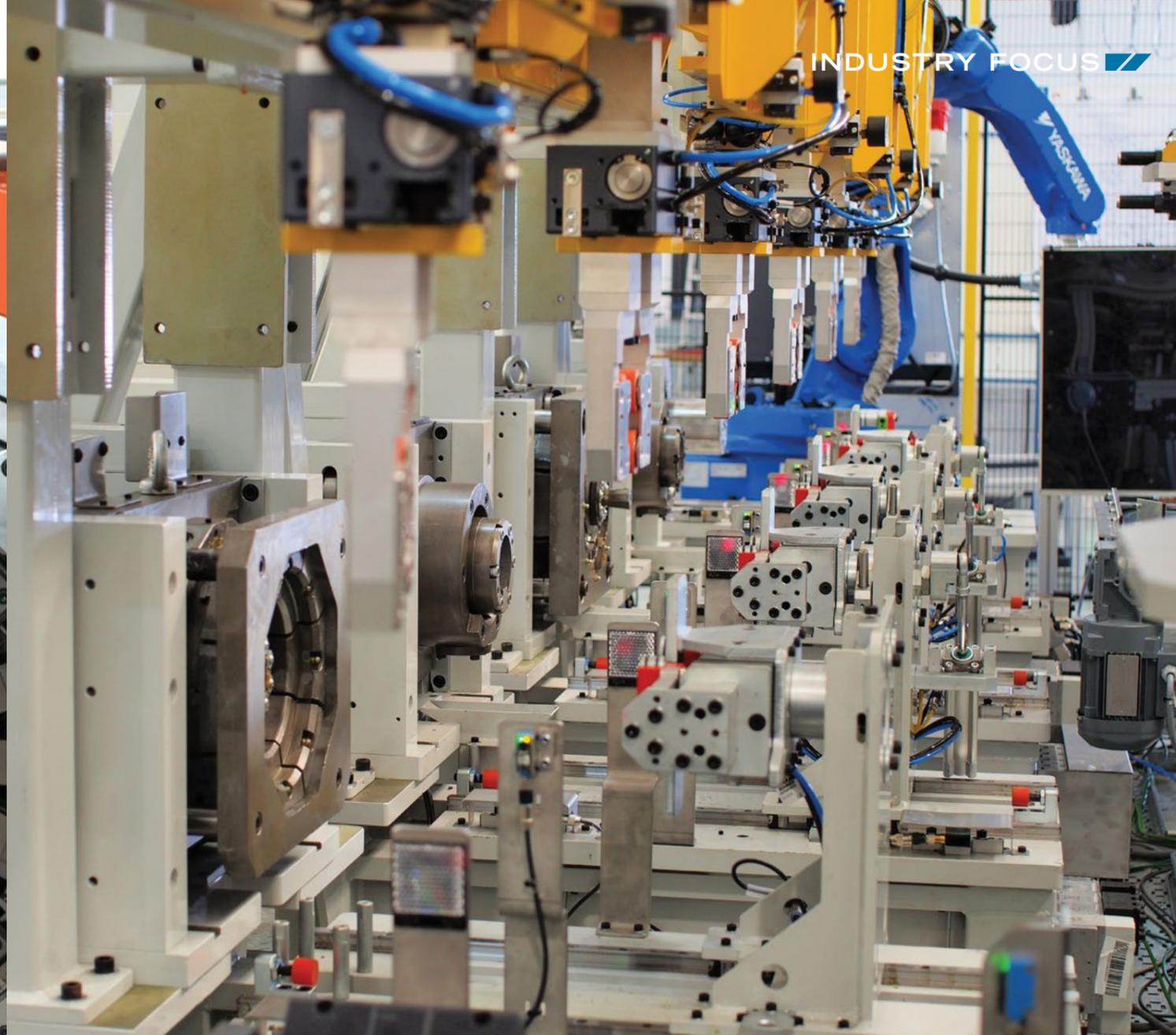
### Selective Catalytic Reduction (SCR):

This comes with a dosing unit, which is a means of converting nitrogen oxides (NO<sub>x</sub>) with the aid of a catalyst into diatomic nitrogen and water. A gaseous reductant, typically anhydrous ammonia, aqueous ammonia or urea, is added to a stream of flue or exhaust gas and is absorbed onto a catalyst. Carbon dioxide is a reaction product when urea is used as the reductant.



# INDIA can do it

*Part and parcel of Jendemark Techcellency's programme to help the automotive industry achieve the desired Bharat Stage 6 emission norms are canning lines for Tier 1 suppliers like Sharda Motors, Faurecia, Cummins and Tenneco.*



Essentially, the lines assemble the canning section of the catalytic converter, which is an emission reduction device incorporated into the exhaust system of a vehicle.

It is made up of a coated monolith and intumescent mat inside a stainless steel can. The mat acts like a spring and, when compressed, exerts pressure to hold the monolith inside the can.

"In its simplest form, the device converts hydrocarbons, carbon monoxide and nitrogen oxides into water, carbon dioxide and nitrogen. Using catalysts like platinum, palladium and rhodium, it takes in harmful gases and puts out less harmful ones," explains Jendemark Techcellency CEO Himanshu Jadhav.

Assembling the canning section of the converter requires a great deal of accuracy, which is why most of

Jendemark's canning lines are semi- to fully automated, incorporating a wide variety of robotic, electronic and mechanical components to reduce the risk of human error, says Jadhav.

## CHANGING NORMS

"As anti-pollution efforts ramp up worldwide, the catalytic industry is now worth billions of dollars and growing at a rapid rate, with new technologies continuously being implemented."

Naturally, he says, keeping up with the burgeoning industry presents a number of challenges.

"Because of varying global emission norms, catalytic converters have become larger and there are more irregular and non-round shapes than before," Jadhav says. "At the same time, the canning lines are required to turn out larger volumes, with shorter cycle times."

## MEETING CHALLENGES

To deal with the ever-present challenges, Jendemark developed standard machines that accommodate at least 90% of the odd-shaped parts, while the small margin that do not fall within the standard part range are handled by custom-designed machines.

"We design the lines according to the customer's specifications and deliver a product that outputs the volumes and cycle times required," Jadhav says.

"Another innovation born of necessity is the hybrid line, capable of producing pre-and post-sizing parts using common equipment.

"We have created a prototype division that is helping Tier 1 suppliers and original equipment manufacturers with part and process development, as well as manufacturing prototype parts for use in test vehicles."

## ADDING ADBLUE

In addition to the standard canning lines, Jendemark also produces complete catalytic converter assembly systems with AdBlue technology.

As Jadhav explains, AdBlue is a reagent, comprised of a synthetic urea solution, that is injected into the exhaust gases of modern diesel-powered vehicles, which emit more smog-causing nitrogen oxides than petrol engines.

"With the assistance of the catalytic converter, AdBlue changes toxic exhaust gas into harmless nitrogen and steam for cleaner emissions.

"It's an essential element in modern vehicles fitted with a Selective Catalytic Reduction (SCR) system, which helps to meet the levels required under the Bharat Stage Six and Euro Six norms."

# A global STANDARD

*The transfer of knowledge and skills between Group companies is an important component of Jendamark's strength as a global provider of world-class production facilities.*



Rajesh Tilekar (left) and Deepak Kanade

With confirmed orders for two commercial vehicle (CV) catalytic converter assembly lines from Faurecia India in the works, it is critical that the customer be assured of consistent quality throughout this complex assembly process.

Jendamark South Africa is responsible for the first line, due in May, while Jendamark Techcellency will build the second line in its entirety in India, to be delivered in September.

This marks India's first foray into catalytic converter assembly, as the focus was previously on powertrain assembly systems and aerospace tooling.

To ensure that the production facilities meet Jendamark's high standards equally, skilled assembly personnel from the Pune plant were sent for six weeks of intensive training on the assembly floor in Port Elizabeth.

While training exchanges are common on the design and technical fronts, it is the first time that Indian operators have been sent to the South African headquarters.

According to manufacturing and assembly manager Marinus van Rooyen, this will prove absolutely critical to the overall success of the project.

"The CV lines are generally more complex due to the size of the parts we are working with. The correct set-up of the machines is crucial and the understanding of the processes even more so," explains Van Rooyen.

He says the main purpose of the transcontinental exchange has been to give the operators electrical and mechanical assembly exposure, focusing on the high standard to which Jendamark South Africa works on this type of line.

"As the two lines are going to be in close proximity to each other in the Faurecia plant, it is vital that the lines are alike in appearance and functionally correct."

While Deepak Kanade has focused on learning the mechanical side, his colleague Rajesh Tilekar covered the electrical aspects, and both will be expected to impart this knowledge and train their team up to standard on their return to India.

"It is something new – we have learned about measuring machines and canning lines, which are very specialised," says Kanade.

"But we will help to train our team and do our best," adds Tilekar.

From a mechanical assembly point of view, Deepak's efforts were focused mainly on the shrinking machine, says Van Rooyen.

***This is by far the most complex of the machines on the assembly line. The focus was on assembly procedures and set-up.***

"The risks involved were highlighted and awareness was also created of the bought outs used on this machine. On the electrical assembly side, Rajesh was exposed to the electrical standard that Jendamark works to."

Van Rooyen says he has full confidence that the lines will be of a uniformly world-class standard, as both Kanade and Tilekar had been a massive asset to Jendamark South Africa during their stay.

"They were eager to learn, willing to work the extra hours and 100% dedicated."

Mechanical assembly supervisor Serge Smetyns says Kanade was quick to grasp and understand the process, asking questions until all was clear.

"When shown the JMS system, he understood the use and advantage of logging all LOPs, or a List of Open Points, which create a record of problem areas to be dealt with."

Electrical supervisor Terence Liebenberg adds that both operators showed a willingness to go beyond their trade and help on either the electrical or mechanical side.

"They understand the Jendamark way of completing tasks and they have also opened our eyes regarding the challenges we are experiencing, as they face the same issues in India."

# POWERING

## Mahindra Electric

*A pioneering partnership with Mahindra Electric (MEML) has seen Jendamar delivering India's first automated assembly line for the power electronics that drive the brand's electric vehicles.*



*Jendamar has proved a reliable partner in supporting MEML's goals by delivering state-of-the-art, Industry 4.0-enabled assembly lines and solutions to their world-class facility in Bangalore.*

Entering the innovative and exciting world of electric vehicles, Jendamar Techcellency (JMKT) has developed a strong partnership with Mahindra, the country's front runner and pioneer in the field.

"We believe that change is constant. Although the electric car infrastructure in India is still developing, most companies have strategies in place and are investing in the electric car market," says Jendamar Techcellency CEO Himanshu Jadhav.

"At Jendamar, we are continuously looking for challenges. In fact, normal is boring at our company. We constantly strive for innovation.

"As a Group, though, we had never worked in electric vehicles, so it was very exciting for all of us, especially in India, to get this opportunity. It was a complete white canvas project, which we started from scratch with concept development."

Jadhav says Jendamar began the journey by securing two orders from Mahindra: one for the power electronics line and another for the power pack line.

"Power electronics consists of a charger, variable frequency drive (VFD) and all electrical signal processors which power the vehicle, while the power pack is a cluster of batteries put together as a pack which powers the vehicle."

Outlining the partnership, Jadhav says Mahindra's electric mobility group took a big leap into the future

with the inauguration of its first Electric Technology Manufacturing Hub in Karnataka, India, late last year.

"Mahindra already have proven products and also the infrastructure. They have a strong strategy in place to further strengthen the portfolio by launching new electric vehicles," he explains.

Brands currently being produced by Mahindra include the e-KUV compact SUV, e-Supro van and e-Verito sedan, as well as the Treo – India's first born-electric three-wheeler.

"Jendamar has proved a reliable partner in supporting their goals by delivering state-of-the-art, Industry 4.0-enabled assembly lines and solutions to their world-class facility in Bangalore."

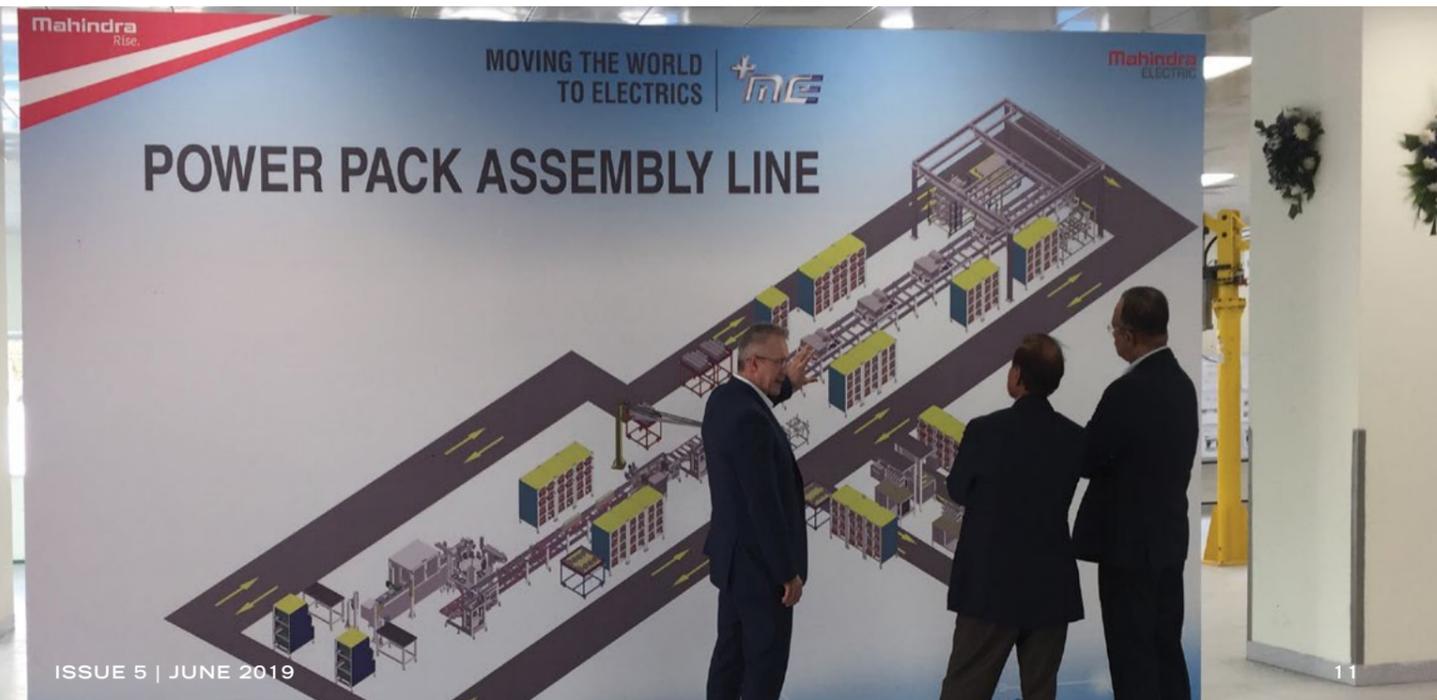
Because it is a relatively new field, Jadhav says he prefers to view any challenges faced by Jendamar as new opportunities.

"This was the first time that any company was developing an automated assembly line in India for an Indian customer and we invested a lot of man hours in the beginning of the project to develop the right solutions."

Looking to the future, Jadhav says JMKT is already at an advanced stage of discussions with a number of original equipment manufacturers.

"Having delivered India's first automated assembly line, we now fully understand the nuances of this business."

***Jendamar Techcellency hosted an Odin Day for the Mahindra Electric team in Bangalore in April. The presentation was aimed at creating awareness about the Industry 4.0 revolution and how Jendamar is using technology to create solutions for customers worldwide.***



# SMART

production is here

*Jendemark's fully integrated software platform, Odin, is the next level in driving efficiencies on the paperless production line. From individual workstations to the entire line, Odin gives customers the tools to manage every aspect of their manufacturing process.*

As the global trend towards mass customisation grows, both automated and manual production lines are becoming increasingly complex in order to deal with the wide range of variants required from a single line.

At the same time, semi-automated and manual lines are reliant on expert operators equipped to handle multiple assembly processes, which results in substantial training costs to the company. And despite extensive training and experience, there remains the possibility of problems caused by human error.

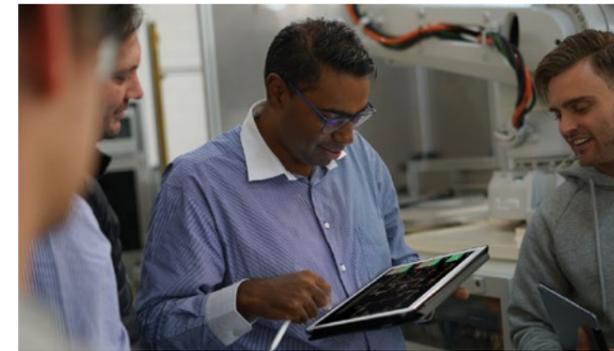
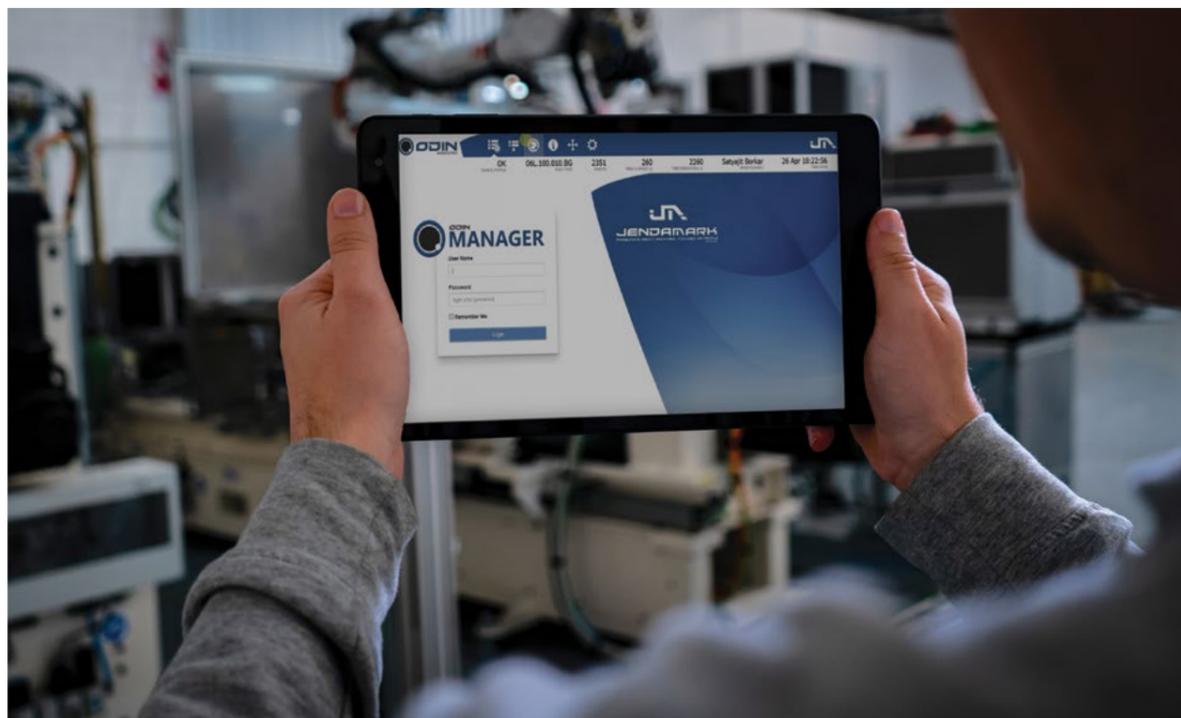
While manual lines may be simpler to run from a technology perspective, they equally do not benefit from technology's ability to deliver real-time data such as line status, efficiency and performance.

These insights are critical for production managers and operators to make split-second decisions that can help to avoid problems, improve output and reduce cycle times.

From a quality audit standpoint, that lack of real-time results can create reporting and long-term traceability issues.

So what if there was a way to incorporate technology into manual and semi-automated production lines without resorting to full, even more costly, automation?

That's where the Jendemark-developed Odin software platform – with its WorkStation, Manager and LineWatch applications – comes in, says Odin manager of digital strategy and transformation Juane Schutte.



## WORKER GUIDANCE

"WorkStation is a low-cost, shopfloor worker guidance system that runs on an entry-level PC," explains Schutte.

Simple, animated work instructions take the operator through the assembly process step by step.

"Because the instructions are largely visual, they overcome operator literacy problems and global language barriers," he says.

Optional add-ons like augmented reality glasses and smart watches, through which to view the instructions, mean the worker is less tied to a screen and can enjoy more freedom of movement.

"Because operators are guided through each variant's assembly, they don't need to be an expert, cutting down on training time and costs. And because they don't have to remember every step, negligible errors like incorrect part fitting or tool selection are reduced."

Where problems do occur, Schutte says the app includes a rework system, allowing failed parts to be put back into production. A traceability interface, which tracks process data, creates a clear audit trail for quality checking.

## LINE MANAGEMENT

"Moving beyond the individual workstation, Odin Manager lets customers manage and make live process changes to the production line as a whole."

He says the web-based line management system is easy to use, with a custom interface that enables process engineers to set up and reconfigure production lines, in addition to managing individual stations, operations and shifts.

The flexible configuration system allows process deviations after commissioning or even during a cycle.

"When it comes to viewing reports and analysing data, customers can set their own parameters in the self-service reporting function, so they can draw relevant, meaningful information."

## PRODUCTION SNAPSHOT

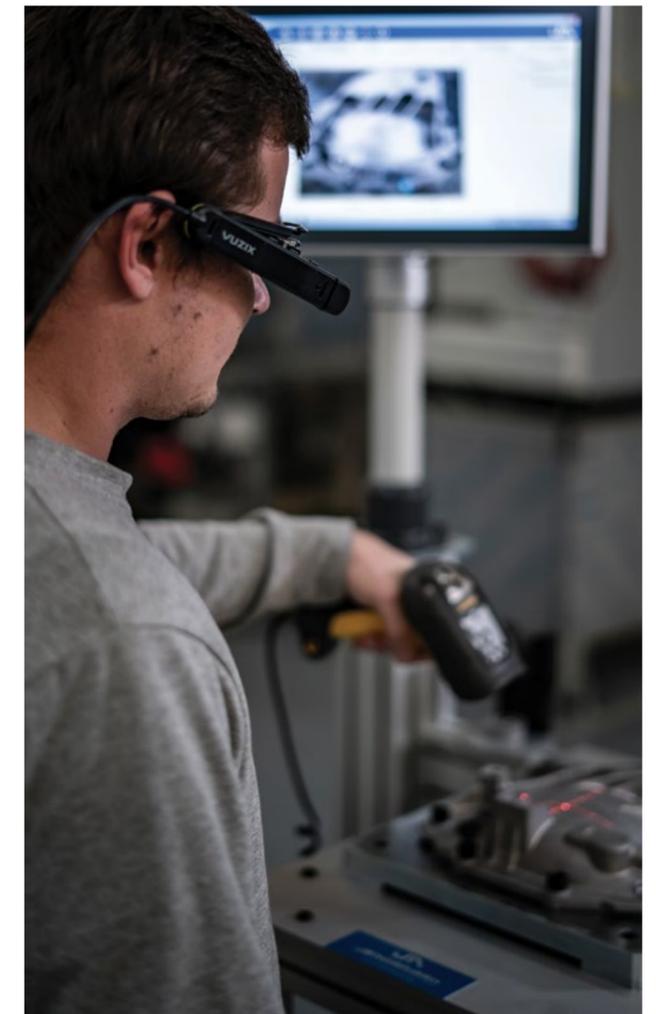
Schutte describes the LineWatch app as "a production line snapshot" providing live information about the line status, efficiency and performance.

"Production managers can see potential issues at a glance, which they can correct before they become a problem."

All relevant team members receive an auto-generated SMS or email notification as soon as any problems or errors occur.

"Together, the Odin software package facilitates a seamless and productive workflow, allowing customers to get the very best performance from a custom, third-party or Jendemark-built assembly line," says Schutte.

"What's more, the platform is enhanced by a standard API (in development) that allows third-party developers to create their own customised apps for customers to take their production lines to the next level. We have the view that transparent, open access to critical production data is not only a requirement but an operational necessity for the future of smart production." 



# CUSTOMERS

## call on India

Jendamar Techcellency welcomed recent visits from a number of European and Asian customers eager to see the expanded facility and ongoing projects on the line in Pune.

New CEO Himanshu Jadhav and his technical and sales representatives gave visitors the full factory tour, showing them current projects and explaining the exciting possibilities for future projects.



DECEMBER: Sharda Motors (India)



FEBRUARY: Tenneco (India)



FEBRUARY:  
Atlas Copco (Belgium)

## SA starts building auto alliances

Jendamar recently played host to a high-level delegation of political and industry heavyweights from the Eastern Cape.

The province's MEC for economic development, Oscar Mabuyane, and representatives from the Automotive Industry Development Centre (AIDC) visited the Port Elizabeth plant. Jendamar has shown its support for the AIDC's plans to bolster skills development by establishing a Smart Academy that will prepare local manufacturers for the Fourth Industrial Revolution and improve South Africa's global competitiveness in an increasingly technology-driven sector.



POWERHOUSE: Jendamar MD Quinton Uren (white shirt) explains the ins and outs of axle assembly to the visiting dignitaries.



BIGGER PICTURE: MEC Mabuyane sees the future of automotive assembly with a walk-through of Jendamar's virtual reality production line.



PEP TALK: The MEC addresses Jendamar employees and thanks them for their role in promoting the economic development of the Eastern Cape and South Africa.



NOVEMBER:  
Cummins (India)



JANUARY:  
Sharda Eberspächer (Germany)



FEBRUARY:  
Cummins and Faurecia (India)

# Investing in the FUTURE

Thinking about the future – and the possibilities that technology can unlock – is integral to Jendemark’s business success. Which is why the Group has invested in innovative start-up Closed-Loop Learner Network (CLN).



CLOSING THE LOOP: Jendemark directors Quinton Uren (left) and Yanesh Naidoo (right) celebrate the official launch of the Group’s collaboration with CLN founder Ajit Gopalakrishnan.

While the Fourth Industrial Revolution holds the promise of rapid economic development for Africa, it cannot succeed when millions of children have no access to a decent education or online resources. This is the problem that CLN sets out to solve with its Omang digital device.

Meaning “identity” in Setswana, Omang aims to give under-privileged youngsters a digital identity. It is a tablet that is sponsored by various corporate partners and pre-loaded with connectivity, CAPS curriculum-approved text books, white-listed online resources, tutorials and exam papers for Grades 10 to 12 learners.

Omang has been piloted among a thousand children in no-fee schools in the Free State and, with the endorsement of the provincial education department, that number is expected to grow to 20,000 by the end of the 2019 academic year.



DIGITAL IDENTITY: Pupils at a Free State high school show their delight at receiving their brand-new Omang tablet devices.

CLN’s stated ambition is to place a fully resourced tablet in the hands of one million of the poorest pupils within the next five years.

“There are at least eight million children in under-resourced schools who have no teacher to inspire them, no access to a bigger world, no hope that there is something for them beyond mere survival,” says Jendemark sales and design director Yanesh Naidoo.

“That’s the reason we first started looking into Omang, as a way to open up their worlds and their minds.”

South Africa currently ranks a paltry 54 out of 63 global economies in the category of education and training, according to the latest IMD World Digital Competitiveness Rankings.

Naidoo says Jendemark converged with the technology-driven CLN on a number of fronts, ultimately leading to a 41% stake in the social entrepreneurial start-up.

“We are excited about this long-term partnership and we’re bringing our Odin software platform into the mix, which will provide the API for third-party app development.”

Such apps, he explains, could be used to teach additional life skills, such as financial literacy, while creating branding and interaction opportunities for corporate sponsors.

CLN founder Ajit Gopalakrishnan says the goal is to become “the Facebook of education” and to collect

data to gain in-depth insight into the next generation in order to equip them for the future.

“It’s about seeing the human potential – and the business opportunity – in including the masses in the economic equation,” he says.

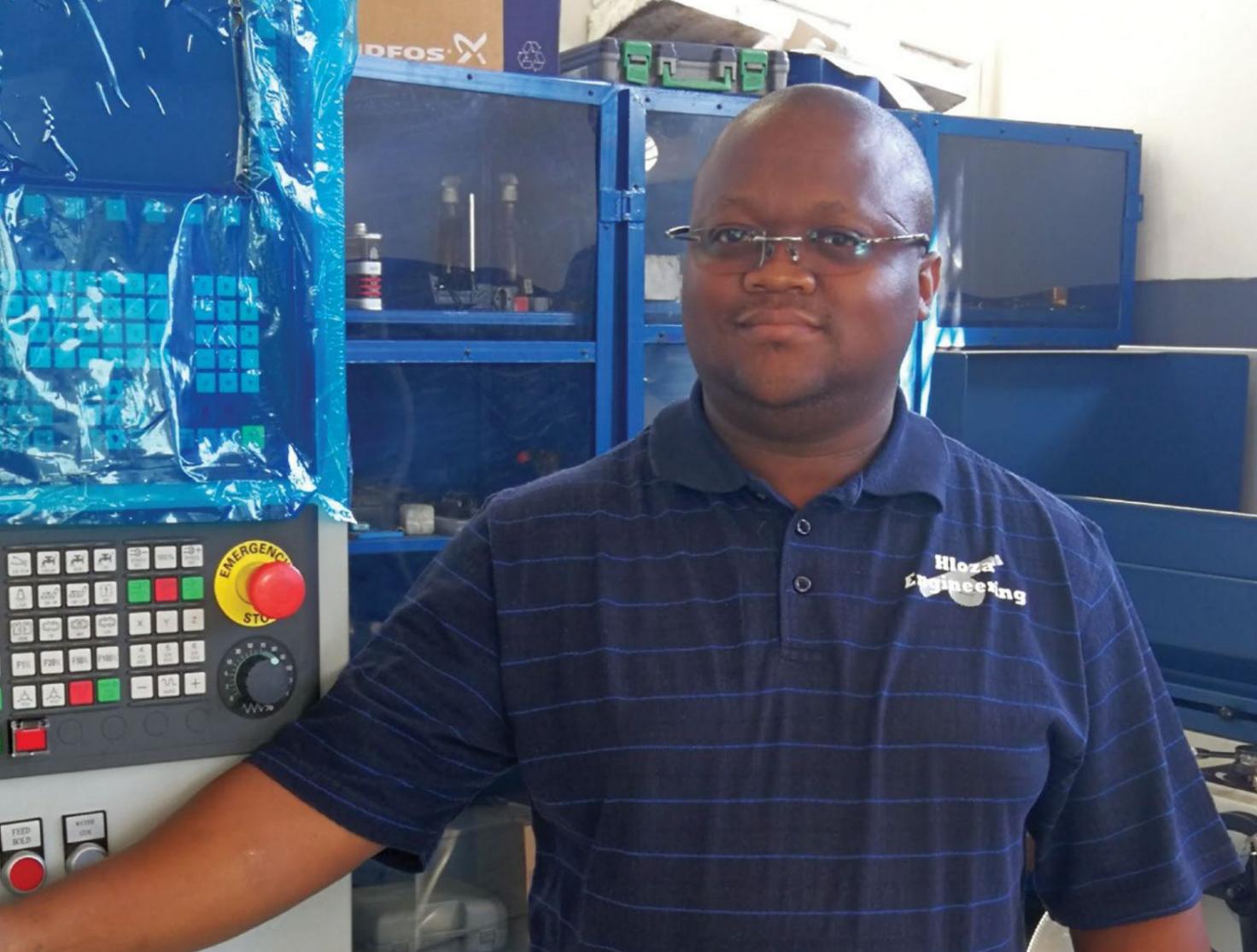
For Jendemark managing director Quinton Uren, however, the mission is a lot more personal. As a historically disadvantaged person, he says he knows how important it is to give children the tools to explore and dream and to see beyond their limiting reality.

**What we’ve been searching for at Jendemark is how to give back effectively. When Ajit presented this programme, I just knew: this rang true.**

“We can digitise and give millions of children hope. This can be a real game-changer.”

Uren says the aim is not to repair South Africa’s underperforming education system, but to leapfrog it.

“Industry 4.0 is the perfect platform to achieve this. With this paperless tablet device, we can really change lives and the future of our country.”



Living the

# DREAM

**Jendamark-mentored supplier Phumzile Heshu shares how he overcame the odds and what drove him to become a successful businessman with his own engineering company.**

As a young boy growing up in an impoverished area of Port Elizabeth, South Africa, Phumzile Heshu liked to play behind Continental Tyre. He would gaze at the massive tyre plant and vow that one day he would work there.

Although he was already driven by ambition, little did Heshu realise that his desire to succeed would one day see him reaching the point where his 10-year plan would be to list his recently established engineering company on the Johannesburg Stock Exchange.

Earlier this year, his business efforts saw him being awarded a R2.9-million grant from the Eastern Cape Department of Economic Development, Environmental Affairs and Tourism, which he used to buy a high-tech machine to increase manufacturing capacity.

Heshu's Hloza Engineering was the only Port Elizabeth-based company to receive such funding.

"I am living the dream – but I would not have got where I am without the invaluable assistance I received over the past few years from Jendamark," he says.

## WILLING TO WORK

Heshu's remarkable success story began at school where he may not have been the best scholar but worked tirelessly to achieve the desired results.

He went on to gain a diploma in mechanical engineering and then landed his dream job at Continental Tyre, where he worked as a mechanical technician for almost 17 years.

"But it was time to move on. I wanted to open my own business, so I bought a turning machine and approached a friend, Leroy Green of Modimad Engineering, asking if I could rent some of his machines. After he agreed, all I needed was clients."

Almost instantly, brands such as Kanu Commercial Body Construction, Goodyear, Continental and Transnet came on board, offering Heshu the chance he desperately craved, but it was not enough, so he plucked up the courage to approach Jendamark.

*The Jendamark team were very receptive from the outset and agreed to give me work. While they were very happy with the products I was delivering, I was floundering and running up debts," he says.*

## HELPING HAND

Struggling under the financial constraints, Heshu turned to Jendamark management for assistance. Seeing an opportunity to assist with sustainable small business development, they instantly offered to mentor him in growing his business and help him manage his finances.

A few months later, in 2017, he was doing so well that the decision was made to move away from Modimad and set up his own company – Hloza Engineering.



Once again, Jendamark came to the aid of the fledgling business, helping him to relocate to premises in Schadie Street in Schauderville.

Heshu has since moved across the road, where a modern workshop runs smoothly under his guidance.

## EXPANSION PLANS

While he already manufactures steel and aluminium parts for Jendamark as well as Hloza's other customers, Heshu is still a dreamer at heart and plans to expand even further.

"That was the whole point of the Bhisho grant, which was not easily secured. There were a lot of background checks, testimonials had to be produced and lots of questions asked," says Heshu.

"When I learnt that I had secured it, I was over the moon. The funds allowed me to buy a state-of-the-art CNC [Computer Numerical Control] machine with a diverse range of functions.

"This, in turn, will allow me to increase capacity and, hopefully, take on more staff."

When this happens, Heshu will remain true to his roots and offer other previously disadvantaged people the same opportunities Jendamark afforded him.

"When I couldn't sleep at night for worrying, Jendamark cleared the path for me. They taught me to prioritise, how to control my finances and how to stay focused.

## PAYING IT FORWARD

"While I am eternally grateful to them for helping me to realise my dream, I will know when it is time to leave the nest.

"That's when it will be my turn to help others in the same way that Jendamark helped me."

The Heshu family are all involved in building the business's long-term success.

"My wife, Zoleka, is a director, taking the admin off my shoulders and all four of my children, from my eldest daughter to my youngest child, the only boy, are already a big part of the business," Heshu says.

"They are the future of my company – one which, if all goes to plan, will be listed on the JSE within the next 10 years.

"One day I hope to operate on the same level as Jendamark, who gave me the courage to fulfil my dream. Now my dream is to pay it forward."

# Jendamarck Techcellency recognised for EXCELLENCE



Above: Chamber founder Chandrakant Salunkhe tries out Jendamarck Techcellency's augmented reality technology. Below left: JMKT CEO Himanshu Jadhav giving the presentation. Below right: Chamber director Saakshi Kulkarni dons the AR glasses.

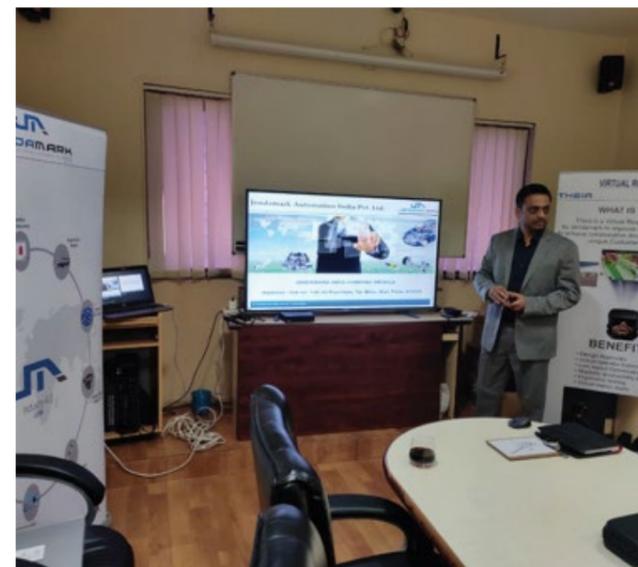
**Jendamarck Techcellency has been nominated as one of 12 finalists for the SME Excellence Award, presented by the SME Chamber of India.**

This is a notable achievement as Jendamarck Techcellency has only been operating in India since 2014. Recognised as the Best Automation Solution Provider, JMKT also outperformed other companies in its sector on criteria such as employment generation, new technology adoption and providing world-class solutions to Indian customers.

The SME Chamber of India is a premier national chamber, working for the development of small to medium enterprises (SMEs) in the manufacturing, service and allied business/industrial sectors.

The Chamber has been at the forefront of policy implementation and policy change, while encouraging and assisting SMEs to leverage various incentives, government schemes and investment opportunities in the era of 'Make In India'.

Jendamarck Techcellency CEO Himanshu Jadhav delivered the finalist's presentation on behalf of the company and demonstrated some of its advanced technologies to the judges. The award is open to all sectors and the winner will be announced in June.



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