

JENDAMARK
JUNCTION 

MAKING OUR MARK IN GLOBAL AUTOMATION

ISSUE 1 2016

Launch Issue

**AFRICA
MEETS INDIA**



***A powerful
new beast is born***

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EDITOR'S NOTE

Welcome to this inaugural edition of *Jendamar Junction*!

"Passionate about machines. Focused on people." That's the theme around which everything in the Jendamar Group revolves and, on a global scale, the automation industry too!

We trust these twin passions will be self-evident as you page through this magazine, which is packed with the latest news and information about the exciting and ever-changing field of automation.

We are extremely proud and humbled at the same time of all that we have achieved in a short timespan in India.

It gives me immense pleasure to bring you the launch issue right here in India – coinciding perfectly with the launch event of our India entity, which is known as Jendamar Techcellency India Pvt. Ltd.

These are exciting times to be in the automation industry with technology moving at breakneck speed and the demand for innovation higher than ever before. This is exactly the scenario in which we thrive!

With the Jendamar Group originating in South Africa, our similar socio-economic backgrounds mean that we understand the requirements, opportunities and challenges of a developing economy, and hence have an edge in offering the right solutions.

Techcellency, with its "tool room on its toes" approach, and Jendamar, with its highly successful automation background, together offer a unique blend to our customers – an all-inclusive solution. From concept to execution, we rely on our own team, which has excelled over the years.

As part of the global Jendamar brand, Jendamar Techcellency will be able to tap into years of international expertise in automation, design and controls, and adapt it for developing markets and offer exciting solutions.

In this issue, you can read more about this powerful new partnership as well as the newest trends in the global and Indian automotive sectors.

We also highlight the exciting engine line project for Volkswagen India on page 12 and hear what ZF India and Faurecia have to say about their association with the Jendamar Group on pages 14 and 15.

While the Jendamar Group focuses globally on the automotive sector, Jendamar Techcellency will help the



brand to aim for the stars with its unique contributions to the aerospace industry, featured on page 13.

We are extremely proud and humbled at the same time of all that we have achieved in a short timespan in India. With your support we assure you of forging a long-lasting partnership and a mutually beneficial association!

I look forward to welcoming you to the world of Jendamar.

Yours in automation,

Himanshu Jadhav
EDITOR (GLOBAL SALES MANAGER)



MARKET VISIT: Jendamar Junction editor and global sales manager Himanshu Jadhav (right) caught up with Jendamar Group MD Quinton Uren on a recent visit to the southern states of India. There they studied the local market and met with customers like Volvo India, TVS Motors, Sharda Motors, ZF Hero Chennai and electric car manufacturer Mahindra Reva to better understand their individual requirements. Jendamar's partner in South India is Surya Enterprises, led by Mohan Rao, which allows Jendamar to provide the best possible service to its valued customers.

From the MD's Desk SOUTH AFRICA

As head of the Jendamark Group, it is my great pleasure to welcome Jendamark Techcellency as the newest member of our global automation family.

For over two decades, Jendamark has quietly and steadily been building an internationally respected brand that transcends borders and delivers turnkey production solutions, chiefly for the global automotive industry.

We pride ourselves on being the best in our core focus areas of powertrain projects and the development of axle, engine and differential lines, as well as catalytic converter assembly.

Our capabilities extend from concept and design, and the manufacturing and assembly of these lines, to software engineering, commissioning and training, which are backed up by after-sales service and support.

Our reputation is built on quality. And our work speaks for itself.

Jendamark's success is based on following a strictly targeted approach, which has been proven time and again worldwide.

What sets us apart is our level of expertise, laser-like focus and the technical ability required to do the job to the satisfaction of all parties involved.

Jendamark Techcellency opens up the exciting and expanding Indian market for us, and our existing and prospective clients can look forward to even better service levels thanks to our increased capacity.

By doing only what we do best and by being the best at what we do, the Jendamark Group will continue to thrive. And by building a sustainable, results-driven business for ourselves, we are equally ensuring the success of our customers, whose businesses are, quite literally, built on our production lines.

Jendamark Techcellency opens up the exciting and expanding Indian market for us, and our existing and prospective clients can look forward to even better service levels thanks to our increased capacity.

What remains unchanged is our single-minded dedication to quality. This consistency is what has made our name in global automation and this is something on which we will not compromise, no matter where in the world you find the Jendamark Group.

Quinton Uren
MANAGING DIRECTOR
Jendamark Group



From the MD's Desk INDIA

For any business to be successful, the philosophies of the people running it must match – and this is indeed what has clicked in this merger between Jendamark and Techcellency.

As Techcellency, we always worked towards establishing long-term relationships and strong partnerships with our customers, which is something we quickly identified as common ground. The two businesses also share a tremendous passion for machines and the mechanical manufacturing processes, without losing our focus on what really matters – people.

From the very beginning, as a first-generation entrepreneur, it was always my intention to operate at a global level and I believe this thought process was always leading me towards Jendamark.

While the merger made perfect business sense, it was still a difficult one emotionally as Techcellency had been operating independently for almost two decades. We understand the way that things are run in this country, but with Jendamark we have been able to reach the world.

India is rapidly becoming a key pillar of the global automotive market due to positive political changes over the last couple of years. The new policies, coupled with the strategies and actions of players in this country, will have a fundamental impact on the international market.

I believe that we Indians have the capability to drive innovation and still be economical. This has been a key strength as far as our country's rapid growth is concerned. We don't provide cheap automation solutions but rather economical ones.

As Jendamark Techcellency, we are now able to offer a far wider range of solutions for Original Equipment Manufacturers. Our passion and way of working will remain the same but our offering and our horizons have been broadened.

We will, however, continue to be there for all our customers in India – and you can also expect us to respond in good time, even after the sales and service period has been completed.

Our new identity affirms us as a complete solutions provider with access to the latest global technology while retaining an authentically Indian identity.

Nimesh Desai
MANAGING DIRECTOR
Jendamark Techcellency



SA-India trade to hit \$18bn by 2018

Bilateral trade between South Africa and India is expected to reach highs of \$18 billion by 2018. This is according to South African president Jacob Zuma, who was speaking at the South Africa-India Business Forum in Pretoria on July 8.

Delivering his address in the presence of Indian prime minister Narendra Modi, who was on a four-nation tour of Africa, Zuma said the two countries shared massive untapped trade and investment potential.

Prime Minister Modi agreed that there were many joint opportunities to explore, adding that bilateral trade between the two countries had grown by a staggering 380% over the past decade, with a total value of R94 billion in 2015.

"Leaders like Nelson Mandela and Mahatma Gandhi brought political freedom for us, now it is the time to work for economic freedom," he said. Modi added that more than 150 Indian companies were operating in South Africa, providing an economic

injection of R62 billion, and that many SA companies were also thriving in India. Both heads of state agreed that greater collaboration was needed between government and private sector to encourage expansion of trade. - News24.com



The highway to India's FUTURE

RADIOKAFKA / SHUTTERSTOCK.COM

With India estimated to boast the sixth largest automotive industry in the world, the country seems to be on the golden highway to success in this competitive sector.

While China still tops the manufacturing list, followed by the USA, Japan, Germany and South Korea, India is aiming to climb into the top three within the next few years. And the figures so far are encouraging.

According to a sector survey released by EY Knowledge in April, the Indian automotive industry is one of the most competitive in the world.

Automobile production has grown at a compound annual growth rate (CAGR) of 10.5% over the past decade. Some 23.3 million automobiles – ranging from two-wheelers to passenger and commercial vehicles – were produced in the 2015 financial year alone.

Two-wheelers account for 81% of vehicle production, making India the second-largest manufacturer in that category and the largest motorcycle

manufacturer in the world. The country currently ranks fifth in terms of commercial vehicles produced.

The automotive sector has received government support in its quest to be the best through the Make in India programme, which aims to put the right reforms and infrastructure in place to attract investment and transform the country into a global design and manufacturing hub.

Policies such as automatic approval for 100% foreign direct investment, and the offer of rebates on research and development, as well as state incentives for industrial and export projects, have furthered this vision.

Currently, the automotive industry represents 45% of the country's manufacturing gross domestic product and contributes 7.1% of the total GDP by volume.

Four large automotive clusters anchor the country: Delhi-Gurgaon-Faridabad in the north, Mumbai-Pune-Nashik-Aurangabad in the west, Chennai-Bengaluru-Hosur in the south and Jamshedpur-Kolkata in the east.

While India is ramping up the production side of things, it is also a growing market due to an expanding middle class. It is the third largest automotive market by volume in the world and international vehicle manufacturers have begun increasing their investments and capacity here to cater to the growing domestic demand.

Over a nine-month period ending January 2016, sales of medium and heavy commercial vehicles grew by an astonishing 30% over the previous year due to growth in the construction and industrial sectors. Domestic passenger


vehicle sales registered almost 10% growth, driven by new model launches and low fuel prices, in the 2016 financial year.

Aside from catering to the local market, the major manufacturers have started establishing export-oriented production hubs to leverage India's position as a serious global player. Export growth has been encouraging, with a CAGR of 14.65% since 2010.

The Indian automotive industry is one of the most competitive in the world.

In September last year, the government and Society of Indian Automobile Manufacturers unveiled phase two of their Automotive Mission Plan, which will guide and accelerate sector growth until 2026. The sector is expected to create a further 65 million jobs, increase its GDP contribution to 12% and generate an estimated US\$300 billion in annual revenue during this period.

To deal with pollution issues in densely populated urban centres, there is also a national plan to encourage the faster adaptation and manufacturing of hybrid and electric vehicles within the next five years. The target is to put five million affordable and reliable electric and hybrid vehicles on the road each year until 2020.

With so many positive developments and the right support in place, the Indian automotive sector looks set for a good road ahead. 

SOURCES:

- Organisation Internationale des Constructeurs d'Automobiles
- EY Knowledge: Indian automotive industry – performance overview (April 2016)
- www.makeinindia.com/sector/automobiles
- www.ibef.org/industry/automobiles-presentation

Getting on the global fast track

As the global automotive market grapples with changes, the Jendamarck Group is perfectly positioned to deliver top-tier products and services in 2016/17 and beyond.

Studies show that, globally, executives plan to increase their investments in 2016/17 – in terms of production – in China (16%), Germany (11%), and India (9%). Other emerging markets such as Australia, Argentina and Colombia also appear in the top 15 of countries eyed for investment.

Jendamarck – with its global footprint and South African headquarters – is set to take the global automotive market by storm. The company has begun the rollout of the key deliverables, to ensure customer service and products that match world-class standards.

Moving into the second half of 2016 and looking to 2017, Jendamarck will continue the key rollout of the following:

- Continuing to have a global presence in relation to its valued clients
- Ensuring specification as a standard supplier in the industry
- Ensuring modularity and standardisation of its production facilities
- Continuing its innovative handling of solutions to maximise ergonomic and part handling
- Continuing the decentralisation of core operations to increase viability in country-specific market sectors, ensuring the streamlining of global logistics.

According to Jendamarck operations director Siegfried Lokotsch, the increased output by the global automotive industry forecast for 2016/17 put the company in poll position to deliver tailored product lines built to world-class specifications at very competitive pricing.

"Global trends over the past three years show an increase in automotive production in specific countries," says Lokotsch. "Jendamarck has taken note of the growth and has accordingly positioned itself in close proximity to the countries showing the largest growth."

The nature of Jendamarck's business model, of producing powertrain and emission control manufacturing systems, has seen the company focus on existing customers and capitalise on their growth within the automotive sector.

"We have strategically targeted growth in countries such as India, Germany (Europe), the USA and China, in both our sales and service strategies, to develop and support our production systems globally," says Lokotsch.

"There is significant growth and positivity this year in the automotive industry globally despite the political climates many countries are experiencing."



A match made in **PUNE**

A GLOBAL FORCE TO BE RECKONED WITH

The new alliance also took the reach of the Jendamarck Group to all four corners of the globe: the US, Europe (through Jendamarck's German presence), the southern hemisphere via the company's headquarters in South Africa, and the Far East through the newly-acquired Indian presence.

The formation of Jendamarck Techcellency has also elevated the capacity of Techcellency to that of a direct supplier to Original Equipment Manufacturers (OEMs).

Managing director of Jendamarck Techcellency, Nimesh Desai, refers to the formation of the company as one that is well positioned to make major inroads into the global and Indian automotive sectors.

"Jendamarck Techcellency is a merger of two key pillars: strength in design, and strength in manufacturing," says Desai.

"In terms of the global and Indian automotive sector, we are educated from ground level to the most adverse complexities relevant to this sector."

Desai says the company has more than a decade's experience in the field and has been handling important turnkey projects for major automotive players in the industry, both nationally and globally.

"With this strong technical know-how, experience in the field and high quality products – along with the capital required – we believe that we are competent and ready to challenge the market and establish ourselves as a major brand," he says, adding: "There are very few players in the industry with a background which matches ours."

When South Africa-based Jendamarck Automation entered into a partnership with Pune-based Techcellency Engineering in 2014, it was the beginning of a company with global reach and significance.

JUNE

GEOGRAPHICAL ADVANTAGE AND GLOBAL EXPERTISE

Location is also key. Being based in Pune, a major automotive hub in India, also gives Jendamarck Techcellency a geographic advantage.

Speaking of the increase in capacity of Jendamarck Techcellency, Desai says: "Before joining forces, both companies had hardworking and capable teams who knew the industry well and were loyal. This is now our combined strength. Our manpower has doubled over the past two years and we expect continued growth moving forward."

To increase capacity at Jendamarck Techcellency, the company has been investing in a new facility to support the existing operations as well as the increasing workload.

"Along with the new facility, we also have plans to invest in new machinery and required infrastructure along with additional skilled manpower," says Desai.

But what sets the company ahead of its peers is not just its infrastructure and machinery. Jendamarck Techcellency is in the process of becoming aerospace standard certified with the AS 9100 C accreditation. This is an upgrade to its existing ISO 9001:2008 certification.

India is awash with change as the country shakes off the perception of poor quality products. It is emerging as a global leader in competitive pricing and world-class product standards.





INDIA IS CLIMBING THE GLOBAL LADDER

"India has 'found its feet', so to speak," explains Desai. "The quality generated in India at competitive prices has made us believe in ourselves. At Jendamarck Techcellency, we have skilled labour with a unique cost structure. We use quality raw materials and import whenever it is required."

The company philosophy and culture of "no compromise to quality" has been in place ever since Techcellency was founded in 1998. All this has been blended with hard work and passion for world-class standards, Desai says.

"We have established a process at the company that we need to be a step ahead of what the market demands of us. This has helped us automatically satisfy current market requirements, while we innovate for the future."

India, says Desai, has much to be bullish about. The country has a massive base of technically skilled men and women in the fields of design and engineering.

As a major industry player, Jendamarck Techcellency has positioned itself as a local company with global capability, to the benefit of clients in India and abroad.

"The Make in India initiative is flourishing across the globe," he says. "In return, the world is benefitting from reliable products of quality, all at a fraction of the cost compared with developed countries."

A LOCAL COMPANY WITH GLOBAL CAPABILITY

As a major industry player, Jendamarck Techcellency has positioned itself as a "local company with global capability", to the benefit of clients in India and abroad.

"OEMs in India demand unique solutions, high precision engineering of German quality, and all at a competitive price. Our parent company Jendamarck Automation has long been working with European countries, and brings this expertise to Jendamarck Techcellency," says Desai.

"Being based in India, Jendamarck Techcellency has an understanding of business in the region, and this has resonated with our clients – especially as there has been no compromise on quality. Furthermore, technological advancement within the company is greater due to the merger."

Some may ask: "What does this mean for clients?"

"The global market has been benefitting as they are getting world-class quality at very economical costs," Desai says. "As far as Indian market is concerned, we are bringing the advanced technology and global expertise – all while keeping our costing competitive and economical."


A MARKET BOOM

The boom in the Indian automotive sector has seen OEMs from around the world become aware of the opportunities in the country.

"They are looking to grab the business as quickly as possible," says Desai. "In this scenario, they have to grow along with their Tier One suppliers – and we are one of them."

India's car market has the potential to grow up to six million-plus units annually by 2020, according to a Strategy and India Automotive Market report. Plans have been drafted for investment of billions of dollars in the sector, and this is just the beginning, says Desai.

"Suzuki are setting up a plant in Gujarat, while the ZF Group have plans to export up to €100-million worth of product by the end of the 2017/18 financial year – and these are just two examples."

"At Jendamarck Techcellency we have all the required information, technology and skill to cope with delivering to our top-tier clients." 

FAST FACTS: INDIA

AREA:
3 287 263km²

POPULATION:
1.3 billion

LABOUR FORCE:
502.1 million (2015 est.)

GDP:
\$2.4 trillion (nominal, 2016)

GDP GROWTH RATE:
7.6% (2015-16)

AUTOMOBILE SECTOR:
23.3 million units (2015)

Sector contribution to GDP:
7.1%

FDI INFLOW:
\$34.4 billion

Flexing our ROBOTIC muscle

For those customers seeking a simpler, smaller-scale solution than a fully automated production line, Jendamarck's RoboFlex machine provides a flexible answer for a wide range of applications.

Originally designed as a liquid sealant application system, the RoboFlex machine is built around a base model that comprises a steel frame, robot, pump and applicator nozzle.

This base machine can be fitted with various add-on components that equip it to function as either a manually loaded, stand-alone gluing machine or as a fully automated option with a feed-in or feed-out conveyor.

A built-in glue-dispensing system, with optional flow monitoring, controls the application of glue or sealant with a consistency and accuracy that eliminates the quality control risks associated with human error.

Using a six-axis robot, as opposed to the standard three-axis system, the machine allows for high precision robotic control with improved flexibility and the optimisation of sealant application paths.



Although designed to deal with sticky situations, the RoboFlex is suitable for more than just multi-faceted part sealing and gluing applications and can be used for a variety of assembly and disassembly operations.


The whole system is controlled by a single robot controller, which means there is no need for additional PLC or motor controllers.

A simple tooling change is also all that is required to change between components. Because tooling plates are coded with their specific variant, when the plate is loaded into the machine, it automatically detects the correct variant and calls up the corresponding robot program.

Although designed to deal with sticky situations, the RoboFlex is suitable for more than just multi-faceted part sealing and gluing applications and can be used for a variety of assembly and disassembly operations.

It has the potential to be rejigged for:

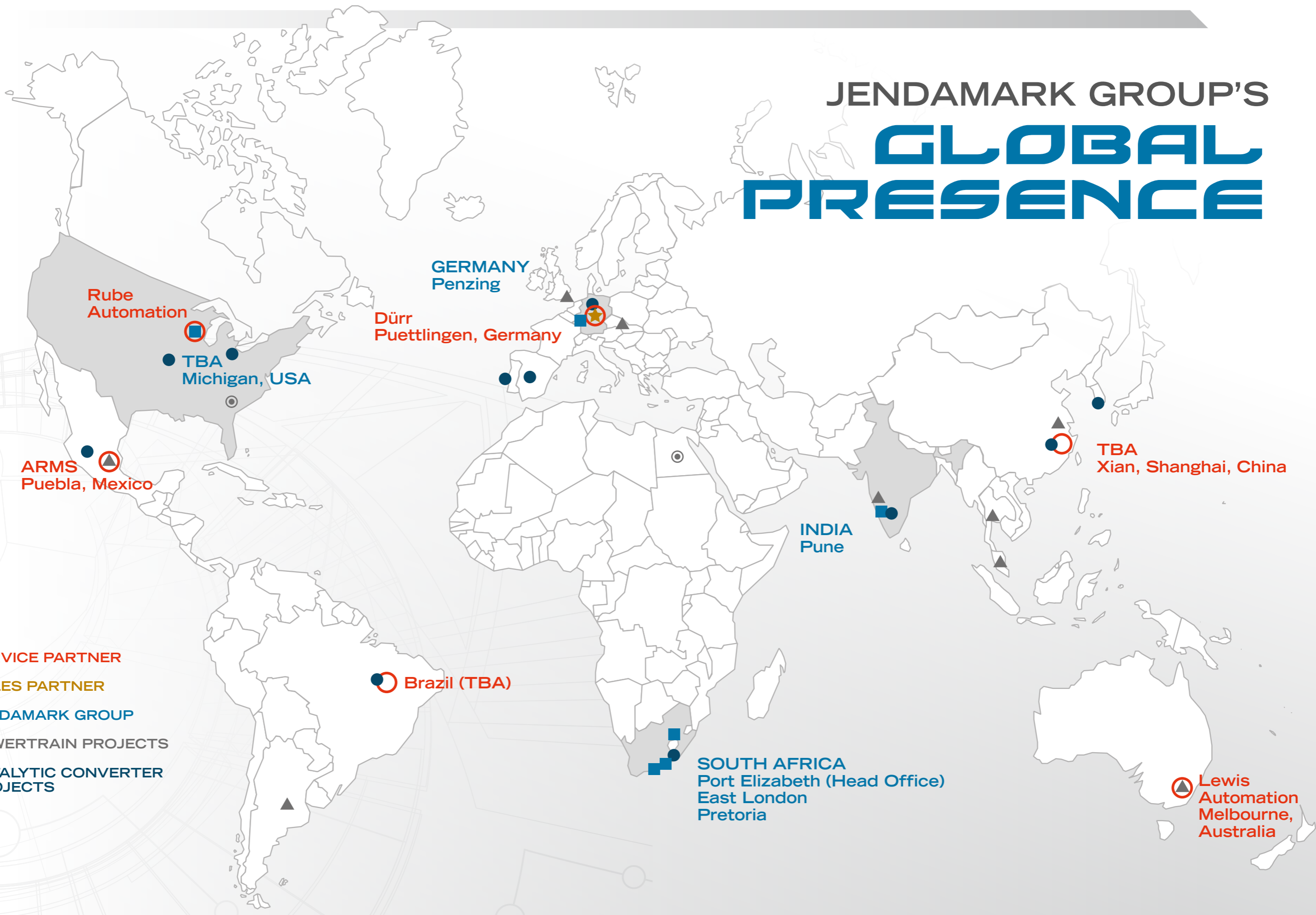
- high precision small part assembly;
- pick and place applications;
- testing applications;
- palletizing;
- small part logistics; and
- fully automated processes.

As a small, lightweight and multi-functional unit, it can be fully adapted to fit into existing installations. While Jendamarck's primary focus is the set-up of automotive industrial production facilities, RoboFlex can be used in a range of manufacturing environments, including forging plants, medical and pharmaceutical laboratories, packaging and logistics, material handling, and painting and coating operations. 



JENDAMARK GROUP'S GLOBAL PRESENCE

- SERVICE PARTNER
- ★ SALES PARTNER
- JENDAMARK GROUP
- ▲ POWERTRAIN PROJECTS
- CATALYTIC CONVERTER PROJECTS



Driving localisation *FORWARD*

As global automotive manufacturers in India join the drive towards the localisation of component production, Jendamarck has been providing an innovative and fitting solution for Volkswagen India for the past three years.

One of the world's leading Original Equipment Manufacturers (OEMs), VW India's overall goal for one of its key localisation projects was to produce its 1.5-litre diesel engine on Indian soil.

This dovetailed perfectly with the national government's Make in India initiative, which was launched in 2014 to capitalise on the country's manufacturing potential and incentivise players in the automotive sector, among others, to make it happen.

Because VW India would not be producing engines in the same volumes as its German counterpart, it needed to look beyond the high cost, highly automated production lines favoured by the European plants and find an appropriate solution for the sub-continent.

"And that's where Jendamarck came in," says Jendamarck Automation sales and design director Yanesh Naidoo.

"We specialise in automated production facilities that involve a mix between humans and machines. So we were tasked with coming up with an engine line that was as manual as possible, in record time and within a certain budget."

Naidoo says simultaneous engineering became the hallmark of the design process as Jendamarck's Indian and South African teams put their heads together with engineers from VW India and Germany to create a solution that worked on all fronts.

"We really got to grips with what they needed – technically, commercially and from a timing standpoint. We conducted a number of brainstorming sessions on each machine, which allowed us to create each element in the most cost-

effective way possible, as part of a larger solution that met all targets."

The result of this team effort was a line that was 70% manual and just 30% automated.

"We only automated those sections of the line that required some sort of consistent quality process, which the operator would struggle to do accurately by hand," says Naidoo.

"Everything else by default needed to be manual, which meant that the machines needed to be a lot more ergonomic and accessible to humans."

Taking these considerations into account required them to devise some clever solutions, such as a RoboFlex robot gluing station, he says.

"It's a very simple machine that can be picked up with a fork truck and moved to wherever it is needed. It's also relatively easy to program and it's the kind of robot that the plant's own programmers were familiar with – they could use their pre-existing knowledge to program it."

Naidoo says the team further managed to keep costs to a minimum by using a simple trolley with manual docking system to transport the engine from station to station on the production line.

"This is unheard of in Europe – it would be automated using some kind of conveyer system. But because there was no value add, no assembly required in moving the component from point A to B, we kept it manual and the costs low."

The project, which commenced in August 2013, was signed off and operating successfully within six months. It was so well received that the team were invited to present a demonstration station at VW's annual symposium at the main engine plant in Salzgitter, Germany, later that year.

"This is an internal showcase of the latest technologies and systems worldwide, and key VW people and members of the board are invited to see what they're currently doing in terms of engine assembly," explains Naidoo.



The sky is not the limit

With many of India's manufacturers hitting the production stratosphere, players like Jendamarck Techcellency are looking to the skies for fresh inspiration and new international markets.

The resurgence of India's manufacturing sector has been remarkable, with many Indian firms becoming transnational companies. Linked to this is the growth of the local aerospace industry.

The Indian Aerospace Industry is witnessing unprecedented growth, with Hindustan Aeronautics Limited (HAL), which is fully owned by the government, positioned as the premier aerospace company in the country.

Jendamarck Techcellency is one of the firms which is capitalising on this expanding sub-sector and growing its focus on aerospace.

Prior to merging with Jendamarck, Techcellency was already engaged in the manufacturing of aerospace toolings for TAL in Nagpur and Pune, and Tata Advanced Systems Limited-Hyderabad.

Based on the company's high industry standards, it has continued to land key aerospace contracts. One of these included a jig for AH-6i Helicopter for TASL with the end customer being Boeing.

The project was one of the key projects for TASL, with standardisation criteria required by Boeing. Boeing standards included welding being done per the American Welding Standard (AWS), with welders required to be AWS certified, along with 17 components with critical five-axis machining.

With Boeing very satisfied with the ongoing work product, Jendamarck Techcellency now boasts five welders with three being certified by AWS for aluminium and steel; a high-class in-house machining facility; and the understanding of

the aerospace documentation and standardisation requirements.

This positions Jendamarck Techcellency as a formidable presence in the Indian aerospace industry, says managing director Nimesh Desai.

Desai adds that the successful Make in India "offset policy" has changed the aerospace industry for the better, in a very short period of time.

"We, as India, are compelling the world's aerospace industries to make India their manufacturing base, to satisfy the global aerospace demands," says Desai.

Major Indian companies are entering into business with global players, he says. For example, Tata Advanced Systems Limited in Hyderabad has a joint venture agreement with Sikorsky, Boeing and Lockheed Martin.

"As Jendamarck Techcellency, we have been in this sector for the last six years. I forecast this boom in the aerospace industry and we have planned accordingly," Desai says.

"Our quality and passion have been the key driving forces which have helped us make a mark as notable aerospace tool manufacturers."

To work in aerospace and meet the demands of global players such as Boeing, companies need to have an intricate understanding of the sector as well as the accompanying manufacturing ability.

"There are very few players in India in this industry and we are proud to say that we have been recognised by Boeing and other aerospace industries as one of the key Tier One suppliers," says Desai.

"I forecast this boom in the aerospace industry and we have planned accordingly."

Faurecia finds FLEXIBLE solutions



Jendamar Automation has served global customer Faurecia for the past five years, supplying catalytic converter assembly equipment to its operations in Europe, India, Mexico and now Brazil, with the prospect of China in the near future.

When the emissions control technologies giant first approached Jendamar back in 2012, it was with the challenge to create something beyond the standard machines available from industry competitors.

According to Jendamar's sales and design director Yanesh Naidoo, what set his company apart was the willingness to tailor a flexible turnkey solution to Faurecia's needs.

"Our competitors were doing things a certain way and Faurecia wanted it done differently. We listened and made it work," says Naidoo.

"Over the years the machines have continuously improved based on the feedback from the various plants, which is one of the key reasons for our success with Faurecia."

Faurecia's tooling and equipment commodity manager, Jean-Daniel Jeunehomme, says although Jendamar was a relative international newcomer at the time, the company certainly proved itself from the outset.

"Jendamar has demonstrated very good growth capabilities in a specific field of technology, having a customer and customised-oriented approach," says Jeunehomme.

"Even if based in an 'exotic' environment compared to a usual automotive industry base, Jendamar has successfully reached a recognised global position in the field of converter canning machines."

For global companies like Faurecia, the capacity to develop specific objects with advanced, innovative technical

capabilities as well as the ability to preserve these innovative solutions for main customers is the key to enduring partnerships, he says.

Over the past few years, Faurecia and Jendamar have worked on the development, standardisation and varying automation grades of canning lines.

"Together, we developed a standard machine which does not only follow the market trend but also conforms with all of our requirements regarding safety, standard components and user friendliness as well as following the logistic flow in the plant," adds Jeunehomme.


He says Jendamar's specific strength is its ability to provide customers with a synchronised turnkey solution across four key areas:

- **Development department** – Conducts the studies, invests in new technologies and carries out its own testing before presenting the solutions to the market.
 - **Design department** – Creates full drawings and documentations and is flexible regarding new requests and modifications.
 - **Manufacturing department** – Builds and tests the machine, preparing it for a final sign-off by the customer.
 - **Commissioning team** – Responsible for installing the machine at the customer's site and providing training for the customer's employees.
- "The team of Jendamar has understood at an early stage the importance of a relationship at various levels with global companies. This has resulted in an ability to adopt a customised approach and to anticipate market trends – technically and commercially," continues Jeunehomme.
- "The well-established communication at all levels has also allowed Jendamar to collect the best practices from their supplier base, to synthesise it and deliver new objects as close as possible to Faurecia expectations."

He says Jendamar has also developed its capacities to continue supporting Faurecia global operations and that it continues to do so step by step, even in new fields of business and with new technical trends.

The team of Jendamar has understood at an early stage the importance of a relationship at various levels with global companies.

"Even if Jendamar has challenges ahead of it in the future, such as competition from Asia, the management team has always demonstrated the intention to listen and react very positively to these changes.

"We are confident that Jendamar will continue to capture their current and future challenges and will stay at the best level in their field for the best benefit of their customers, employees and shareholders." 

Q&A

ZF Hero Chassis Systems India

Jendamar Junction interviewed ZF Hero's head of operations, CR Suresh, to find out why the company selected Jendamar Techcellency as its business partner of choice.

Q: Tell us in one or two sentences what ZF-Hero Chennai does.

A: We are responsible for assembling the front and rear axles and struts for the BMW plant in Chennai.

Q: Why did you select Jendamar Techcellency to produce your axle assembly line?

A: Jendamar Techcellency is our global business partner with the capability to offer solutions like design, development, manufacturing, installation and commissioning as per ZF standards.

Q: What set Jendamar Techcellency apart from other contenders?

A: The speed and quality of work.

Q: Tell us a bit about the scope of the project.

A: Jendamar designed, developed and installed the assembly line to produce rear and front axles, struts and rear corner modules for the BMW Chennai plant. The project started in October 2013 and the building phase commenced the following September. The project was successfully commissioned in February 2015.

Q: Please give us your overall impressions of Jendamar Techcellency's service.

A: Jendamar Techcellency provided excellent support, which allowed us to commission this project successfully and on time.

Q: Were you pleased and would you recommend Jendamar Techcellency in the future?

A: We were very pleased with the service and we consider Jendamar Techcellency as our global business partner.



MACHINES in motion

The global success of the Jendamark Group is strengthened through its association with suppliers of world-class standards such as Yaskawa.



The company is proud to be a supplier of Yaskawa Motoman industrial robots to Jendamark.

Founded in 1915, Yaskawa is the world's largest manufacturer of motion control products for industrial automation and Original Equipment Manufacturers. Yaskawa is renowned worldwide for its cutting edge technological brilliance, constantly endeavouring to cater to the continuously changing needs of its growing customer base. Terry Rosenberg, managing director of Yaskawa Southern Africa, reiterated the company's commitment to meeting

the challenges that Jendamark brings to the table. According to Rosenberg, the company is proud to be a supplier of Yaskawa Motoman industrial robots to Jendamark. "Yaskawa has had a close business relationship with Jendamark for the past four years, working and cooperating together on numerous and various canning projects," he says. With an industry presence spanning just over a century, Yaskawa has constantly focused on research

and development to maintain their competitive advantage and give their customers a safe, reliable, efficient and user-friendly product. Rosenberg says of Yaskawa's relationship with Jendamark: "Both companies have managed to achieve a mutually beneficial pricing structure while delivering world-class solutions to the ultimate benefit of Jendamark's end-user customer base." Yaskawa considers Jendamark "a key integrator customer" and one of its most valued partners, adds Rosenberg.



Jendamark wins EXPORTER OF THE YEAR for second year running

By employing critical and creative thinkers and upskilling them with the right technical and technological capabilities, Jendamark has remained at the forefront of global technology and continues to deliver only the best to its international customers.

Jendamark Automation has been recognised for its consistent and reliable delivery worldwide with back-to-back wins in the prestigious Exporter of the Year awards, hosted by the Exporters Club of South Africa (Eastern Cape). Since 2013, Jendamark has scooped the medium enterprise category for three consecutive years, and outperformed much larger global players to claim the coveted overall prize in 2014 and 2015. The company promises to be a strong contender once again at this year's gala event, which takes place in Jendamark's home city of Port Elizabeth in August. The purpose of the Exporters Club is to provide members with networking opportunities that help to promote the exchange of ideas and a better understanding of the foreign trade environment. By connecting exporters and service providers with support institutions involved with education and training – and by recognising top achievers like Jendamark – the club also assists in promoting a strong export-oriented culture. With direct and indirect exports now accounting for over 80% of total

turnover, Jendamark has become a leading light among local exporters and a trusted worldwide name in developing turnkey solutions. Jendamark's international journey started back in 2002, exporting assembly lines to countries such as the United States of America, India, Brazil, China, Hungary, Malaysia, Argentina, Thailand, Spain and Mexico. It was the first South African company to develop a catalytic converter shrinking machine, which was also exported to Europe. A strong export-orientation has played a critical role in Jendamark's success to date. As the credit crunch set in in 2010, the decision to exit non-core sectors like food and beverages and pharmaceutical in favour of an international automotive focus proved to be a turning point for the business. During 2013, the company increased its export turnover by 106% and grew its net profit percentage by 165%, standing head and shoulders above its competitors to scoop its first exporter award in the medium enterprise category. Orders continued to pour in, with Jendamark receiving a total of 47 new orders spanning 13 countries the

following year. This rapid expansion saw the export turnover grow by a staggering 188% and the net profit percentage by 130%, enough to secure both the category prize and the overall 2014 Exporter of the Year title. In addition, the business earned the second-place merit award in the Industrial Development Corporation (IDC) Job Creation Award for its efforts to provide employment. The growing demand for Jendamark's world-class products saw an increase of 25% in the size of its workforce that year alone. Last year, Jendamark maintained an impressive 118% increase in export turnover to once again win the category prize and secure its second overall title. The proud executive team also went home with a first-place merit in the IDC Job Creation Award for their skills development efforts. By employing critical and creative thinkers and upskilling them with the right technical and technological capabilities, Jendamark has remained at the forefront of global technology and continues to deliver only the best to its international customers.

Growing together

In the wake of the merger between Jendamark and Techcellency, the Group has embarked on an exciting exchange programme involving key personnel from South Africa and India.



The programme, which sees employees shuttling back and forth between the two countries, is designed to ensure the transfer of critical knowledge and create an understanding of both companies' processes and systems.

Aside from facilitating the seamless integration of JendamarK Techcellency into the global operations, it has helped to break down international barriers and build good relationships within the Group.

For the past two years, JendamarK's head of finance and human resources, Dominique McQueen, has been spending one week out of every month in India setting up systems.

Another example is South African lead designer Johan Labuschagne, who has spent many months helping to guide a number of complex projects to successful completion for Indian customers.

Jadhav believes the success of the exchange lies in the complementary strengths that both countries bring to the table.

In turn, JendamarK Techcellency colleagues have spent significant amounts of time on South African soil undergoing intensive training to meet the world-class standards of JendamarK Automation (see sidebar for details).


According to JendamarK Techcellency global sales manager Himanshu Jadhav, this will have direct benefits for the Indian market, which is particularly price sensitive but extremely conscious of quality.

"Our challenge is to bring our customers high quality designs and products at low cost. With the new technologies and capabilities we are developing, this is now achievable."

Jadhav says it is important for JendamarK Techcellency to leverage local Indian talent for high-end solutions like canning lines, which require a skilled workforce.

He believes the success of the exchange lies in the complementary strengths that both countries bring to the table.

"We have also seen that exposure to the Indian way of thinking and simplifying challenges has opened up our South African colleagues to different possibilities and new ways of doing things.

"So it has been a mutually beneficial association so far. And overall, the cultural exchange has been really exciting to see. In some ways we are different but in many ways we are the same." 

Exchanging knowledge

These are some of JendamarK Techcellency's key personnel who have been building an enhanced skills and knowledge base at Group Office:

Girish Mahashabde (Manager – Design and Projects): Spent six weeks in total in SA to learn more about design principles, processes and project management. Provided project management support to SA in the first engine project in India, then led the second project with support from SA team.

Shashikant Chaudhari (Senior Manager – Electrical and Controls): Spent 12 weeks in PLC programming, supporting SA in global projects for Mexico and handled the entire controls part for the ZF-Hero Chennai project with the support of the SA controls team. He now leads the team in India and is looking at sourcing electrical items from India for global JendamarK projects.

Himanshu Jadhav (Global Sales Manager): Spent three weeks in SA to get to grips with JendamarK's sales and marketing process and inform the SA team about the requirements of the Indian market. He also benefitted from technical knowledge transfer and spent time developing relationships across all departments.

Ganesh Langade (Controls): Spent 12 weeks in SA working on the VW India engine line projects.

Sandesh Gaikwad: Spent 12 weeks in SA with the design team working on various projects. He is also expected to spend a year in SA as part of the global design team development, whereafter he will bring back design expertise to the India business unit.

Ratnesh Patil (Controls): Starting a one-year exchange in SA that will enable him to bring expertise in PLC programming to India. He will work extensively on canning projects so that JendamarK Techcellency is ready to handle such requirements when India moves to EU6 norms in the near future.

Ganesh Jadhav (Projects): Spent three weeks in mechanical assembly training and worked with SA colleagues on the shop floor too.

Ashwin Darade (Controls): Spent four weeks in SA working on the VW India project.



Staff quotes

"JendamarK continuously strives to produce a better product; a product that is both an improvement over our competitors and an improvement on what we have produced before. We evaluate our performance in this regard openly and honestly and when we fall short of our goal we learn from the experience. We apply this approach to our internal processes as well."

Greg Perelson, senior systems analyst (employee for 19 years)

"Egos don't play a part in decision-making and rank is very seldom enforced, which results in an environment where creativity is nurtured. Employees are encouraged to create and develop their own ideas with the end result being continuous development and improvement."

Roderick Plag, senior electrical designer (employee for 19 years)

"JendamarK has never been about individuals, it's always been about the team, who work together and support each other, no matter how tough it gets. It is a dynamic team and we push ourselves to do everything better, not only better than the competition but better than ourselves. We never slow down or accept that what we did is as good as it can ever be. This creates a culture where everyone is passionate about what they do and the possibilities for what we can achieve."

Barto de Koning, mechanical R&D specialist (employee for 8 years)

"JendamarK encourages interdepartmental interactions. Each project is unique and has its own challenges, allowing you to reinvent and improve previous designs. This allows you to apply your own ideas to a design and not be forced to do repetitive work. Everyone in the company is approachable to discuss problems or ideas. The final product is always of a high standard, whether it is a simple bracket or an intricate frame."

Dayle Eckersley, mechanical engineering graduate (employee for 6 months)

"What makes JendamarK different to other companies I would say is the teamwork. For example, if you ask someone for advice or help, they are always willing to give it. Also, the fact that you can bring your own ideas forward to improve on machines, and not just rely on other people."

Morné Ferreira, junior control systems engineer (employee for 1 year)



A passion for people

Jendamark's corporate motto – "Passionate About Machines. Focused on People." – finds its ultimate expression in the company's social investment initiatives that help to make this world a better place.

Determined to make a difference in the communities it serves, Jendamark supports a wide variety of non-governmental organisations and charitable projects.

Its primary beneficiary is the Lelethu Baby Shelter in Port Elizabeth, South Africa, which is a temporary safe house for small children in need. These tiny tots and toddlers have been removed from home environments where they have been abused or neglected, abandoned or orphaned. Many of them are also infected or affected by HIV/Aids.

Meaning "ours" in the local Xhosa language, Lelethu and its tiny residents have certainly crept into the hearts of Jendamark employees since paying the haven a visit on Nelson Mandela Day (July 18) in 2013.

What was supposed to be a once-off visit and 67 minutes of volunteering for a good cause turned into a lasting relationship with this institution. Jendamark now makes deliveries of formula, baby food, nappies and baby

products twice a month to ensure the little ones get the love and care they deserve.

A second organisation that receives regular donations of similar products is Hannah's Arms, which offers a network of safety families who provide temporary homes for babies in crisis.

In addition, Jendamark pays the school fees for a little boy named Joshua, who is in foster care after being born prematurely to a drug-addicted, homeless mother. He came into this world with half a heart – just a single ventricle and a common atrium – and pulmonary atresia, but has continuously defied the odds to live and become a happy, normal two-and-a-half-

year-old. He has already had open-heart surgery and will face many more operations in his lifetime.

Another regular beneficiary is the local branch of the Childhood Cancer Foundation (Choc) of South Africa, which contributes to the wellbeing of young cancer patients and their families.



New lunch container provides happy meals



Jendamark sponsored the organisation's Christmas party in 2014 and also provided cleaning materials and equipment for the paediatric oncology ward at Provincial Hospital.

Director of manufacturing Graeme van Zyl led from the front by riding the Cape Town Cycle Tour and The Herald VW Cycle Tour in aid of Choc and challenging each department to donate an amount according to his finishing time, which Jendamark was happy to match.


On the subject of giving and receiving, key account administrator Natasha Thompson says Jendamark, like many companies, used to give Christmas gifts to its high profile customers.

"We then decided that we would do something more meaningful and donated that money, in lieu of gifts, to the underprivileged on their behalf."

Thompson says the seasonal giving has in the past included 120 boxes filled with basic necessities and treats to the Santa Shoebox Project among other ad hoc donations to various good causes throughout the year.

On Christmas Eve two years ago, Jendamark also received a request from Dietrich Primary School to purchase a shipping container for the school. The school is situated in the impoverished township of Schauderville and many of the almost a thousand pupils start their daily lessons on an empty stomach. Jendamark's donation was duly converted into a much-needed kitchen area for the school's feeding scheme.

The company also went to bat for two promising young cricketers who joined the provincial Warriors Cricket Academy. Coming from previously disadvantaged backgrounds, the talented youngsters were sponsored an apartment near the famed St George's Park Cricket Ground, one-on-one coaching and a monthly living allowance. Gift and Pumzile knocked the opportunity out of the park and went on to secure six-month county cricket contracts with two UK-based clubs.

Inspired by these initiatives from head office, Jendamark aims to engineer solutions that extend beyond machines to make a lasting impact on people across its global footprint. 

The directors' cut

The directors of the Jendamark Group share some closing thoughts on what the South Africa-India partnership means for each of their areas of expertise.



QUINTON UREN – MD

"India is among the few countries worldwide that are showing significant growth in automotive production. We are poised to capitalise on this growth by strategically increasing our sales and service capacity to develop and support our production systems globally. Working with Nimesh Desai on a few projects, I quickly realised that we had found a trustworthy partner in India who shares our vision and passion for machines. With him and his team coming on board, we are able to offer the same great quality automation solutions and even better service levels."



SIEGFRIED LOKOTSCH – OPERATIONS

"Jendamark has seen an increase in growth internally, not just in South Africa but globally in places like India; that calls for tighter controls to be put in place to handle the exponential growth wisely. The expectations from customers are different now that we are becoming a global company, and in some instances a market leader with regard to the products and services on offer, and we have to elevate ourselves to consistently provide that level of service in every country where we are represented."



GRAEME VAN ZYL – MANUFACTURING

"The foundation of our company is built on a strong partnership that we can count on through every challenge. As a team, we keep it simple and we do it right. We encourage different points of view because, in the end, they lead to good decisions and innovative manufacturing solutions. I believe the team at Jendamark Techcellency have similar ways of doing business."



YANESH NAIDOO – SALES AND DESIGN

"Jendamark's growth philosophy is to understand each of our markets and provide simple local solutions that work. We only automate products where necessary from a quality and cost perspective. This is what we have done successfully in the rest of the world and that is why we decided to invest in an authentically Indian company like Techcellency. There are definite synergies between Jendamark and Techcellency and I am certain that this partnership will be mutually beneficial and add value to our customers and stakeholders."



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