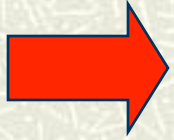


**CONCRETE
MANUFACTURERS
ASSOCIATION
of
South Africa**

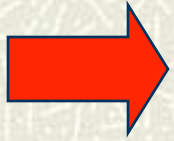
Quality cast in concrete

HISTORY

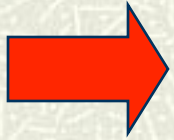
- **Founded in 1972 and originally called the Concrete Masonry Association, the CMA was formed to promote and write local standards and design guide lines for the use of concrete masonry products.**
- **Almost 40 years later the original design and detailing manuals have been revised 9 times and are the “standard” for concrete masonry design**
- **Over the years the CMA has grown and now has 6 divisions**



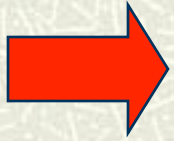
PIPES & INFRASTRUCTURAL PRODUCTS



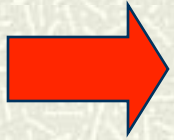
PAVING



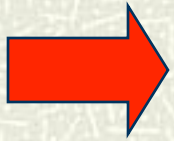
ROOF TILES



FLOOR SLABS



MASONRY



RETAINING BLOCKS

PIPES AND INFRASTRUCTURE DIVISION

- **Hold a dominant share of the storm water and sewer pipe market. Non-concrete products very sensitive to African construction methods**
- **Custodian of the world famous “Virginia Sewer” test section. Looking to set up “Friends of Virginia Sewer Club” to guarantee funding and use of this unique site**
- **Currently searching for +75 year old working concrete pipe system**



PAVING DIVISION

- **Hold a dominant share of commercial and residential paving market**
- **Government waking up to fact that concrete block paving not only produces attractive, cost-effective, low maintenance townships roads, but provides income to local unemployed residents**
- **Launched permeable paving, but concept very slow in taking off**



ROOF TILE DIVISION

- **Hold a dominant share of middle class residential market and low-rise office complexes**
- **Losing out to sheeting in architectural designed housing**
- **Becoming the norm in government subsidised housing**



FLOOR SLAB DIVISION

- **Represented by hollow core slab manufacturers and beam and block systems**
- **Load bearing masonry design limited to residential market**
- **South African engineers more comfortable with reinforced concrete frame design**



MASONRY DIVISION

- **The division with the lowest barrier to entry, the South African market is swamped with small operators producing low strength bricks and blocks**
- **Some manufacturers are making use of demolition material to recycle into masonry products**
- **South African government believe local housing backlog cannot be met by traditional building methods**



RETAINING BLOCK WALL DIVISION

- **Popular retaining wall system due to its labour intensive nature**
- **Making advances in design by using geo-fabrics, wall angles up to 89 degrees**
- **Numerous failures reported due to poor design and/or installation**



FUNDING & MEMBERSHIP

- **The CMA's office is funded by member subscriptions**
 - **Producer members (53)**
 - **Non-producer members (31)**
 - **Associate members (10)**
- **Annual budget R2 000 000 (Euro 200 000)**
- **The CMA also receives a promotion budget from the cement industry via the local Cement & Concrete Institute (C&CI)**
- **Originally these funds were in the form of a rebate from the then cement cartel based on the cement consumption of its' members, but is now part of the C&CI's promotion budget and needs to be properly motivated and justified**
- **Promotion budget R3 000 000 (Euro 300 000)**

OBJECTIVES OF THE CMA

Provision of relevant, useful, timely and legally compliant market data.

Promoting and lobbying for best-practice technical standards on materials and workmanship in our sectors.

Promoting increased sales of members' products.

MARKET DATA (INDUSTRY STATISTICS)

- **Primarily used to monitor the cement consumption of members for the cement rebate, it was soon changed to include quantities of generic products and has become an essential market indicator for most members**
- **For confidentiality reasons and “Competition Commission” requirements, compiling of industry statistics is done by the CMA’s auditors**
- **The CMA is months away from launching a secure website based market data system for their Industry Statistics**
- **The old paper/Email system is being replaced by a South Africa first (world first?) fully automatic internet based system**

Cement

Floor Slabs

Masonry

Paving

Pipes

Retaining

Roof Tiles

Floor Slabs - March 2011

	CEM 1R	CEM 142.5	CEM 2	Other
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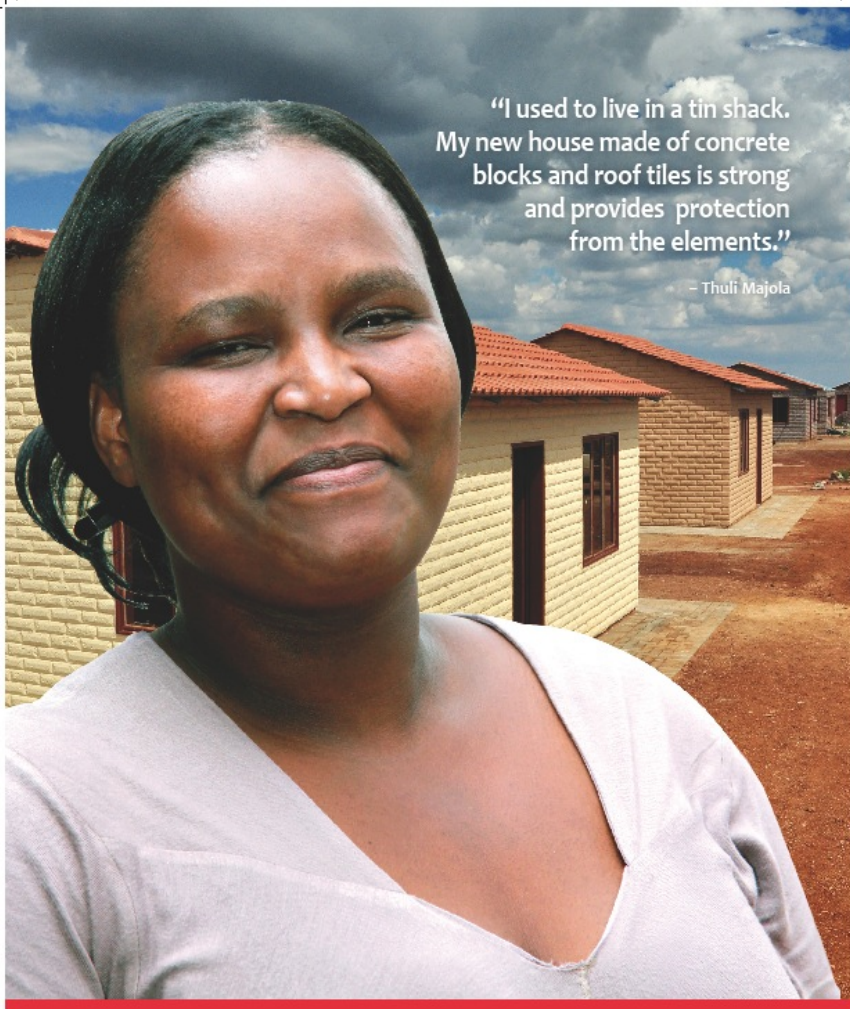


TECHNICAL STANDARDS

- **Membership is restricted to companies who can prove compliance to the relevant South African standards (developing a process for monitoring and acting on non-compliance due to the ineffectiveness of local bureau of standards)**
- **Each division has a Technical Sub-Committee responsible to continually review relevant standards and legislation and to keep the CMA Technical Literature fresh and relevant (freely available or download from www.cma.org.za)**
- **Director sits on relevant national standards and training committees**
- **Promoting the “Quality Charter “ initiative to get all Built Environment institutes, federations and associations to commit themselves and their members to upholding and insisting on quality throughout the design and construction process**

PROMOTION ACTIVITIES

- Advertising campaigns
- CPD half and full day seminars
- Press releases
- Mail shots
- In-house magazine - **PRECAST**
- Bi-annual “Awards for Excellence”
- Living billboard campaign



"I used to live in a tin shack.
My new house made of concrete
blocks and roof tiles is strong
and provides protection
from the elements."

- Thuli Majola

QUALITY CAST IN CONCRETE

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- Expertise
- Time saving
- Guarantee
- Consistency
- Value for money
- Compliance
- Recourse

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SOUTH AFRICAN
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www.cma.org.za



THE WAY FORWARD

- **Add Value to members and end users**
- **Promote new products and application methods**
- **Solutions approach to Industry**
- **Encourage new memberships**

www.cma.org.za

THANK YOU