



Above: Safintra recently launched one of their successful roofing systems Saflok 410 for use in high-wind coastal applications.

Celebrating 21 YEARS

of serving the roofing industry

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

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

The innovation continues as saw the

launch of Saflok 410 for use in high-wind coastal applications and the relaunch of its Versatile profile.

Versatile, unique to Safintra Roofing, is a steel roof sheet with the appearance of traditional roof tiles, but with the inherent benefits of steel roofing, i.e. light, strong, thermally efficient and quick to install. Steel roofing also readily incorporates green technologies such as water and solar harvesting.

Safintra Roofing's edge in the industry is not limited to its renowned brands and quality service. It has prided itself in building lasting professional relationships with its clientele. The company has been involved in numerous corporate social responsibility initiatives over the years and is a proud sponsor in the training of professionals in the field of heritage architecture.

It is the first roofing company in South Africa to have started a hugely popular web blog offering entertaining and educational information to clients and professionals. The web blog, <http://safintrarroofing.wordpress.com>, has a global following which has garnered over 30 000 page views since inception.

Another exciting online development was the launch of Roofing Africa, the company's online roofing store – ordering a new roof is now a simple mouse click away. The company also launched its *Great South African Architecture* marketing campaign. Top architecture firms such as Elphick Proome, Arup, Koop Design, 4D+A Architecture and Interiors, Adendorff Architects and Strey Architects have collaborated on the hugely popular campaign, which rolls out in print,



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online and in exhibitions countrywide.

Sally Stromnes, Safintra's national marketing manager, says: "We have always prided ourselves on doing things differently and will continue to drive innovations which raise the bar. With the focus on sustainability, it is inevitable that steel roofing will become the material of choice for property owners. Our mission, 'make a world of difference', remains as relevant today as it has always been."

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Mobile mills enable Saflok® roof cladding to be rolled on site in continuous lengths of up to 120 metres.