

Integrated gas and welding solutions from Unique Welding

Unique Welding is an importer, supplier and distributor of a wide range of welding equipment and consumables, along with industrial gases to the Southern African region. The customised welding range includes over 3 000 individual products, including welding machines, consumables and accessories for MIG, TIG and MMA welding; plasma and gas cutting machines and equipment, and torches, flowmeters, regulators and spares.

“Established in 1968, we have grown from strength to strength over the past 50 years by taking advantage of world-class supply chain and distribution facilities, to become one of the largest independent gas and welding distributors in South Africa,” says Thomas Taljaard, Head of Sales and Marketing

With its head office in Boksburg and a widespread network of branches spanning across the country, from Roodepoort, Vereeniging, Witbank and Middelburg, to Rustenburg, Polokwane, Ermelo, Evander, Nelspruit, Pinetown, Richard’s Bay, Port Elizabeth and Cape Town, the company’s fleet of more than 70 vehicles and trucks provides reliable delivery to customers all around the country, including major corporations and industries.

“We also have dedicated service centres throughout the country stocking an array of spares, as well as providing machine

service and repairs to all makes and models of welding machines – both in-house and on-site,” he continues.

With a broad customer and distributor network throughout Southern Africa, Unique Welding’s products are easily accessible to customers across multiple industries, from heavy engineering, automotive and construction, to sugar, manufacturing, petrochemicals and mining. “Some of our larger clients include Illovo Sugar, Sasol, Transnet and ArcelorMittal,” he notes.

Unique Welding differentiates itself from others in the market through a strong emphasis on customer and after-sales service. “We excel in service delivery, customer-focused interaction, providing the highest quality technical solutions, and offering sustainable value. We have a team of more than 50 sales executives who travel across the country. They are led by a sales management team with more than 150 years of combined experience under their belts. We also have a team of dedicated internal sales representatives who work at every branch to ensure our customers are always taken care of, no matter where they are,” says Taljaard.

Unique Welding invests a lot of time and money into empowering and upskilling employees and communities through skills development initiatives and social and economic projects. At its training centre at the company’s head office in Boksburg,

Gauteng, the company facilitates regular training interventions for employees. “We also offer product-specific training to help our clients get the most out of their welding consumables and machines. Technical training is offered on-site by our fully competent staff.

Unique Welding conscientiously supports the principles of broad-based black economic empowerment (B-BBEE) to foster greater economic equality within our society,” he continues

At the cutting edge of welding technology, Unique Welding works with some of the world’s best-known manufacturers to develop its in-house welding machines and equipment. Its Thermamax products, for example, are market-leaders. This customised welding range includes machines and consumables for MIG, TIG and MMA welding, as well as Plasma cutting, gas cutting equipment and regulators. The Thermamax brand represents value and quality, while meeting all required industry safety standards.

“Our entrepreneurial spirit helps employees meet the needs of customers for flexibility and reliability. We care about our employees, customers, stakeholders and suppliers, as well as the wider community. For this reason, we don’t run our business through call centres. Here, people talk to people.

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By taking advantage of world-class supply chain and distribution facilities, Unique Welding has become one of the largest independent gas and welding distributors in South Africa.