



## ARENA Industry Status

### INDUSTRY STATUS

#### Positive Outlook

- Upswing in Construction Activity

#### Reports of Positive Order Books

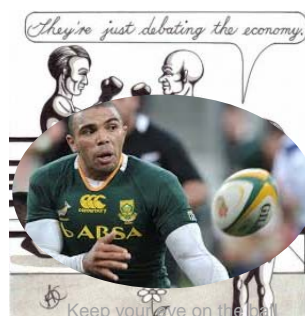
- Eastern Cape
- Western Cape

#### Gauteng Booming

- Perception there is shortage of bricks

#### Mpumalanga/Limpopo

- Gradual Growth



## ARENA Market Conditions

### MARKET CONDITIONS

#### Increased Competition

- Government's Endorsement of IBS Methods
- Financial backing of alternate methods
  - Schools
  - Low Cost homes

#### Safeguard Clay Brick's Market Position

- CBA to empower members with knowledge
- Members to take the lead ... educate the market



## COMPETITIVE ADVANTAGE Life Cycle Assessment and SE-LCA

### Research: LCA and SE-LCA

#### Competitive Edge

- Results to be presented to :
  - Government
  - Regulatory Bodies
  - Professionals
  - Other decision-makers



A TEAM THAT PLAYS TOGETHER WINS TOGETHER!



## PLAYING FIELD Challenges and Highlights 2013/4

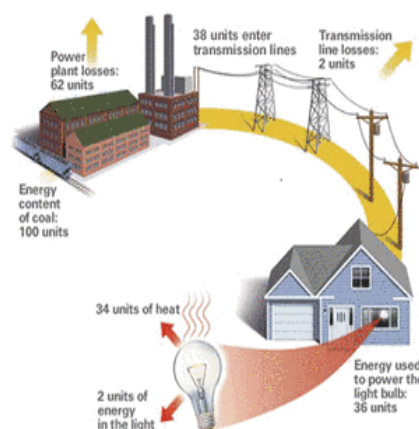
### CHALLENGES AND HIGHLIGHTS

#### AEL License Application

- Clay Brick Success Story

#### NCPC Energy Efficiency Audits

- Rollout to other member factories on availability of results



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## PLAYING FIELD Challenges and Highlights 2013/4

### CHALLENGES AND HIGHLIGHTS

#### Carbon Tax

- Carbon measurement tool soon available for members
- Clay Brick represented by SDC and Swisscontact at Treasury
- New EECB Project provides full energy efficiency solution

#### Low Carbon Bricks

- Be ready for increased demand
- Technical Team to release formula for carbon component.

Power plant losses: 62 units  
38 units enter transmission lines  
Transmission line losses: 2 units  
CARBON TAX STARTING PRICE  
Energy content of coal: 100 units  
CARBON'S STEEP CLIMB  
Wow! I wish my savings account could do that!  
34 units of heat  
2 units of energy in the light  
Energy used to power the light bulb: 36 units

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THE VOICE OF THE CLAY-BRICK INDUSTRY  
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50 YEARS OF GREENING THE FUTURE

## PLAYING FIELD Challenges and Highlights 2013/4

### CHALLENGES AND HIGHLIGHTS

#### DMR : New Mines Health and Safety Act

- Strong case to Chamber of Mines for CBA inclusion in comments to DMR

#### Rates and Taxes

- Evaluation rate reduced by R9-million
- Thanks to At Coetzee

#### SARS Diesel Rebates

- Concession withdrawn
- SARS backdating claim rebates
- Read your emails from head office

#### Clamp Kiln Research Project

- Results released this year

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## CLAY BRICK ASSOCIATION Membership

### CBA MEMBERSHIP

- Help us to help you
- Please Pay Your Membership Fees






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## CLAY BRICK ASSOCIATION Technical and Marketing

**SANS 10400XA COMPLIANT**

**SANS 204 COMPLIANT**

**Sustainable Energy**  
Private sector must come to the party

**First solar farms launched in North West**

**Study to assess energy usage of clay bricks**

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## CLAY BRICK ASSOCIATION Regional Meetings

### REGIONAL MEETINGS

- Meetings of very high standard
- Attend Regional Meetings
- Stay ahead of your game

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*Together we can make incredible things possible*

**THE ROAD TO SUCCESS IS ALWAYS UNDER CONSTRUCTION**



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