

# Stainless steel body hopes to boost product demand at event

NADINE JAMES | CREAMER MEDIA STAFF WRITER

Industry body and lobby group the Southern Africa Stainless Steel Development Association (Sassda) hopes to drive demand for stainless steel products by exhibiting at Water Show Africa 2017, which runs alongside Power & Electricity World Africa held at the Sandton Convention Centre on March 28 and 29.

Sassda executive director **John Tarboton** says increased demand will help stimulate local production, thereby creating jobs and growth in the stainless steel industry.

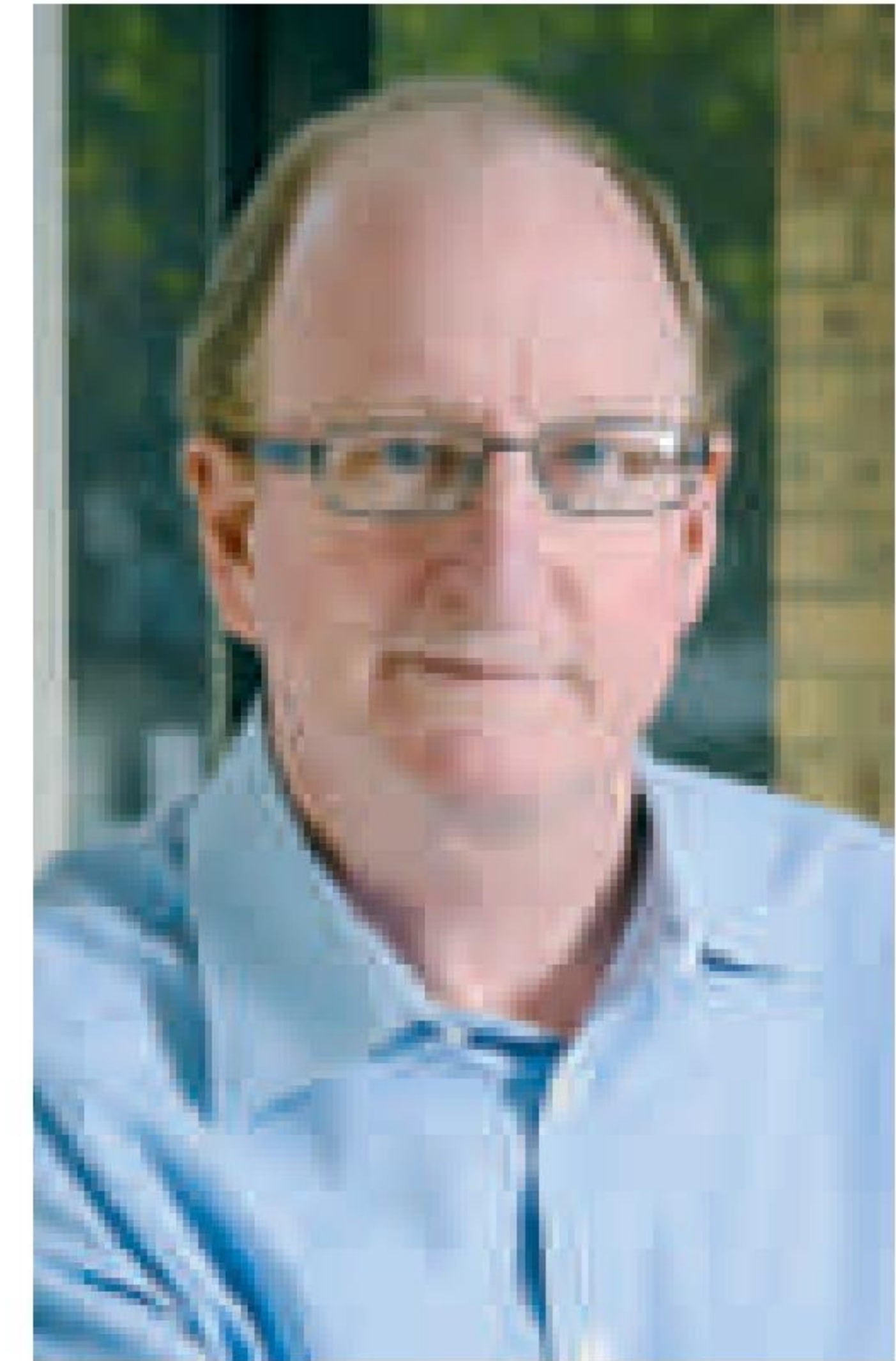
“We believe that understanding how to deconstruct and use life-cycle costing prior to performing material selection will help to increase the specification and use of stainless steel in a range of applications.

“Our exhibition will assist in increasing the awareness and accessibility of life-cycle costing for people who enter the Sassda Eiffel Tower competition.”

The competition will be launched for the first time at the event and first prize is an all-expenses-paid trip to Paris valued at R125 000.

Several years ago, international nonprofit stainless steel research organisation International Stainless Steel Forum posed the question: “How much money would have been saved if the Eiffel Tower had been built with stainless steel?” Tarboton points out that, for the competition, Sassda will ask people to answer this question.

Entrants will be required to download an application or computer program developed by Sassda that can calculate life-cycle costs using net present values. “We are asking people



**JOHN TARBOTON**

The Eiffel Tower competition will be launched for the first time at the event and first prize is an all-expenses-paid trip to Paris

to use this freely available app or program to enter the competition. All required information and details will be available at our stand,” he adds.

Tarboton says the organisation

• To page 48