



citrine company newsletter

# Plugged-in

June 2013 Volume I *Electrification for tomorrow's world.*



## Message from the CEO's desk

*"Opportunity is missed by most people because it is dressed in overalls and looks like work"- **Thomas Edison***

Dear Employees,

Business experts say good leadership comes from having clear goals and expectations and sharing them. I strongly believe that for citrine to function effectively every single person within the organization needs to know and have a clear understanding of where we are going and how we intend to get there.

Our work execution has been remarkable in the last couple of years, we have grown exponentially and we are being recognized as one of the best service providers in our industry. In light of this, it is essential that we understand that our industry is getting tougher, our competitors are becoming more aggressive and our clients more stringent. To remain sustainable and profitable we need to devise ways to work smarter and more efficiently.

We have always prided ourselves in producing quality workmanship whether it has been on our sites, in our warehouses within the office and in the manner in which

we engage our clients. This is one of the measures our clients have used to gauge us as a service provider and to determine our continuity.

It is therefore one of our primary goals to maintain our standard of quality and improve our shortcomings. Our attitude should be to do the job and do it properly the first time around. To achieve this we will equip our employees by teaching them how to execute quality work, provide them with proper tools and properly reward them for their efforts.

Our objective is to be ISO accredited in the second quarter. We have already set this in motion by partnering with Prins Pak, a reputable company that has been instrumental in the process of helping us to receive our accreditation. We took a step further with the assistance of PrinsPak and trained all Citrine Construction employees on quality management systems to ensure that we are all aligned to this goal.

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As your leader I believe that People, who are led well, perform well. This is the attitude I want all our managers and supervisors to exude. When we treat our employees well and clearly guide them we will receive the best from them and mitigate high staff turnover. We are well aware that management decisions sometimes conflict with what employees want. However, we can reduce conflict by respect, and by being firm, fair and consistent with our people. As management we will give our employees an opportunity get the job done, pay more attention and lend a hand when necessary without being overbearing. When our people do a good job, we will recognize them for it. I have observed the dedication our people have to this business and as management it becomes our responsibility to ensure our people are happy. Our goal as management is to improve the way we relate to our people and enforce an open door policy to allow effective communication.

Having said that it is important that all employees know that in order for our company to remain sustainable we need to operate as a team. We are responsible for each other and we depend on each other's competencies. In our industry we can only survive if we function as a well-oiled machine. We can only experience our full potential together therefore in the next quarter we will all participate in programmes that ensure that we all operate as one solid unit.

We have been fortunate enough to receive a number of appointments in all three of our divisions. This would not have been possible without all of your hard work and for that I thank you. I trust that we will excel in the new projects we will be engaging in, in the next quarter. However, as much as we are responsible for implementation we need to constantly evaluate and measure, tweaking were necessary and seeking the counsel of other team members on ways to perform better.

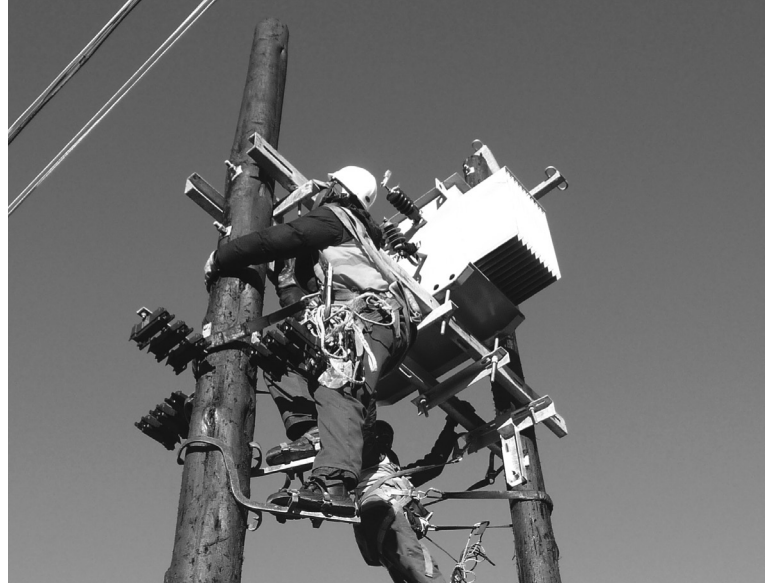
We have been fortunate enough to receive a number of appointments in all three of our divisions. This would not have been possible without all of your hard work and for that I thank you.

I want to encourage you all to assume the mindset of an owner in your area of operations within the organization. As your responsibilities increase operate as an owner, this will make a significant difference in your approach to things. Owners nearly always take better care of things and go the extra mile to succeed.

Lastly, I would like to welcome all new employees who have joined our team. I trust you will find your experience with Citrine Construction both rewarding and stimulating.

I visualize Citrine Construction as a global player in the electrification industry. For us to reach those heights our business needs to be built on good ethical values and high levels of professionalism. We need to create a culture that speaks of world class services from the way we engage our clients, execute our work to the way we relate to each other. I trust the next quarter will be another stepping stone to becoming a global entity.

Nazeem Price  
CEO



Our roadmap for 2013 puts us on a path to provide sustainable electricity solutions. It declares our purpose as a business unit and serves as the standard against which we weigh our actions and decisions.

We have been very privileged in the previous years to watch our business unit catapult to tremendous heights. We have created a niche for ourselves in providing Residential Reticulation and Electrification services in informal homes and we have gone to great lengths to ensure that we meet our core client's (Eskom) requirements. Although we have established and maintained a great rapport with our client it is becoming more and more evident that in order to maintain our strong hold in this business we need to establish ways to work smarter and more effectively than our competitors, to go above and beyond our clients expectations. We have observed of late that our client has become more and more demanding and thorough to ensure top notch work is produced.

In order to improve the way we work and the quality of services rendered the client has necessitated the need to instituting procedures. In order to meet these requirement, we have in turn adopted the quality management system and processes not only in our business unit but for the entire company. This is a shift that will distinguish us amongst other players and enhance the way we operate. We have already started putting these processes in place and training our people to incorporate these processes in their daily activities.

Again, in 2013 we are more determined to display our competency and ability to work within the timeframes set by the client. We have already proven this in this first quarter, on our Inkanini project which entailed Construction of LV& MV network and electrification of 1735 informal homes. This project commenced on the 8th of February 2013 and was set to run until 8th August 2013 however we will be energizing on 13th June 2013.

We are therefore two months ahead of our deadline. Our teams have done an excellent job in planning and organizing their entire resource pool which has resulted in the overall success of this project. Based on the results of the first phase the Client went on to award us the next phase of Inkanini, stage 3 which will see the electrification of 1900 houses.

## Our target in this year is to electrify over 6000 homes.

Based on the works we have completed in this first quarter we are confident that this target is feasible.





### Accreditation:

In the next quarter it is our goal to be accredited for brick build substations 11-33kva. We envision expansion into this field to ensure that we provide sustainable growth in our division. Our long term goal is to be accredited for HV/132Kva. This will inevitably allow us to provide Eskom with a turnkey service solution. We foresee our teams working comprehensively on many of Eskom's programmes as a leading service provider.

As always, we credit all our success to the teams that are on the ground doing exceptional work. We have embarked on plans and ways to improve the skills of our people and create an environment where our people are inspired to be the best they can be. We thank our teams and their team leaders and supervisors for the hard work and helping us maintain our leadership status. We also acknowledge and appreciate the tremendous support the team receives from the administrative and warehouse staff that makes their work lighter. We are aware that we have set high targets in most facets of our business unit however we are confident that we will achieve all our goals.

**We want to encourage our teams to continue to maintain their great work ethic and continue to work as hard as they do to continue to elevate Citrine Construction as a whole.**

Our line of work entails making a significant difference in the lives of the people whose homes we electrify. 6000 homes to us means changing and positively affecting 6000 families. This is by far more rewarding. This also means that we will provide employment to the local residents of the communities we are servicing.

### Sales Pipeline – Second Quarter

We are excited at the prospects ahead for our business unit. We have managed to acquire the following projects for the next quarter:

- 1. Inkanini phase 3 – Construction of LV& MV network and electrification of 1900 informal homes.**
- 2. Khayelitsha Site C-Refurbishment of LV & MV network and meter movement of 600 houses.**
- 3. Doornbaai – Construction of LV & MV network and electrification of 74 houses.**

# Health and Safety



## No operating conditions or urgency of service can ever justify endangering the life of members of Team Citrine

Health and Safety is an integral part of our business and we are of the notion that we need to have the right “man” for the job, we would therefore like to welcome Stefan Weyers as the new Health and Safety Officer. We trust that you will find your experience at Citrine Construction both challenging and rewarding.

We have always been committed to health and safety and ensuring that we meet the criteria set by our clients, we have cemented this in all facets of our business and our people. We boast of a zero harm record that we have abided by in the past and maintain that we will always make a conscious effort of a safe and healthy working environment. In this year we are integrating our Health and Safety with the Quality Management systems to ensure all processes are in place and all employees are fully informed. In the next quarter all health and safety talks will be held at the end of every month and these will be mandatory for all staff.

In order to maintain our clean record of zero harm health and safety rules are going to be even more stringent. We encourage staff to report all near hits or malpractices as this may save someone’s life. All staff is required to wear their full and corrective PPE at all times whether it’s onsite or in the warehouses. Your Health and Safety officer will be conducting random alcohol and drug tests to ensure that all staff onsite are sober. This could be a determining factor between life and death. It is also mandatory for all staff to know their evacuation procedures on their

respective sites and offices. It is even more important to be aware of your respective appointed health and safety representative, first aider and Fire marshal on your respective sites and offices.

## Our New Head Office Health and Safety Team

Lastly, it would be illicit not to acknowledge Bianca Sprout the outgoing Health and Safety Administrator who has been pivotal in our Health and Safety Department for the last two years, we will miss you and we wish you all the best in your future endeavors.





As a result of the ever increasing electricity demand in South Africa, we realized that we wanted to be part of the initiative that focused on management of the electricity demand through energy efficiency interventions within the residential, commercial and industrial sectors. We officially set up the DSM business unit founded on a great opportunity to provide large scale water geysers and this division has been making waves within our company.

DSM has always been an aspect of our business and we have always anticipated the energy efficient space to become the primary trend in our industry. We are therefore excited to be embarking on this track and we are confident that we will make a significant mark in this sector.

Our DSM business unit has had exponential growth in the recent months due to the dynamic & fast paced nature of the Renewable Energy Sector. Before the official set up of the DSM division we participated in related programmes such as the Eskom CFL Mass Rollout Project which saw the exchange of old incandescent bulbs and the replacement of over 1 million CFL Lights within low income household across Western Cape and the Ga-Rankua Solar Geyser Rollout Project which saw the Installation of 5000 Low Pressure Solar Geyser units on low cost housing within Garankua Municipality.



However in the recent months we have witnessed tremendous works which includes the successfully completed of the Joe Slovo Phase 3A installation of 588 Solar Water Geysers & 36 Photovoltaic Light Systems. The success of this project was seen at the Ministerial Joe Slovo Launch where our Service delivery Manager Jay Naidoo conducted the key note presentation to Minister Tokyo Sexwale, His Excellency Danish Ambassador Mr. Rene Dinesen and various top level business and government executives/leaders.

We also actively participated in the Residential Mass Roll-Out Project another Eskom initiative designed to mitigate electricity supply pressure within residential homes. Eskom launched this programme in order to stimulate bulk replacement of insufficient lighting by implementing a national mass rollout of energy saving technologies and load control devices within the residential sector. We managed to install the various technologies in 3638 households.

In addition we are working on the supply and installation of 12500 low pressure solar water heaters for City Power in Johannesburg. We have completed 1500 successful installations to date and this will enable us to break into the industry nationally.

Furthermore, in a bid to contribute more to our community we conducted a Corporate Social Investment initiative together with the Department of Correctional Services whereby we donated a Low Pressure Solar Water Geyser to a disabled & previously disadvantaged individual in Langa.

As a growing business unit we have our share of challenges however we have set our goals high for 2013. In order to be recognized as a pioneer of innovation within the Renewable Energy and Energy Efficiency

industry, we need to be recognized as a brand. We will be aggressively pushing to establish a name and reputation of first-rate services in this industry.

**Sales Pipeline: Second Quarter**

We are actively pursuing contracts and currently we have the following lined up:

- **The Harmony Village Solar Project – Supply & Installation of 850 Low Pressure Solar Geysers.** Eskom Residential Mass Roll Out Programme: Installation of Energy Efficient Technologies
- **The launch of Citrine Construction’s own brand of Solar Photovoltaic Off-Grid Lighting Solutions called “Citrine Solar Lighting Solutions”**

We are proud of the works completed in the time frame the DSM business unit has been operational. We are focused on enlarging this division going forward to a large scale entity with a larger human resource pool to meet the ever demanding requirements of the energy sector.



**Energy Saving tip for the day:**



**A kettle uses the same amount of energy to boil 1 litre of water as a fridge uses in 7 hours! Only boil the water you need at that moment.**

# citrine

electrification solutions

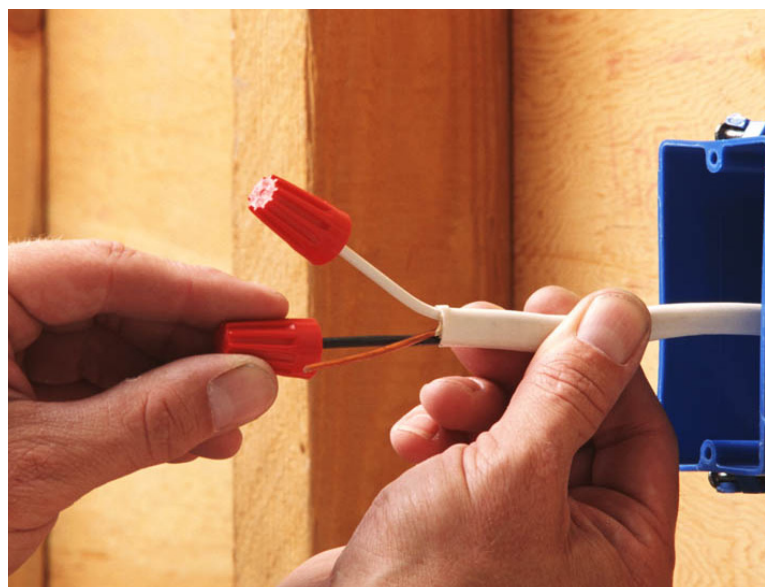
*Electrification for tomorrow's world.*



Our business unit has embedded itself as a leading service provider of turnkey electrification of BNG and GAP housing. We have established a name and a brand for ourselves through the testament of our works and accomplishments. The highlight of the first quarter was the appointment of the Delft 3 & 5 Symphony project which is one of the new modular large scale housing systems. Our appointment is for internal electrification of 2600 homes combined with reticulation and street lighting works. This is a tremendous achievement for our business as it distinguishes us as a major player in our industry.

In 2013 we want to focus on venturing into the commercial space and private sector housing. We believe we have extensive experience in the electrification industry to successfully enlarge our scope and focus. Coupled with our current works we are certain that we will transcend from being at a national level to a global service provider. Our business unit has always utilised the subcontractor model and it has been successful, we have partnered with some great companies who have been instrumental in our success. However we have seen our capability as a company and we are of the notion that we want to start building teams in-house. This is a process that will gradually develop as our business unit continues to grow. This will give us an opportunity to not only reap financial rewards but to train and develop our human resource whilst simultaneously creating employment. This is an inevitable transition for our business unit, we are constantly growing and the industry is becoming more challenging. Such strategic moves will ensure sustainability for our company and all round benefits to our human resources. In this first quarter we successfully closed off the Klappmuts housing projects with the official handover of 162 BNG houses. We impacted on 162 families in Klappmuts by giving them suitable electrified homes.

In the second quarter we have planned programme's for the development of our teams. We have put in place training programme's to enhance the technical capabilities of our staff. We are equipping our people in line with our goals and aspirations going forward. We have already started with sending the Service Delivery Manager Ismail Price to the Eskom Training Academy for the development of entrepreneurs. The training is equivalent to a mini MBA and we are happy to report that he is doing exceptionally well in the training. Although we have had some imbalance in our human resources we are happy to welcome two great resources in our team, Mr. David Barendse and Mr. Charles Marchant to our team. They are great resources with extensive knowledge and experience in our line of work. We are confident that they will make a significant contribution to our division.





## Elderly Beneficiaries – Klipmuts Handover



## Sales Pipeline: Second Quarter

In the second quarter we have received appointments that include

- ***Joe Slovo 3 Reticulation – due to the success of phase 1 we have been awarded phase 2 of the project.***
- ***TRA 6 – To provide turnkey electrification services***
- ***We have also been appointed to provide electrification services to a large scale hostel in one of the prestigious universities in the Western Cape. This is a podium to our focus in the private sector.***

The bar has been set and we have our work cut out for us. We are only as good as our people are and we rely on all our team members on the ground as well as in the office to make the load lighter. In order to meet our goals we have to work in unison and focus on where we intend to be as a business.

## Rookies

*We are happy to welcome aboard the new recruits. We are happy to have you as part of our family!!!*



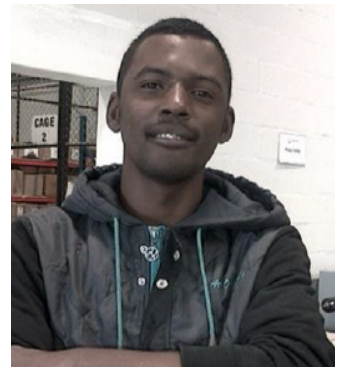
**Stefan Weyers**  
(Health & Safety Officer)



**Carron Naidoo**  
(Front Desk)



**Whallied Rajap**  
(Warehouse Manager)



**Natheer Hendricks**  
(Storeman)

## Notice Board

We are excited to inform you that we will be having our team building on the 7th of June 2013 at Rondekuil Farm, Durbanville. This will be based on the survivor concept and we are eager to see who will outplay outwit and outlast on Survivor Citrine.

There will be a second session of the Quality management training on the 18th of June 2013 for all new staff members and any other members of staff who were unable to attend the first one. Please inform the Human Resources Department to ensure that provisions are made for you to attend.

We would like to send a hearty Happy Birthday to the following individuals:

- o Stefan Weyers 06 June 2013
- o Nondoda Landelo 06 June 2013
- o Michael Myeki 08 June 2013
- o Fusi Kheteng 15 June 2013

**WE WANT TO SAY CONGRATULATIONS TO TYRON BOTHA WHO RECENTLY BECAME A FATHER. WE WISH YOU MANY SLEEPLESS NIGHTS WITH YOUR BUNDLE OF JOY.**

*We would like to send our condolences to the Kheteng and Soordan family that lost their loved ones recently. You are in our thoughts and prayers.*