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COBA Africa (Pty) Ltd

Morné van der Westhuizen - Sales and General Management

Company Description :

COBA Africa is today one of the largest, most established and most experienced names in the floor matting industry.

We offer an unrivalled choice, supporting the needs of both distributors and end users with options ranging from workplace matting and floor safety products, to entrance mats and bespoke entrance matting systems.

'More than Just Matting', we also have a range of products that includes safety knives, rubber sheeting and even cable protectors.

How do you make use of L2B?

We use L2B to scan the market for projects that may have a need for our products. I specially enjoy the keyword search functions and the detail provided by the L2B platform.

Recent Awards/Projects?

Customer service is critically important to our business. Once a year we conduct a customer survey to our customers base of approx. 1000 active customers. Our latest official Net Promotor Score (NPS) result we achieved +65, which falls in the category of 'Great', 5 points under 'Excellent'. Next year we strive to meet a NPS score of +70 or 'Excellent'.

Favourite thing about the Construction Industry?

I think to build or construct something physical is just one of the most amazing things in life. It certainly is one of the oldest trades that continues to inspire and leave people in awe.

A Light-hearted story to end ...

One of my earlier jobs after I left school was working for a small civil construction company for a brief period of time. I enjoyed it thoroughly as I had the opportunity to play with some big toys, TLB, Excavators and Compactors, to name a few. When we were running behind project schedules, I will arrange with my manager to work after hours and excavate ground until the sunset. Bear in mind, I was self-taught and had no license, so I had to wait for all on-site managers to leave the site before I could get to work. I felt like tooth fairy in a way, as the next morning when the excavator or compactor operator would start work, they would be found dumbstruck, as where they left the site and found the site was not quite the same!



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COBA
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