



Accurately Weighing Africa



Sasco Africa

SASCO COMPANY PROFILE

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About Sasco

Founded in 1910, Sasco is Southern Africa's largest industrial weighing company, providing a wide range of weighing products, automation and software solutions, calibration services, training and maintenance support to approximately 1000 leading industrial companies across all industrial sectors spanning Southern African, with South Africa being the largest market. Sasco competes with numerous smaller scale, automation and software companies in these countries.

Vision

Supply a complete range of accurate, reliable, cost effective, automated and systems integrated weighing solutions to the whole of Africa supported, by a well-trained, committed and professional service network.

Mission

Harness advances in weighing product reliability and accuracy, and the wider technological revolution in process automation, data integration and systems connectivity, and deliver these advances to customers across the whole of African as cost effective and simplified weighing solutions, making their operations more productive and successful.

Leadership

Sasco's young multi-cultural and dedicated team is lead by:

Jonathan D'urban Palmer (Chairman)

Jonathan is a Kenyan born British national who acquired Sasco from Avery Berkel in 2002 and took on the challenge of revitalizing the then ailing company. Jonathan has been CEO of various listed companies, spent 10 years as an investment banker in London, is committed to innovation and in a firm believer in the exceptional growth prospects for Africa over the coming decades.

Sharon Smith (CEO)

Sharon is a South Africa who has worked for Sasco since 2002, having joined the company as Marketing Manager and became CEO in 2008. Sharon is a committed perfectionist, and is passionate about consistently improving our operations and thus sustaining our future and leadership position in our market.
