

ZEAG SA
SWEEPS ALL BARRIERS
TO SUCCESS



Leading car park specialists and innovators Zeag SA are smoothing the way for motorists and investors returns, CEO Craig Cockburn tells South Africa Magazine.
By Colin Chinery

“Africa is an exciting market now, a great market”

Parking is a convenience, sometimes a frustration, and always a key revenue generator. And for commercial car park operators to maximise opportunity they need professional parking revenue systems – fast, reliable, customer friendly and easy to use and maintain. In South Africa Zeag SA delivers this ticket and raises the bar.

Zeag is a world-leading provider and specialist in innovative solutions of parking revenue control systems, headquartered in Switzerland and with more than 5,000 successful installations across five continents.

The South African arm, Johannesburg-

based Zeag SA, has been operating since 1993. Facing local and major international competitors, the Zeag brand is now well entrenched says CEO Craig Cockburn. “And this position is wholly based on our service delivery and the fact that we offer a complete turn key solution. When you look at somebody who’s got a risk-averse attitude towards business they

will turn to us because we provide a great product and commensurate service levels to suit their requirements.”

From airports to shopping malls, Zeag SA delivers a comprehensive parking solution, an end-to-end integrated system that includes variable message signs, CCTV, LPR, intercoms and bay monitoring. Among recently-completed major projects is a parking equipment supply contract at Pretoria University, with credit card functionality for student account payment – a first for a South African university car park – a key factor in the design.

In the run up to the 2010 World Cup Zeag SA was contracted for a major construction project at O.R.Tambo International Airport, with a new multi-storey car park of 5,200 parking bays and the installation and



integration of a sophisticated and highly intelligent car park system delivering elevated and effective performance with high management and control resolutions. Zeag followed this by rolling out a similar infrastructure for small regional airports such as Bloemfontein and currently Kimberly, George, East London and Port Elizabeth.

“The market kicked off as pay on foot in 1996 and we oversaw the first installations in South Africa in Gauteng,” says Cockburn. “Over the last few years we have developed with good growth especially building up for the World Cup when we provided equipment for a number of the stadiums and transport networks including train stations and linked-in malls as well as airports.”

“One of the first products we launched in South Africa in 1996 lasted 14 years and was replaced at the end of last year, which proves its reliability in the local market,” says Chief Sales Officer Trevor Fletcher. “And from there we’ve just developed. We are the only company in South Africa that is not an agency and going into

the African market from a proven South African track record gives us a lot of opportunity.”

Currently Zeag internationally is in the finalising phases of a number of major and as yet undisclosed contracts, while working at Minneapolis airport - one of the biggest hubs in the US - and at Guildford in southern England a single solution for all council-owned car parks. Within South Africa it is working on the Cape Town Bus Rapid Transport System and in Durban finalised a central hub controlled metropolitan networked car park project for property owners, Old Mutual. The central hub – a single point of control for a number of sites - is becoming a main player in the market, says Cockburn. “With this you can manage, control, and overview, with all the communication forms necessary to support our product all linking in to a central point.

“Overall we’ve reached a fair bit of maturity in the market, but we are finding that smaller sites such as community malls and parking garages are looking for the reliability and

support we offer, and this is another area into which we will be going.”

Earlier this year the Zeag Group was bought by FAAC, the Italy-based market pioneer of gates, garage doors and barrier automation.

“The infrastructure remains the same, and from a finance perspective it gives us a fantastic

platform from which to launch our products, with a spread of some 80 countries and allowing us to enter markets we have not been into before.”

Like HSBC, Zeag sees itself as ‘Globally Local.’ “We base our service on delivery and listening to the customer, and this enables us to maintain our market position. We have to be really close to our customers to determine what their requirements really are. It’s a very simple situation: we generate revenue for our customers. That’s our sole business and this is what we concentrate on.” And Zeag SA’s customer retention rate? “100 percent so far”.

“Effectively we provide all the different aspects of that business model to specific customers. For a start we provide the product, then the consumables - a complete

listing of all that is needed for a switch on. In a word it’s a solution. And we carry on from there in terms of contracts, service level agreements in place and on-going consultation to meet the client’s specific requirements. We take it from a concept, through design and then through to the maintenance and support. Our customer is part of the team.”

At the heart of the team is the 37-strong Zeag SA staff. “We have always maintained that if you treat your staff correctly they will stay the distance and go the additional distance for your customers as well. We listen to our staff and provide all the necessary tools to improve themselves and become involved in our company strategies – and this is on all levels. In fact we concentrate on the lower levels because we need to generate the skill set within the South African market.”

And Zeag is looking well beyond the domestic borders. “Within South Africa we

are seeing market growth as never before, and now we want to develop our market into Africa. And Africa is an exciting market now, a great market. We are in for exciting times. Within the next few years there’s going to be a lot of growth in technology, and we have a product that meets all the requirements.

“And with the financial and engineering tools of a group like FAAC behind us we will grow our product further. The Zeag Group will remain the same but we now have thirteen manufacturing plants in Europe, all on cutting edge technology. When you’ve got this kind of input the product can only go one way.” **END**

“We base our service on delivery and listening to the customer”

ZEAG SOUTH AFRICA

ZEAG South Africa supply, install and maintain revenue generating parking solutions that are simple to operate. Experience has taught us that it's the start and finish of the parker's experience that should not be complicated. At ZEAG South Africa we specialise in multi-functional and integrated parking solutions as our core competency. We make parking simple to operate and simple to install. We provide help every step of the way. We approach and resolve parking problems through easy to understand steps, guiding you to the right solution to meet your business objectives. Our product range has simplicity built in, ensuring a quick return on your investment.

Boomgate Systems New Re-usable Rubber Islands

Boomgate Systems saw the need for a temporary Traffic Island as Shopping Centres with existing Parking Systems, are always upgrading the Centres, and the Entry and Exit points have to be relocated sometimes temporarily or permanently.

Boomgate Systems has come up with the solution in the form of recycled rubber and steel. Boomgate Systems Patented Design offers permanent or a temporary solution. See main Advert.

What makes this new invention unique? The product is made from recycled rubber which makes the product also 100% recyclable. The Rubber Island has been installed at Cape Town's International Airport for evaluation. As the main objective for the product is multi-story parkade, this Rubber Island can be installed a lot faster than Concrete Islands and are lighter than concrete. Rubber Islands and Rubber Curbs will cause less damage to vehicle rims than concrete ones. Visit our website www.boomgatesystems.co.za for more products made from Recycled Rubber.

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simple

ZEAG make parking equipment simple to understand.

Our history and our experience has taught us that parking does not have to be complicated - after all we specialise in simple, yet sophisticated parking solutions - nothing else.

ZEAG make parking simple to use and simple to install. We provide help every step of the way. We approach and resolve your parking problems through easy to understand steps, guiding you to the right solution to meet your business objectives.

Our product range has simplicity built in, ensuring a quick return on your investment.



ZEAG
Professional Parking Solutions

a member of the FAAC Group

contact us for more information.

Sales: T: +27 (0) 11 794 4525
E: sales@zeag.co.za

F: +27 (0) 86 654 0788
W: www.zeag.co.za