

Sassda to celebrate innovation at 2018 stainless steel awards

Sassda has announced the launch of its biennial stainless steel awards, this year under the theme Celebrating Innovation, acknowledging world-class thinking and success at a local and international level.



Image source: www.pixabay.com

The 2018 Sassda Columbus Stainless Awards are open to individuals and companies (locally and abroad) that are involved in the design, production, conversion, distribution and use or specification of stainless steel and entrants do not need to be a member of Sassda.

Says executive director of Sassda John Tarboton: “We would like to encourage participation in what we believe is now the ‘Oscars’ of the stainless steel industry and an initiative which has become synonymous with world-class products and skill. This year’s winners will also be the recipients of an ‘Award Winner’ logo that has been created, for them to use in their marketing and company collateral, to ensure that the awards add value to their business on a day-to-day basis.”

Winners representative of the sector

The awards draws winners from a broad spectrum of sectors to ensure they are fully representative of the depth and diversity of the industry, thereby generating commercial awareness and a real return on investment. Adds Tarboton: “At a practical level, they also serve to strengthen the confidence and belief of industry players in both their sector and their own company culture, with employees becoming more cognisant of the pivotal role they play in underpinning the economy of a country.”

The 2018 awards will draw winners from an expanded number of categories as there are now 17 for entrants to choose from. The full list is as follows: Student, Environmental, Services, Welding, Manufacturing Innovation, Art, Consumerware Catering and Hospitality, Agro-Processing, Food & Beverage, Architecture Building & Construction, Engineering, Duplex Stainless Steel, Ferritic Stainless Steel, Product Development, Most Transformed, Export Achievement, Business Excellence, Lifetime Achievement, as well as an Overall Winner.

“We’ve embraced a more modern approach to championing stainless steel across the continent and the awards are the perfect embodiment of this. This is evident in how we are seeing stainless steel being used in more complex ways and in a variety of formats with real, working examples of the long-term cost benefits of stainless steel as opposed to short term savings on cheaper alternatives such as mild steel,” concludes Tarboton.

For more information, go to www.sassda.co.za/stainless-steel-awards-2018.

For more, visit: <https://www.bizcommunity.com>