



**FIREBALL**  
SOUTH AFRICA

## A B O U T

### COMPANY OVERVIEW

Fireball SA is a formidable player and trusted name in the fire and safety industry focused on improving people's safety and peace of mind and enabling better outcomes across the fire prevention continuum.

Fireball SA is a private company founded by Le Roye van der Merwe in 2016. The company also includes a team of designers, agents and sub-distributors who share a passion for keeping people and their belongings safe. We are a proudly South African company and corporate member of the Fire Protection Association of Southern Africa, who is constantly evolving and innovating to ensure that cost effectiveness and efficacy are delivered to our customers as constantly as their products.

Our management structure combines responsible leadership and independent supervision. We work closely together with our agents, sub-distributors and retailers, supporting them in their efforts to improve their operational and sustainability performance. Our network and strategic partnerships ensure your product is delivered safely, securely, on time and to any destination.

We deliver on our promises by identifying our customer's needs and expectations, and implementing tailored solutions supported by our partnerships' combined knowledge. You get the personalized support from a company with family-owned virtues and values.



## OUR CUSTOMERS

### SOLUTIONS

We design solutions, rather than just fulfilling requirements. This requires research, engagement with the task at hand and innovative thinking.

### PERFORMANCE

Like our products, we perform at the highest level possible. Our superior performance not only keeps our customers happy, but it enriches our lives too.

### RELATIONSHIPS

We work hard to create and build long term relationships – with our customers, our distributors, and our agents.



# OUR GUARANTEE

## CONTINUITY OF SUPPLY

We make an effort to supply products as per the original for as long as possible. Our warehouse is well stocked and organised. Once orders are placed, they are delivered by one of our reputable delivery partnerships.

## CUSTOMER SUPPORT

We have an experienced installation crew across the country who are friendly, knowledgeable, and like many of our agents, have been with us since the beginning.

## AFTER SALES SERVICE

We believe in and value long term relationships with our customers, our agents, and distributors.



# G R O W T H S T R A T E G Y

## EMPOWERMENT

Our growth strategy is built around a marketing initiative which empowers our clients to become agents of our services. We're committed to offer competitive value for money products and high-level services to achieve total client satisfaction.

We want our partners and ourselves to grow profitably in our respective areas, through thorough market analysis and sensible financial risk monitoring.

Contact us to find out how to become a sub-distributor and/or agent.



# CONTACT US

**LET US FIGHT FIRES TOGETHER**  
Find out how at [www.fireballrsa.co.za](http://www.fireballrsa.co.za)

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**BLOEMFONTEIN**

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## **COMPANY PROFILE**

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