

AGM APPROVES NEW ATTEMPT AT STATS DATABANK

Don't expect SAPMA to provide important market indicators for your company's future planning if you don't supply meaningful statistics for SAPMA to analyse, Deryck Spence, executive director of SAPMA, again warned members at the association's AGM.

The AGM approved Deryck's motion for another attempt at harnessing some interest from members about the merits of having access to industry statistics.

Deryck said of SAPMA's approximately 200 members only 14 had shown any interest in submitting statistics that could help future planning by highlighting trends in the industry. "Without statistics, SAPMA cannot answer members' questions, nor can we disseminate information that could help members identify important changes in the marketplace such as the swing from solvent-based road marking paint to water-based and thermo-plastic products."

Deryck had in the past repeatedly advised members that statistical analysis of the annual performance of the coatings sector would show member companies if they were operating intelligently or merely groping in the dark.

He had told SAPMA members that, if armed with industry statistics, they could, for example, assess the average price of raw materials so that they would know if they needed new more affordable suppliers. It would also give ammunition to justify price increases to customers, see how other companies in the industry were coping with health and safety issues, or environmental preservation pressures.

It would also inform management what the level of confidence is within the industry. "These are just a few vital reconnaissance results no company intent on survival can do without," Deryck told members.

Now yet another appeal for information – that would remain totally confidential – has officially been sanctioned. And SAPMA can but hope that this time the response will be more encouraging.

Ends