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# Palabora Mining Company increases its overall value with

a new Brand Identity



Palabora Mining Company has effectively distinguished its public corporate image by rebranding its company logo.

The HBIS Group has embarked on a vigorous public relations rebranding strategy across all its sites worldwide. Rebranding the image of an organization is a substantial undertaking that requires resources, meticulous planning, good strategy, clear communication and creativity to kickstart in parallel. Corporations usually undertake rebranding projects fundamentally to retackle their WHO ARE WE & WHAT ARE WE, with the aim to reposition and reintroduce themselves for an opportunity to sell more services and even attract new

customers, despite the imminent risk associated with rebranding, of possibly losing some of the existing clientele.

The impressive new PMC logo design is an eye-turner and makes a bold announcement that our WHO and WHAT is that:

- Our potential within the fast-paced mining industry is limitless,
- Our company is worthy of its top employer status,
- We are international and intent on growing and influencing technological advancements,
- We are a credible competitor

within the markets and a supplier of quality products,

- We are a responsible corporate citizen and invest to transform our host communities.

The PMC brand has over many decades enjoyed goodwill and respect for its ethics, quality and good reputation from the communities and industry peers – marking it an employer of choice. Now, this golden opportunity to rebrand, gains us a premium opportunity to retell our story and elevate our name to the maximum. The value of that will be calculated in the multiplied traffic of repeat loyal customers seeking to do business with PMC for a lifetime.

**SEE SOMETHING! SAY SOMETHING AND SAVE SOMEONE!**



09  
January 2024.  
**Vent Shaft Holing.  
Last Blast  
Celebration**





# PMC and Murray & Roberts' Lift II Ventilation Shaft Project is a Partnership Success Story

PMC and Murray & Roberts Cementation have successfully collaborated to sink and line a ventilation shaft of 8,5 meters in diameter, to a depth of 1200 meters. This remarkable achievement comes after 5 long years of meticulous work, careful planning and execution to safely blind sink the ventilation shaft extending the life of the Lift II project by approximately 15 years to 2040!

PMC and MRC have done it!!! This project was complex and challenging and further complicated by the unique scaling ground conditions on site. By creating this shaft, the strain on the current ventilation system will be reduced and more air will be available for production in Lift II. Through combined expertise and a shared focus to save lives, PMC selected the Blind Sink holing model, a method that guaranteed

safety but endured higher costs and a prolonged completion time frame.

From February 2019 when PMC awarded MRC the contract to hole the vent shaft, there was clear focus to support the teams through increased leadership visibility, hosting daily planning meetings, promptly tackling key challenges and at the cornerstone hosting early morning safety standdowns to celebrate reaching every significant project milestone such as: \*365 days injury free, \*800m mark, \*1000m mark \*1200m mark.


5 years later, PMC & MRC have achieved a comprehensive infrastructure update that includes new upcast fans, refrigeration plants, raise bored vent passages, and a new blind sink vent shaft from the surface to Lift I ventilation level to fulfill the demands for cooling and ventilation against the very high ambient heat conditions in



Phalaborwa.

The sinking phase saw its last day on 09 January 2024! The two underground mining giants stood tall

celebrating their last blast – etching their name in engineering history with a noteworthy Fatality Free Vent Shaft Sinking Project completion milestone.



## Happy 2024 Palabora Copper Family!

2024 has begun with a strong promise to be a GREAT year! The successful completion of blind sinking the ventilation shaft as well as rolling out our new brand identity proves our set mindset to achieve great things this year .

**Remain vigilant and continue making SAFETY a priority!**

# Jane van Wyk is the 2023 ladies shotgun world champion

**Name and Surname:**

Jane van Wyk

**Role at PMC:**

I am a Contract Facilitator at Procurement responsible for creating contracts with various service providers and managing supplier performances which is essential for ensuring that the mine has access to the necessary services and goods required for its operations. This contributes to the smooth functioning of the mine's supply chain and ultimately supports its productivity and success.

**Accomplishment:**

My huge accomplishment is having a once in a lifetime opportunity to represent my country participating in the 2023 IPSC Thailand Shotgun world shoot in Pattaya –during December last year and winning gold, earning the title: **Standard Senior Ladies Shotgun World Champion**. This prestigious event spanned over five days and consisted of 30 stages with competitors from around the globe.

*The moment when I ascended the stage to receive the medal and heard the South African anthem sung by the SA Team was incredibly powerful. It's moments like these that remind us of the collective spirit and unity that sports can bring. Your realization that you are part of "Something much bigger than yourself" which reflects a deep sense of pride and patriotism.*

The SA Practical Shooting Association was well-represented with a total of 38 competitors and our team performed very well.

**Other Highlights:**

- Being selected for the Limpopo Provincial team in both the Handgun and Pistol Caliber Carbine disciplines to represent our province at National level where I also achieved third place medals during the SA Nationals in both disciplines.
- Currently we are preparing for the Pistol Caliber Carbine and hope to be included in the team to represent SA at the 2025 World Shoot in Czechoslovakia.

**I love shooting because:**

- Shooting offers me the opportunity to learn new skills, embrace discipline, and

form connections with people from diverse backgrounds and locations. The camaraderie and sense of community within the shooting world is truly special. Whether it's through competitive events or simply enjoying time at the range, the sport of shooting has a way of bringing people together and creating lasting memories.

- Most importantly, the opportunity to share this common hobby with my wonderful husband, Sakkie van Wyk, whose motivation, encouragement and ultimate belief in me is the reason that enabled me to attain this wonderful achievement. Sakkie van Wyk is a true sportsman, competitor and my "Personal Trainer". He also participated at the world championship and performed very well attaining 4<sup>th</sup> position in his division.

**How many tournaments have you completed:**

- I have participated in 4 Shotgun National Championships and currently hold the title: **SA National Ladies Champion for three consecutive years**.
- However, the 2023 IPSC Thailand Shotgun world shoot 2023 was my first World Championship Tournament.

**If you had one wish:**

Our health and talents are a Grace from God, and we have a sense of responsibility to use these gifts for positive purposes and to serve others.

- I wish for more opportunities to attend international shooting matches because the exposure gained at the 2023 World Shoot boosted my confidence beyond the shooting range but also impacted me on a personal capacity.
- I hope that my achievement will be a source of encouragement for individuals facing their own challenges, reminding them not to underestimate their capabilities because of who they are, background or privilege.
- I want to motivate our community to believe in themselves and aspire to achieve their best. I hope they will see that with hardwork and determination anything is possible.



**Special Thank you:**  
Our Procurement Team is truly supportive! They encouraged me and gave me endless support during my training and preparation season for the world shoot.  
#TeamSpirit