

MakeMeMobile and Bartrans merge to form Bidvest Mobility

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MakeMeMobile and Bartrans, both wholly owned by The Bidvest Group, have merged to form a new entity called Bidvest Mobility, effective on 1 March 2019. This follows Bidvest's acquisitions of MakeMeMobile at the end of October 2018 and of Bartrans during 2017.



Colin Adendorff, CEO of Bidvest Data, Print and Packaging, part of The Bidvest Group, commented on the acquisitions and merger, "We recognise the importance of barcode and mobile computing solutions in the future across the supply chain as a key driver to accelerate automation and provide real-time valuable data, which will drive down costs and increase efficiencies."

The new company, Bidvest Mobility will retain the same management and staff of the two merged companies. MakeMeMobile's Andrew Fosbrook and Bartrans' Simon Grisdale will assume the roles of spearheading this new entity and ensuring a smooth transition.

Fosbrook, Executive of Bidvest Mobility commented, "Each company has its own core strengths, solutions and competencies and complement each other well, which will result in creating a significant player that focuses on providing mobile computing and barcoding solutions in South Africa.

"Our collective offering comprises a broad range of mobile computers, voice technology and barcoding hardware, solutions and services, which combine with our years of intellectual capital and knowledge of mobile applications and barcoding across the retail, FMCG, transport and logistics, industrial and manufacturing sectors."

Grisdale, Bidvest Mobility's Managing Executive, added, "We enjoy strong direct relationships with leading global hardware providers, leveraging best technologies and pricing, as well as wrapping value added services around vendor contracts.

"We are excited to be part of this dynamic JSE-listed group. Bidvest understands local markets, and its highly entrepreneurial ethos and decentralised management and operations will allow us to continue to expand and bring additional value to our staff, customers and all our stakeholders," he said.

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