

New name, corporate identity for mineral beneficiary

When the board of the Tongaat-Hulett Group announced in February 2006 plans to unbundle and separately list Hualamin on the Johannesburg Stock Exchange, while at the same time introducing BBBEE shareholding, these developments also provided the platform to launch a fresh new logo look for the company, designed by Espial Go-To-Market.



The new logo is currently being launched to internal and external stakeholders at events planned across the country. The process commenced last Friday, 23 March 2007, in Pietermaritzburg, to be followed by similar functions in Gauteng, and the Western and Eastern Cape.

“The new name and logo capture a bright new image for Hualamin, while reflecting the value in the company’s almost 60 year history. The new logo, which is also known as the ‘spiral of synergy’ illustrates respect for our heritage, which is shown in the light blue colour that has been associated with us for decades,” says Alan Fourie, CE of Hualamin.

“Introducing the dark blue and white colours adds the depth, expertise, stability, trust and loyalty that for decades have been associated with our company. The intertwining identical shapes illustrate partnerships with all our stakeholders and the precision of our sophisticated manufacturing processes, as well as our continuous forward motion of progress and growth,” Fourie elaborates.

The history of Hulett Aluminium dates back to 1935, when Alcan opened a sales office in South Africa. Since then, the company has traded under a sequence of names including ALCOSA, Alcan South Africa, Hulett Aluminium and, most recently, Hulett Aluminium. Since the late 1970s, many stakeholders have also used the name Hualamin, which was originally a short form, and will now become the official name of the company from 1 April 2007.

“We went through a stringent selection process,” says Fourie, and chose Johannesburg-based agency Espial. “We are thrilled with our new look, which is now in place leading up to our listing in the next few months.”

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