

CORPORATE PROFILE



SINCE 1986



AMALOOLOO IN A NUTSHELL

VISION

To provide high-quality, sustainable sanitation solutions on a global scale that will improve the quality of life in communities around the world.

MISSION

To be the leading sanitation solution provider in the world and bring about technologies that will shape the future of the sanitation industry.

VALUES

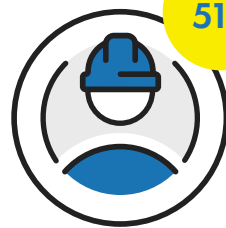
Integrity
Honesty
Accountability
Passion
Trust
Innovation
Quality
Simplicity



AMALOOLOO IN NUMBERS



COUNTRIES
(INCLUDING EXPORTS)



EMPLOYEES
(FULL CAPACITY)



UNITS SOLD



PRODUCT LINES



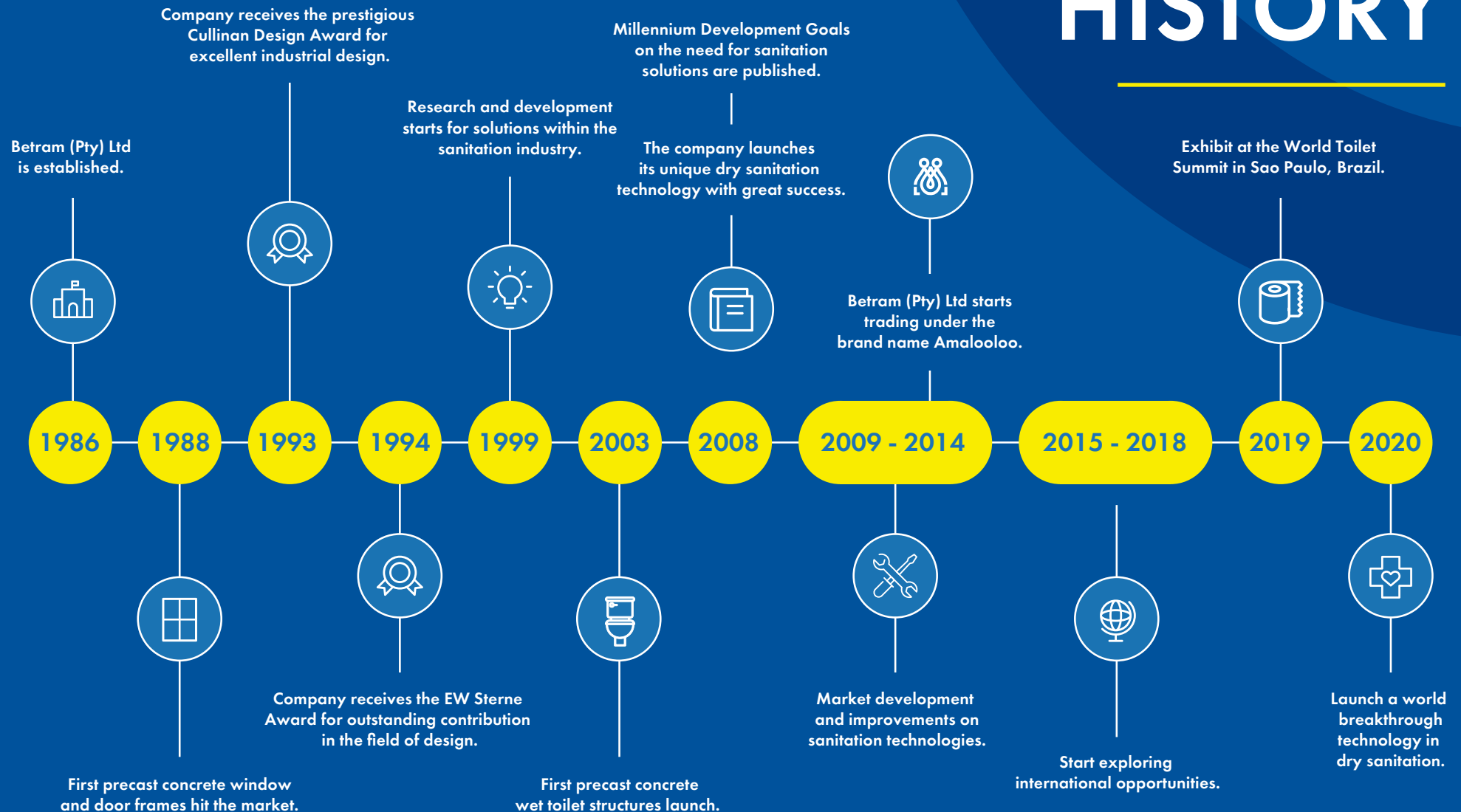
PLANTS



DISTRIBUTION CENTRES



OUR HISTORY



OUR BACKGROUND



Betram (Pty) Ltd was founded by CEO, Lukas Fourie in 1986. For the past 34 years, we've developed a character of passionate involvement in bringing about high-quality, sustainable sanitation solutions to the communities of our country, and abroad. Sanitation is our core business and through commitment and extensive investment in research and development, we have been able to close the sanitation loop under the brand name, Amalooloo.

This holistic, sustainable and ecologically-friendly dry sanitation solution, with extensive health and hygiene benefits has resulted in the improvement of dignity and quality of life that our people so rightfully deserve.

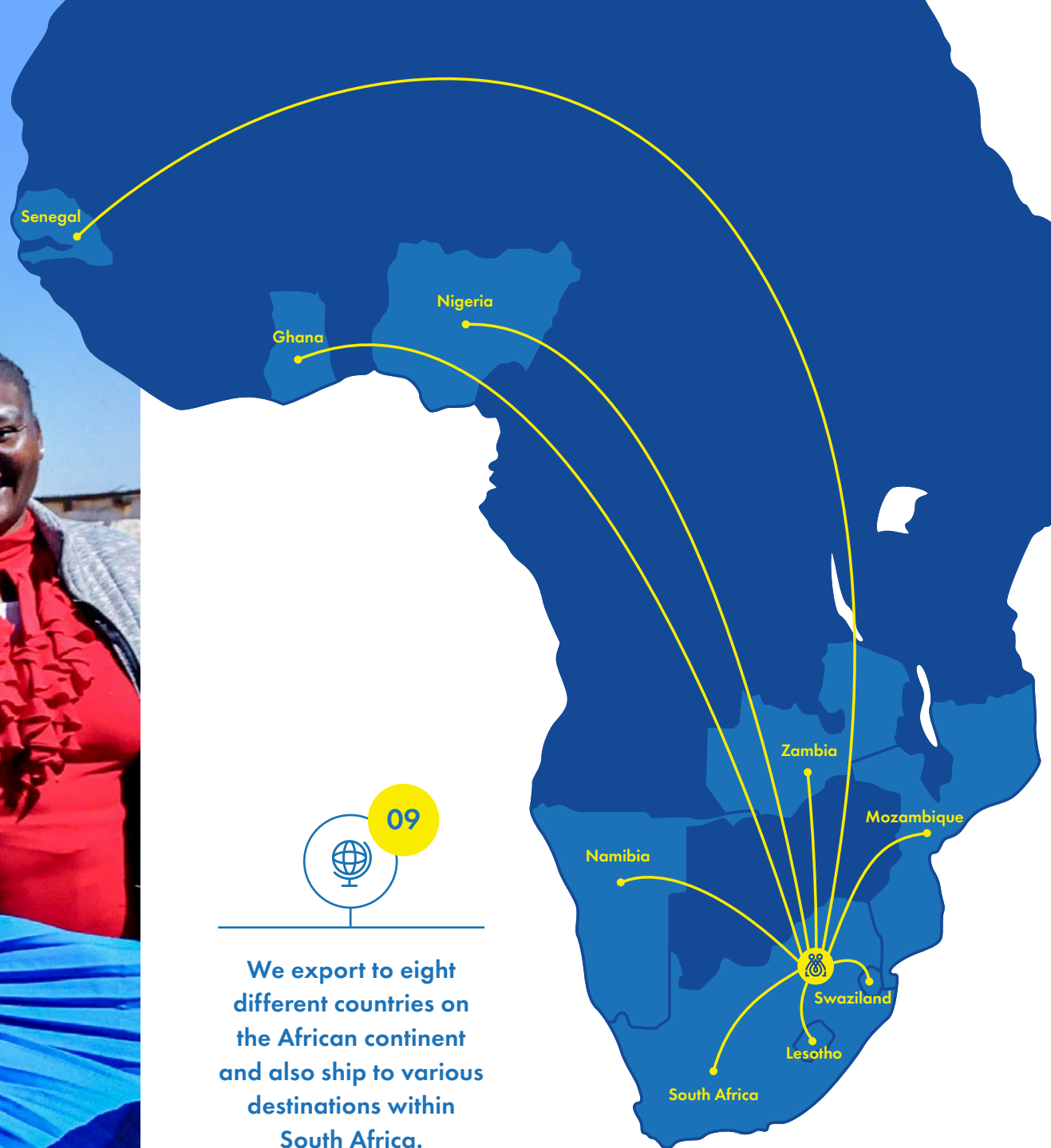
All though we specialise in dry sanitation technologies, we also accommodate all the different sanitation applications in all walks of life. We are industry experts and continue to invest substantially in research and development to ensure that we remain at the cutting edge of advanced sanitation technology. Our research results have been monitored by the South African Department of Water Affairs and Forestry. The outcome of the results have proven to be a world breakthrough in closing the sanitation loop.

We believe the Amalooloo System is at the forefront of solving sanitation problems in urban, peri-urban and rural areas. It is an affordable, superior product that doesn't compromise on quality or style and includes the safe management, storage, collection,

treatment and disposal of human excreta. Our unique, **AMALOOLOO DIVERSION SYSTEM (ADS)** is one of the key components in the completion of the sanitation loop.

We believe in the empowerment of our people through the transfer of skills, training, technologies and processes. We establish factories within district municipal regions, which provide sustainable job opportunities for factory workers, as well as local community members who implement sanitation technologies that improve health and hygiene practices, resulting in dignity and improved quality of life.

AFRICAN FOOTPRINT



We export to eight different countries on the African continent and also ship to various destinations within South Africa.

THE GLOBAL SANITATION PROBLEM

SAFE SANITATION

In 2017, 45% of the global population (3.4 billion people) used a safely managed sanitation service.

WASTE WATER

31% of the global population (2.4 billion people) used private sanitation facilities connected to sewers from which wastewater was treated.

WASTE ON SITE

14% of the global population (1.0 billion people) used toilets or latrines where excreta were disposed of in situ.

FATALITY AND SANITATION

Inadequate sanitation is estimated to cause 432 000 diarrhoeal deaths annually and is a major factor in several neglected tropical diseases, including intestinal worms, schistosomiasis, and trachoma.

BASIC SANITATION

74% of the world's population (5.5 billion people) used at least a basic sanitation service.

FOOD IRRIGATION

At least 10% of the world's population is thought to consume food irrigated by wastewater.

UNTREATED WASTEWATER

Cropland in peri-urban areas irrigated by mostly untreated urban wastewater is estimated to be approximately 36 million hectares (equivalent to the size of Germany).

SANITATION FACILITIES

2.0 billion people still do not have basic sanitation facilities such as toilets or latrines.

SANITATION FACILITIES

Of these, 673 million still defecate in the open, for example in street gutters, behind bushes or into open bodies of water.

SOCIO-ECONOMIC FACTORS

Poor sanitation reduces human well-being, social and economic development due to impacts such as anxiety, risk of sexual assault, and lost educational opportunities.

DISEASES AND SANITATION

Poor sanitation is linked to transmission of diseases such as cholera, diarrhoea, dysentery, hepatitis A, typhoid and polio and exacerbates stunting.



OUR APPROACH

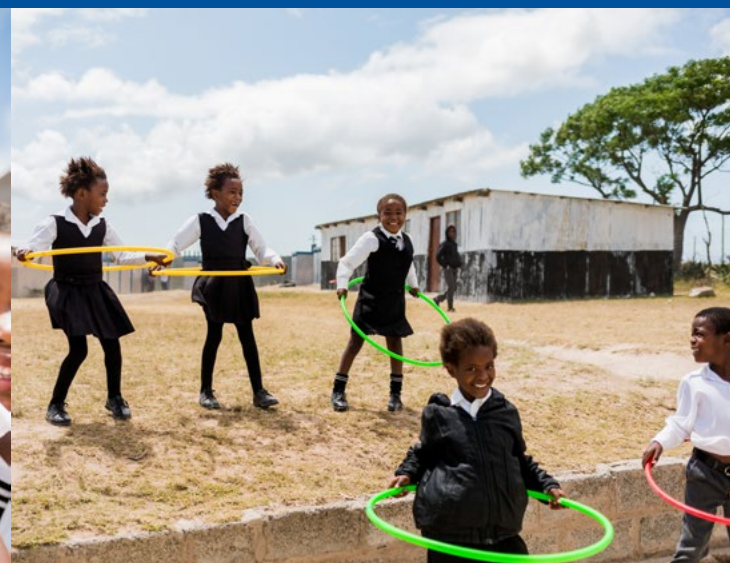
The improvement of health and hygiene technologies contribute to the elimination of sanitation-related diseases like diarrhoea, cholera, and dysentery.

We work to bring an end to sanitation problems in the world, and uphold the socio-economic right of every person to have immediate access to

an adequate, functional and dignified sanitation solution that suits their living environment and circumstances.

We believe that sanitation is a social issue and we work closely with the communities we are involved in. Their feedback tells us that they want products that are beautiful, inviting, clean and odourless.

Ultimately, our priority is the end-user themselves—the men, women and children who do not have immediate access to a toilet that is safe, private and easy to use. We keep working to find ways of creating products that will empower and uphold the dignity of every end-user and inspire ownership and pride in their Amalooloo.



HEAD OFFICE

T: 012 333 8326
F: 012 333 8418

9 Steenbok Street
Koedoespoort Industrial
Pretoria
0186

betram

Patented Waterborne and Dry Sanitation Solutions

BLOEMFONTEIN OFFICE

T: 051 432 9977
F: 086 548 8869

10 Nico Le Roux Street
Bloemfontein
Free State
9300

WEBSITE

www.amalooloo.co.za

TWITTER

@Amalooloo1

FACEBOOK

@amalooloo

AMALOOLOO APP

