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WITH PICTURES
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ZAMSHU UNLEASHES LOCALLY DESIGNED SMELTER BOOT

LUSAKA, ZAMBIA – Zamshu, the footwear division of Zambeef Products, has launched a new locally designed smelter boot for mining industry.

The stylish boot, which was designed by highly experienced Zambian footwear designer Richard Mulenga, will ensure miners in Zambia and beyond fully concentrate on their work without worrying about the safety of their feet.

“We are confident that the local and regional mining sector will embrace and adopt this boot as the PPE of choice for their workforce. Not only is it made to the highest global standards, but it is also a more affordable than imported substitutes,” said Zamleather General Manager Richard Franklin.

The protective footwear has been approved by the Ministry of Mines’ Mine Safety Department.

“We understand that safety is key in mining, therefore, this is our contribution towards the wellbeing of our miners,” noted Mr Franklin.

The launch of the boot is a demonstration of Zamshu’s determination to produce quality footwear from local raw materials, he added.

“The hides used to make this boot are from animals reared in this country as a by-product of the beef processing industry. So, we mean serious business when we talk about ‘local is laka’ or value addition in the agriculture sector,” stressed Mr Franklin.

The Zamleather General Manager has called on mining firms to try the new smelter boot for themselves.

“It’s a no-brainer: save money, save valuable forex, support local manufacturing and supply your staff with comfortable, durable footwear made to the highest global standards. Why wouldn’t you?” he assured.

The smelter boot is now on sale in all Zambeef Macro outlets and reputable PPE retailers nationwide.

“We do not just end on feeding the nation. We clothe the nation too,” emphasised Mr Franklin.

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About Zambeef Products Plc

Zambeef Products Plc is the largest integrated cold chain food products and agribusiness company in Zambia and one of the largest in the region, involved in the primary production, processing, distribution and retailing of beef, chicken, pork, milk, eggs, dairy products, fish, flour and stockfeed, throughout Zambia and the surrounding region, as well as Nigeria and Ghana. It has 228 retail outlets throughout Zambia and West Africa.

The company is one of the largest suppliers of beef in Zambia. Five beef abattoirs and three feedlots located throughout Zambia, with a capacity to slaughter 230,000 cattle a year. It is also one of the largest chicken and egg producers in Zambia, with a capacity of 8.8m broilers and 22.4 million day-old chicks a year.

It is one of the largest piggeries, pig abattoirs and pork processing plants in Zambia, with a capacity to slaughter 75,000 pigs a year, while its dairy has a capacity of 120,000 litres per day.

The Group is also one of the largest cereal row cropping operations in Zambia, with approximately 7,973 hectares of row crops under irrigation, which are planted twice a year, and a further 8,776 hectares of rainfed/dry-land crops available for planting each year.

Zambeef employs over 7,400 people with a total wage bill of K38 million per month.

More information is available at www.zambeefplc.com

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