

Media release

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For immediate release

### Erongo RED launches new corporate identity

On 6 March 2009 Erongo RED, the regional distributor for the Erongo region launched their new corporate identity to clients at a glittering function in Walvis Bay.

The Erongo Regional Electricity Distributor Company (Pty) Ltd, commonly known as Erongo RED, was established within the context of the Government's National Development Plan with the ultimate aim of a dynamic and efficient commercialised electricity distributor for the Erongo region. Erongo RED's inception took place on 1 July 2005, and the company assumed responsibility for the provision of electricity service delivery to its assigned customer areas in the Erongo Region.

At the launch of the new Corporate Identity Gerhard Coeln, CEO of Erongo RED highlighted the advantages of the RED's and said that economies of scale would lead to lower electricity prices to end consumers while the pooling of human, operational and capital resources would mean reductions in cost. A company specialising in electricity distribution and supply only, would furthermore be better focused to meet the ongoing challenges in the electricity industry in Namibia and the SADC region as a whole.

Coeln, in his address, also spoke about the achievements of Erongo RED thus far and the way forward. The Deputy Minister of Mines and Energy, Bernard Esau, was the guest of honour at the occasion and he delivered the key note address to the invited guests.

Ends

Note to editor:

The new corporate identity of Erongo RED was launched to the staff first - during the evening of 5 March 2009. 183 staff members from all regions where Erongo RED operates attended the event and enjoyed a memorable evening. They were entertained with an interactive drumming session where the spirits were high and after a presentation by their MD they were asked to pledge their support and loyalty to the company with a hand print - in red ink - on a canvas. The evening ended on a high note with some music and dancing.

For further information

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