



## Standard Electrical embraces transformation

Standard Electrical, one of the largest electrical contracting companies in South Africa, recently joined forces with Crowie Holdings, an integrated property and construction solutions Holding Investment Company, who has acquired a 51% shareholding in the business.

Standard Electrical has been in existence for 64 years, and is proud to enter into this transaction (which is subject to approval by The Competition Commission). Says Gary Abrahamson, MD of Standard Electrical, "I am very excited to take the business to a new level. We are entering into a new phase that will be characterised by continued business growth. With our partners on board, I am confident that we can forge ahead as one of the leading electrical contracting companies in South Africa." Abrahamson maintains his position as Managing Director, and adds "I am remaining on as MD doing what I love in a business that I have an extreme commitment and dedication to."

Standard Electrical, with a cidb Level 7 rating, has been involved in all facets of the electrical engineering and contracting field, specialising primarily in the commercial and industrial building industry. The company's operations cover a broad range of general and specialised fields, including office buildings, shopping centres, hotels, industrial buildings, hospitals, housing and apartment complexes.

Standard Electrical has also recently created a division called Standard Energy. It is focused on providing solutions to clients by installing energy efficient and energy monitoring systems to their buildings and contributing to the energy savings that the country so desperately need from consumers. "Our commitment to this is evident by us being the only electrical contracting company with a silver founding membership with the Green Building Council of South Africa," says Abrahamson.

Rowan Crowie, CEO of Crowie Holdings and Chairman of Standard Electrical, echoes Mr Abrahamson's sentiments, adding that the transaction will also mean the dawning of a new era for Crowie Holdings. "Gary's continued leadership gives us confidence and reassurance that we can take the business to greater heights. We are focused on actively pursuing an aggressive growth strategy and new acquisitions that will complement our extensive range of service offerings."

As a result of the pending transaction, the company will now boast a 68% BBBEE ownership.



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