

The new Lumber City in Walvis Bay:

Freddie Stander and his daughter Deidre opened their Lumber City in Walvis Bay on the 1st August with a bang. From the outset it was clear that Freddie's intention was to be the biggest and best board store in Namibia.

He put his money where his mouth is by not only installing the best and most sophisticated machinery, but also bringing in truck loads of board products, Pine and Hardwood PAR, a very wide variety of cabinet hardware and a selection of post formed tops that I haven't seen in any board store, let alone a Lumber City.

Within one week, the store underwent a transformation from a complete empty building into a full blown trading store. In this Lumber City you will find every single melamine colour (whether woodgrain or solid) from Sonae and PG. At this point in time they stock approximately 1000 woodgrain and colour melamine boards and over 2000 white melamine – and they are only 2 weeks old!

Freddie het ook besef dat as hy wil groei tot die beste en grootste bordwinkel in Namibië, dan moet hy ook die diens kan lewer wat beter en vinniger is as sy opposisie. Uit die staanspoor het hy besluit dat paneelsae nie die produksie sal kan lewer wat hy verlang nie. Aldus het hy vir hom 'n "beam saag" aangeskaf – die grootste wat ek nog gesien het en nogal op Gumtree gekry – en vir Austro in Johannesburg gevra om dit uitmekaar te haal.

On Tuesday, 26th July the beam saw, the new panel saw and edging machine as well as a corner edge trimmer and pneumatic concealed hinge drilling machine arrived on a super link and was offloaded with a crane truck. I was extremely impressed by a youngster named Kyle from Austro who commissioned the beam saw and trained the staff in using this sophisticated machine.

During my stay with them, no less than 7 super links were offloaded. Freddie is no doubt the best negotiator I have ever met, a person who has clear cut goals and the drive to reach it. He eats, sleeps and drinks business – no wonder he told me the other day he had to take a sleeping pill because his brain just doesn't want to switch off.

Deidre, as small as she is, has extremely wide shoulders and handles the daily operations with a calm that I could never possess. This formidable father and daughter team is a force that will be reckoned with in Namibia.

Furthermore they have two other Freddie's there, Freddie Stander's son Freddie (Jnr), the very colourful sales manager Freddie van der Merwe and the ever present "Oom" Tas. What a team!



Agter (L na R): Oom Tas, Freddie v/d Merwe, Freddie Stander

Voor (L na R): Gert, Michael, Deidre Stander, Freddie Stander Jnr



Die ingang van Lumber City Walvisbaai



Signage as you enter Walvis Bay from Swakopmund



The store before all hell breaks loose



The edging machine being offloaded



The first trucks filled with board arrive



The beam saw being offloaded



The beam saw and panel saw being commissioned