



THATCHERS ASSOCIATION OF SOUTH AFRICA DEKKERSVERENIGING VAN SUID-AFRIKA

Newsletter 5/2011
15 June 2011



Abrie Visagie
NATIONAL CHAIRMAN

NEWSLETTER

TASA's Origin and Aim

The inception of TASA is attributed to a group of visionaries who are the foundation members of the organization. Their first objective was to draw up an acceptable specification for Thatching Industry and secondly to unite thatch contractors

“2. VISION

To be known and accepted as the national voice of the professional Thatcher's trade in South Africa.
To achieve international bargaining power for its members as well as manifesting their competitiveness, skills and products.

3. MISSION

To be nationally representative with an internationally accepted structure through the practicing and maintenance of standards of supreme quality that will be to the advantage of all members interested and involved parties.”

Quote from the Constitution

Has TASA any relevance?

A technologically advanced and information driven business environment with equally sophisticated communication instruments such as the internet and cell phones, demands alertness so as not to lose competitiveness. The question arises whether the above is achievable without an organization such as TASA. The use and abuse of the TASA registered trade mark for marketing purposes is an indication of its effect and desirability by members and non-members.

Has TASA any teeth?

An abstract from a written directive to a contractor using the logo illegally is an example:

“Your website (.....co.za) has reference which displays the registered trademark of the TASA.

According to our records, you were **NEVER A MEMBER OF THE TASA** and by displaying the TASA logo and pretending that you are a member of the TASA is **FRAUD**.

A letter of Attorney will soon follow and we are reporting you to the South African Technical Auditing Services (SATAS) and SAPS.

You are requested to remove the logo within twenty four hours from your website and other advertising materials, or apply for membership and immediately pay the R3 500 membership fee.

This is a very serious offense and can not be taken lightly.”

Non-members guilty of the offense normally react spontaneously whereas non-paid up “members” averting renewal of their membership need more encouragement to stop the practice. Their clients are normally the ones that react.

How does the illegal use of the logo and other misdemeanours come to the attention TASA?

Clients inform TASA unfortunately after substantial financial losses and suffer from inferior construction practices.

A contractor is not a member if his name does not appear on the membership list available on the website. The names of members, whose fees are in arrears for more than two months without any arrangement with TASA, are removed from the membership list.

All advert and printed material carrying the logo cannot be used and the logo on the member’s website must also be removed. Vehicle magnets/stickers must be removed.

It is absolutely unfair towards our paid up members to allow those with outstanding membership fees to continue reaping the benefits of the organization notwithstanding repeated admonishments.

Does TASA succeed in its mission statement “...accepted structure through the practicing and maintenance of standards of supreme quality that will be to the advantage of all members interested and involved parties.” ?

With the promulgation of the Consumer Protection Act and stricter regulation of the Building Industry, the question arises whether TASA can wash its hands in innocence when specification requirements are not met such as in instances where immature thatch grass is harvested during growing season as well as the use of immature thatch reed with leaves used as a spray layer.

The above practices are coming much to the fore in the inland areas with the resultant appalling quality of the thatch roofs.. This is to the detriment of the industry giving thatch roofing a bad name.



Immature reed thatch still with leaves and seed



Difference in quality



Mature reed



Difference in grass quality



Free of loose material



The use of Sisalation has become obsolete

- Chemical products with unsubstantiated benefits marketed for thatch roofs with resulted damage e.g. thatch painted a different colour, thatch glued together to prevent monkeys pulling it out etc.

The ideals in the mission statement can be achieved through information drives in the media and radio to enlighten the public at large. Information regarding TASA and specification requirements are also provided to municipalities in the RSA. Articles are also published in the gloss media.

Enquiries/complaints from clients are promptly addressed and important information is published on the TASA website.

A well informed public, insurance companies, building inspectors and relevant professions can contribute substantially towards achieving the TASA goals.

How sustainable is TASA at present and what is its commercial value?

The platform created must not be lost and much has been gained through discussions and deliberations. Negotiations with the SABS and relevant organisations would not have been possible if the industry did not have a mouthpiece.

TASA's right of existence is founded in its members, delivering outstanding workmanship and quality of service to clients. This alone ensures its standing in the industry.

Kind regards

Abrie Visagie
NATIONAL CHAIRMAN

Thatchers Association of South Africa
P O Box 15936
LYTTELTON
0140

Mobile 083 283 8429
Fax 086 6409 151
Email address admin@sa-thatchers.co.za
Website www.sa-thatchers.co.za