

EASYHALLS: The rise of a steel-framed building company in Africa



ADVERTORIAL - In 2014, Luxembourg-based steel-framed buildings manufacturer, Easyhalls sold about 20 buildings per week. Steel buildings for farmers, and the industrial sectors, have been erected in twenty countries across Africa.

Established in 2001, **steel-framed buildings manufacturer**

Easyhalls.com is now present in 43 countries, including several African countries such as Senegal, Burundi, Congo, Algeria, Morocco and Cote d'Ivoire.

Innovation: key of the success

The firm's success hinges on its capacity to provide a product that is pertinent to the African market. Easyhalls.com masters the galvanization process - the best method to fight corrosion - while offering a free anti condensation layer on its sheet metal. The anti-condensation system absorbs about 500g of water per square meter.

Easyhalls.com's website is also designed for cell phones, and can be accessed in areas with limited internet connectivity. **Steel-framed buildings** can be purchased via your phone!

Business model: low cost steel-framed buildings

The price of a steel-framed building is about 25€/square meter* Our products come with a manufacturer's insurance - Allianz the first German insurer works with easyhalls.com to guarantee the quality of materials used to manufacture the buildings.

But a good price is nothing without efficient shipping. In this field, Easyhalls has partnerships with shipping companies and is able to deliver the buildings across Africa. The steel buildings are loaded in France on 40 feet open top containers and shipped to their destinations to be erected.

Kit Buildings

After paying for and receiving the buildings, the next step is its assembly. Easyhalls.com is dedicated to designing products that can be easily assembled. Our products come with assembly manuals.

Questions concerning the assembly process will be directed to the engineer who designed your **steel-framed buildings**. Reactivity is one of the key factors of the company.

A product built to last, a company built to succeed

The next step for easyhalls.com is to tackle English speaking countries in Africa. As the sales director said: "Africans are demanding. To succeed, a company has to be demanding on its own work, on the quality of its buildings and to use top quality materials. The old idea that Africa must have low quality buildings is over. In fact, at easyhalls.com this idea never existed."

The value-proposition of the firm is well defined in its moto: "practical products, strong buildings at an affordable price without ignoring quality standards."

The next decade must confirm the success of the steel building company. Will the company steal the show? One thing is sure, easyhalls.com is on the right path.

More info on <http://www.easyhalls.com/africa>

* Please note: Prices may fluctuate.