

## To go Green, or not to go Green?

Contributed by KBCGROUP  
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-By Wim Fourie While almost everybody I know are proverbially "painting their buildings green", I have found many great services & service providers in the industry; yet so many are over-priced, as these "Green Companies" are simply leveraging the oldest rule in the Marketing Manual namely: "The demand-, & supply-curve". This to the detriment of the potential buyers, as current "sell;ers" of Green Solutions are aiming for High profits & little Turn-over!

I say in my opinion, that "fair profit" is not at the order of the day! In the existing "Green Climate"; one would have to re-look at strategy & positioning, as "who" will "buy" if the "Green" market is proverbially "raped" year-after-year, with a silent disapproval & financial disposition of the buyers in the industry? I say that "Green" MUST be affordable to the masses!

I say that people are simply going astray as a result of their lack of knowledge.

This is where we come in: KB&C GROUP (Kingdom Builders & Construction Group Pty Ltd) is a 51% Non-White Female owned business, as well as the newly mandated licensee for "Green Building" systems in Sub-Sahara Africa! The Group has just concluded their part of the Joint Venture with Germany in officially founding Mercado House South Africa. For more info contact us! Our product is not just a wall; It is a system! It is "Green". Our system is proven to literally reduce construction time by 500%! What will really "blow your socks off" is the fact that our system is internationally recognised & have been in use in Europe for over 50 years.... How could this have been missed for so long...? I say that our 30-Year warranty on the product against cracking, as well as damp really gets ones attentions as it truly blows anybody's hair (or wigs) back! Don't you think so? Who in South Africa currently has this willingness to offer such a warranty; Except for KB&C GROUP & Mercado House South Africa

For comparison: If it costs a 'conventional developer' the same to put one worker on site, compared with our system, why will anyone then NOT use our system if they save 500% on the time the construction process? Isn't this part of every projects where the "Green" goes missing? Another Bonus: Our product gets manufactured on your construction site; (min space requirements for that) in our mobile plant & thus further reduces our carbon footprint, therefore less negative impact on the environment, as transport-logistic are significantly reduced! All products manufactured on each plant is environmentally friendly! Strange to think that the very same item, your 4 year old can lift above his head, carries a 30 year warranty, stacks like lego, has the ability to build 15 stories high & NO skilled laborers required to build with our system. Local authorities are "raving"! So should you! 6 - Easy Steps toward going Green!

- Identify your need to save money
- Identify your need for a Green Construction Systems
- Look at our website: [www.kbcgroup.co.za](http://www.kbcgroup.co.za)
- Make contact with us!
- Be a satisfied client & refer your associate

- Call Again for more!

The Question Remains:

- Any serious companies willing to work with us?
- seeking an extremely lucrative investment opportunity with ROI in less than 1 Year! Don't Delay, in order to avoid not "going green" with envy! Warm Regards, Wim Fourie

Group Chief Executive

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Shop B5, 5 Star Junction, c/o Juice & Beyers Naude Drv, JHB, RSA "Our goals can only be reached through a vehicle of a plan,

in which we must fervently believe, and upon which we must vigorously act. There is no other route to success."

~ Stephen A. Brennan