



Peter Hohne (left, surface mine manager of Ekapa) and Jahn Hohne (CEO of Ekapa) at the reveal of the new Ekapa brand. Photo: Supplied

New name for Kby mine

Since Wednesday (01/07) Kimberley Ekapa Mining (KEM-JV) will be known as Ekapa.

The name KEM-JV was a descriptor of the joint venture between Ekapa Mining and Petra Diamonds, which does not exist anymore.

Jahn Hohne, Ekapa CEO, said in a press statement the name change is implemented without changing employment agreements or working conditions while contributing to efficiencies through the simplification of administration processes and management controls.

“The change facilitates simplification of the company structure, but more importantly, it also presents the opportunity to recognise the employees in the Ekapa-family who we admire and respect as hard-working people and who continue to be a significant part of the fibre of our city,” Hohne said.

As part of the name changing celebrations, Ekapa supplied protective Covid-19 masks to family members of all employees working for the company.

Hohne said these masks support the company’s brand heritage and positioning

as these are special “Ekapa Super Masks” that incorporates a hydrophobic water-resistant inner protection liner, making the masks fully washable and reusable on a daily basis.

“Our people at the mines have always been and continue to be proud to work to provide for their families. And their families are proud of them for the way in which they take care of their loved ones, through good times and the difficult times we overcome together as Ekapa people.

“The masks are therefore not only a contribution to the fight against the coronavirus, but also a token of our understanding of the pride of the Ekapa-people and how important their families are to them,” Hohne said.

According to Hohne the masks signify the company’s new slogan, “Proud to Provide”, through which deserved recognition is given to all the people who have been working the diamond mines in Kimberley for 150 years, and specifically for those continuing this heritage of pride found in earning a living through hard work to provide for those you are responsible for.