



HISTORY & ESTABLISHMENT

Brief History on the Career of Mehmood Essop:

Mehmood Essop started his fan career with Donkin Manufacturing as a junior stores controller in April 1981. At that time, Donkin Manufacturing was well known as the market leader in fan engineering & manufacturers of all types of fans for the HVAC, Industrial & Mining industries. Mehmood Essop was an enthusiastic youngster & found the fan industry to be very fascinating & decided to pursue his career in the fan industry. This opportunity however, did not come easily by any means because the country was still very much in the apartheid era of racial segregation of non-whites. Nonetheless, with his persistence & determined approach in 1985 he was promoted as an Internal Technical Sales Engineer.

His ability & hunger for technical fan knowledge together with professional in-house training & various courses has given him the opportunity to become a successful External Technical Sales Engineer in 1987. This position however, at the time was very challenging because Mehmood Essop was probably one of the very first non-white Technical Fan Sales Engineer in a predominantly white industry. Unfortunately at this point of his career at Donkin Manufacturing, he had to face many obstacles & the one most challenging was the rejection towards him from certain clients & their unwillingness to accept him. This did not deter him at all & he continued with a positive mindset & attitude to become a very successful Technical Sales Engineer for the HVAC Market.

In 1994, Howden Africa acquired Donkin Manufacturing from Murray & Roberts, and the name changed to Howden Donkin. During the Howden acquisition, Mehmood Essop remained as the HVAC Sales Engineer. This was during the post-apartheid period when South Africa became a fully democratic country for the first time in history, with great expectations of equal opportunities awaiting for all races in a new rainbow nation. Nonetheless, Mehmood's friendly attitude together with his product knowledge & technical ability to assist clients has given him the responsibility for taking care of key accounts. In 1998, he was promoted to HVAC Regional Sales Manager responsible for all HVAC sales in Gauteng, Northern Province, Mpumalanga & Free State regions. In addition to his sales responsibilities, he was also responsible for jointly managing the Johannesburg branch together with the Industrial Sales Manager.

During the forthcoming years, Howden Africa as the holding group went through several changes with uncertainty to many employees regarding their future at Howden Donkin. In 2000, Mehmood Essop resigned from Howden Donkin & pursued with his career by starting Dynamic Fans. Coming from a large cooperate background & then starting a new company with limited resources was a great challenge for Mehmood Essop. During the early years of Dynamic Fans existence, it was a difficult uphill journey with many obstacles on the way. However, he did not give up hope & once again, his determination to succeed with the full support of his spouse Rehana Essop the company prospered slowly over many years. Not restricted in supplying of fans only, Mehmood Essop also had the privilege of designing ventilation systems for various fan applications. This was a benefit to his clients as it ensured them that the correct fans for their application would be offered by Dynamic Fans. The company is now known as Air Dynamic Fans (Pty) Limited or ADF in short & privately owned by Mehmood & Rehana Essop on an equal 50% each shareholding basis respectively.

Brief History on Air Dynamic Fans:

During the first few years of Dynamic Fans existence & being a very new company, there were numerous obstacles and challengers however, due to Mehmood Essop's sheer determination and perseverance the company survived & prospered slowly over years.

In May 2009, Dynamic Fans cc was converted from a Close Corporation to a company as Dynamic Fans (Pty) Limited. There were no particular reasons for the change, other than for better recognition in the industry as a professional & reputable company. Unfortunately, in 2008, the world went into a global recession & South Africa was no exception to this downturn & business declined very rapidly over many years with uncertainty of recovery throughout the world. During the recession, Dynamic Fans was no exception and went through a very difficult period. Once again, hopes were not lost & Mehmood Essop injected more funds from his private investments into the company.

In May 2013, Dynamic Fans underwent a transformation with a 100% takeover as a family owned business. Mehmood Essop & Rehana Essop each having a 50% shareholding in the company. At the same time the name of the company also changed to Air Dynamic Fans (Pty) Limited. The reason for this name change was to identify the company to have an atmospheric status in line with the nature of the business. The change of ownership & name change has given the company more exposure in terms of business opportunities & recognition as a 100% fully black owned business.

Air Dynamic Fans Mission Statement is, "To Provide Quality & Excellent Services to all Clients"