



SA Shower Enclosure  
Manufacturers Association

**MEMBERSHIP APPLICATION FORM**

We, the undersigned do hereby make application for membership of the South African Shower Enclosure Manufacturers Association, in the following category:-

1. **MEMBER – (Manufacturer)**

1.1 SASEMA – Shower Manufacturing Industry \_\_\_\_\_

2. **ASSOCIATE MEMBER - (Material Supplier)**

2.1 SASEMA – Supplier \_\_\_\_\_

3. **DETAILS OF APPLICANT**

3.1 Trade Name: .....

3.2 Physical Address .....

.....

3.3 Postal Address: .....

3.4 Telephone: ..... Cell: .....

3.5 e-mail: ..... www.....

3.6 Facsimile: .....

3.7 Name of representative to whom correspondence should be directed:

.....

3.8 Number of years trading experience with this company: .....

4. **REFERENCES**

4.1 Bank: .....

4.2 Branch: .....

4.3 Bank Account No: .....

5. **TRADE REFERENCES**

5.1 .....

5.2 .....

6. **GENERAL INFORMATION**

6.1	Name and addresses of Directors/Members/Partners Proprietary:	Personal Industry Experience
	.....	
	.....	



6.2 Name and addresses of Shareholders

6.3 Number of employees (Including Directors/Members)

Monthly paid: .....

Weekly paid: .....

6.4 Registered:

6.4.1 Company Registration Number: .....

6.4.2 Tax Registration Number: .....

6.4.3 VAT Registration Number: .....

6.4.4 Workmen's Compensation Number: .....

6.4.5 Public Liability Insurance Cover: Insurance Company: .....

Amount of Cover: .....

**7. JUDICIAL MANAGEMENT OR LIQUIDATION**

Have any of the Directors/Members/Partners/Proprietors/Shareholders been involved in any company Partnership/Business which has been placed under Judicial Management or Liquidation?

Yes/No

If yes, please supply full information under separate cover.

We agree when admitted as a Member/Associate Member/Corporate Member to uphold and abide by the Memorandum and Articles of Association (available upon request), Code of Ethical Practice (enclosed) and any decisions of the Association from time to time in force and further undertake to acquaint ourselves with all existing provisions.

We hereby declare that the information provided in this application is true and correct to the best of our knowledge and belief.

**APPLICANT:**.....**DATE:**.....

**SIGNED:**..... **DESIGNATION:** .....

**PRINT NAME:** .....

**PROPOSER / SECONDER / NATIONAL CHAIRMAN**

**PROPOSER:** (Manufacturer SASEMA Member) .....

**SIGNED:** ..... **PRINT NAME:** .....

**SECONDER:** (Supplier).....

**SIGNED:**..... **PRINT NAME:** .....

**NATIONAL CHAIRMAN:** .....

**SIGNED:** ..... **PRINT NAME:** .....



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## **CODE OF ETHICAL PRACTICE**

### **I. AIMS AND OBJECTIVES**

The overall aims and objectives of SASEMA are set out in the following Mission Statement:

### **II. MISSION STATEMENT**

SASEMA will at all times endeavour:

- To be the Professional Organization within South Africa which is uniquely committed to the Disciplines and Standards surrounding the Manufacture, Supply and Installation of Shower Enclosures.
- To agree and maintain performance and quality standards in the interest of both the industry and its customers.
- To actively promote the Association and its Members, their commitment to performance standards and Code of Ethical Practice to the Public in order to create a Professional Image for the Shower Enclosure Industry.
- To educate Specifiers in the appropriate use of Shower Enclosures as Building Components through relevant publications.
- To provide a Forum for the Exchange of Expertise and Interaction between Individual Members and Organizations.
- To encourage mutual support, respect and fair dealings amongst members in all matters affecting their interest.
- To communicate to all Stakeholders in the Shower Enclosure Industry the Register of Accredited Members of SASEMA who have Satisfied the Association's Requirements of Predetermined Standards

### **III. THE CODE DEALS WITH:**

1. Sales Promotion and Advertising
2. The Product/s
3. The Sale
4. Employment
5. Installation of Products
6. Guarantees
7. Handling of Complaints
8. Requirements of Business Operations
9. Mutual Respect
10. General
11. Enforcement

#### **1. SALES PROMOTION AND ADVERTISING**

(This section covers all forms of sales promotion, including exhibitions, retail displays, literature, samples, discussion groups and advertising.)

- 1.1 Product samples should always be representative of the actual product/s.
- 1.2 All printing and advertising should not include exaggerated claims and should be legal, decent, truthful and not misleading.

#### **2. THE PRODUCT/S**

- 2.1 Products should be fit for the purpose for which they are bought.
- 2.2 Where the buyer, expressly or by implication makes known to the seller, at the time of purchase or installation, any particular purpose which the products are being bought, there is an implied condition that the products offered are reasonably fit for that purpose at the time of purchase or installation and comply with performance standards as published by SASEMA from time to time.
- 2.3 All products shall perform according to the minimum standards as set out in the Association's performance standards as published from time to time. The product as installed must meet all the relevant design criteria, taking cognisance of the specific site conditions.



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- 2.4 To ensure that minimum standards are met all shower enclosure products must be submitted for type testing to SASEMA standards.
- 2.5 All shower enclosure manufacturers must obtain individual test certificates for each product type which they manufacture.
- 2.6 Test certificates are not transferable to a third party under any circumstances whatsoever.

### **3. THE SALE**

- 3.1 Member shall ensure that their sales personnel treat a customer with courtesy and respect at all times; moreover it is incumbent upon employers to see that their staff are well trained, advise customers correctly and do not knowingly disseminate false or misleading information concerning the product/s or service they sell.

### **4. EMPLOYMENT**

- 4.1 Members shall not blatantly solicit the service of other Members' employees so long as they are employed.
- 4.2 All statutory obligations must be met by members.

### **5. INSTALLATION OF PRODUCTS**

- 5.1 Installation of products must comply with accepted good practice and SASEMA guidelines as updated from time to time.
- 5.2 Where sub-contract labour is used it is the duty of the Member to ensure the quality of workmanship is in keeping with accepted good practice, and that all installed products meet SASEMA test and other criteria.

### **6. GUARANTEES**

- 6.1 Guarantee periods for all products sold, should be clearly stated at the time of sale and the customer made fully aware of these conditions.

### **7. HANDLING OF COMPLAINTS**

- 7.1 Complaints about delivery, quality and workmanship, however minor, should be dealt with promptly and not be allowed to develop into major issues through failure to respond, broken promises, vague assurances and defensive or evasive attitudes.
- 7.2 Members should take particular care to settle quickly disputes over quality and workmanship as these can bring the entire Shower Enclosure Industry into disrepute. Complaints should be investigated promptly by members and if substantiated, settled quickly, efficiently and courteously. All responses, offers, comments and remedies should be made in writing. If it is felt that the customer does not have justifiable complaint the member should explain why this is felt to be the case.
- 7.3 If the member's remedies or explanations do not satisfy the customer, the Association may be approached, in which case the Chairman may appoint an ad hoc committee to give an independent expert opinion.
- 7.4 Such opinions should only be given in good faith in order to give a recommendation to remedy the situation and the Association shall in every case state that:
  - 7.4.1 There is to be no suggestion that the parties concerned will have any claim against the Association arising out of the opinion and advice given.
  - 7.4.2 The Association's intervention is not to involve the Association in any expense or liability and, accordingly, it is deemed that the parties to the dispute shall specifically hold the Association harmless against any claims or actions by themselves and/or any other party arising out of this opinion and advice in regard thereto, whether such claim may arise out of breach of any contractual obligation or as a result of negligence or in respect of any defamatory statement contained in its report or otherwise made.



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7.4.3 The Association's sole obligation is to investigate the matter as it sees best, report its bone fide opinion and make whatever recommendations it considers appropriate to remedy the matter.

## **8. REQUIREMENTS FOR BUSINESS OPERATIONS**

8.1 Members are expected to ensure their business operations are carried out in a completely professional manner at all times, to be seen as a business of repute and at all times upholding the aims and objects of SASEMA.

## **9. MUTUAL RESPECT**

9.1 Members shall at all times have mutual respect for one another and their respective organizations.

## **10. CONDITIONS OF TENDER**

10.1 Members will respect and adhere to decisions of the Association in regard to contractual and trading conditions.

10.2 Members shall not misrepresent the performance standard of their shower enclosure product by implying that a certificate for one product covers a different product or that a certificate obtained by another manufacturer for the same type of product covers the product made by the member. If, when submitting a tender, the seller wishes to offer a product of lesser performance than required in the original specification, then the difference in performance must be clearly stated in the offer.

## **11. PRODUCT DRAWINGS and COMPONENT DRAWINGS**

11.1 Where complete shower enclosure products or specific components thereof are made to a member's own design, these are not to be copied or used by any other member in breach of:

11.1.1 The Copyright Act 98 of 1978 - covering the drawings.

11.1.2 The Design Act 57 of 1967 - covering the shape of any sections, components or fittings

11.1.3 Or such other Acts as may be promulgated from time to time

## **12. MAINTENANCE AND PROMOTION OF COMPETITION ACT**

12.1 Members will not infringe the Maintenance and Promotion of Competition Act 1979 as gazette on 2 May 1986, or any modification thereof, or substitution therefore.

## **13. GENERAL**

13.1 Notwithstanding the foregoing the Association reserves the right to amend or add to these rules as may be required from time to time.

## **14. ENFORCEMENT OF THE CODE**

14.1 It is a condition of Membership of SASEMA that this Code of Ethical Practice is accepted in its entire. In the event of an alleged infringement of the Code the matter will be placed for adjudication before an ad hoc disciplinary committee consisting of three members appointed by the Technical Committee of SASEMA with the Executive Director as convener.

The disciplinary committee is empowered to impose penalties on the member which may include suspension or expulsion from the Association. The member may appeal against any penalty to the National Council of the AAAMSA Group, whose decision, however, shall be final and binding.



**SA Shower Enclosure  
Manufacturers Association**

**SOUTH AFRICAN SHOWER ENCLOSURE MANUFACTURERS ASSOCIATION**

I / We hereby agree to subscribe to the **Code of Ethical Practice** of this Association in its entirety.

**MEMBERS COPY**

COMPANY NAME: .....

REPRESENTED BY: .....

SIGNATURE: ..... Signed at .....on .....200

1.....

**WITNESS**

2.....

**WITNESS**

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**SOUTH AFRICAN SHOWER ENCLOSURE MANUFACTURERS ASSOCIATION**

I / We hereby agree to subscribe to the **Code of Ethical Practice** of this Association in its entirety.

**SECRETARY'S COPY**

COMPANY NAME: .....

REPRESENTED BY: .....

SIGNATURE: ..... Signed at .....on .....200

1.....

**WITNESS**

2.....

**WITNESS**

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NOTE: Please return this section to:  
The Secretary SASEMA, P O Box 7861, Halfway House, 1685