



Sher Steel kicks off industry soccer tournament

Sher Steel has launched a Soccer Tournament for the Stainless Steel Industry. In the shadow of the 2010 soccer World Cup, the games aim to unite workers and management in the sector. While the World Cup focuses on uniting people from all around the world, this on a smaller scale “is all about team spirit,” says the tournament’s founder Jackie Palani, “and it is the perfect time to show how sport can be utilised as team building exercise in the workplace’. The initiative is the brainchild of Palani, who runs Sher Steel and Alloys and the soccer tournament is his way of giving back to the community. The Sher Steel Stainless Steel Soccer Tournament will be supported by the Southern African Stainless Steel Development Association (Sassda).

The tournament will kick off in Gauteng on 17 October at Sacred Heart, 15 Ekstein St, Observatory. It is a seven-a-side game and Palani hopes enough teams will enter to create a highly competitive arena. The teams can be made up of workers and management and anyone is invited to join

“We need initiatives such as this one, which unite companies and employees on all levels. This is about bringing the shopfloor and management on to the field,” says Tim Raaff, the managing director of Sassda.

The teams can be made up of men or women and a company can enter as many teams as it wishes. Trophies will be awarded to the winners as well as to the best individuals, the highest goal scorer and the most spirited team. A prize giving will also be held at the end of the tournament.

“This is about soccer and people,” says Palani, “it is about breaking barriers”.

Sher Steel and Alloys is a small and medium sized enterprise that comprises of Sher Steel which is a supplier and fabricator of stainless steel, Indent, which offers the service of rolling and bending of tubes in stainless steel and other metals, and Rainflow, which manufactures gutters and accessories.

The company was formed in 1992. The tournament is a corporate social investment project for the firm and was devised for the networking and integration of the members in the industry.

It comes hot on the heels of the Confederation Cup and right before the World Cup and its aim is to unite the industry through soccer.

Palani, the founder of Sher Steel, is an avid soccer player and enthusiast. He has played the sport at a professional level and has been involved in coaching here and abroad for many years. He has even had a go as a television soccer commentator. Palani is still involved in the development of the sport and an enthusiastic weekend player.

If you are interested in entering a team or sponsoring a trophy, contact Jackie Palani on 011 493 4152 or 0823890378, Kim Stevens on 082 855 4070 or 011 465 7635 and Wayne Toi on 0827858249 or 011 797 0886.