

# COMPANY PROFILE

January 2023

**SPECIALIST FLOORING & WALL PROTECTION PARTNER**

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Poly Sales Africa (Pty) Ltd. trading as Polyflor South Africa. Company Registration 2004/012256/07  
Directors: DL Coleman, P du Plessis, T Coleman

## High Level Overview

Polyflor is the leading supplier of quality vinyl flooring and wall protection solutions to the South African and African market, with particular focus on the Healthcare, Education and Commercial sectors.

Polyflor SA is a third generation, proudly South African owned company with a heritage rich in flooring. Our unique PolyCare philosophy sets us apart in the industry.

## The Journey

Louis Coleman, our chairman Denver Coleman's father, introduced Polyflor into South Africa in 1958 when entering into a business deal with James Halstead, the Manchester UK based company that manufactured the Polyflor product. This agreement was made in the same decade as Polyflor sheet flooring was first produced by the UK company.

The local company was created in 1958 under the name of Poly Sales Africa (Pty) Ltd. Louis Coleman's dream of opening a factory to produce the product came to fruition in 1961. He had wanted to open the factory in East London, his hometown, but a suitable factory for the production facility became available in Edenvale, Johannesburg and the decision was made to purchase this factory where production could begin quickly. Polyflor has, from that time onwards, been based in various locations within the Edenvale area.

At that time Louis did not wish to move from East London so a joint managing director was appointed. Colonel Doug Loftus, a decorated Second World War flying ace, filled this position. He was known, from time to time, for flying the directors around the country.

By the mid-1960s the old guard had passed on. The company had grown out of all proportion and a complete new management team was running the company.



*Management, sales agents and staff depicts the Sales Conference of 1967, in front of the office building of the Edenvale factory.*

By this time Denver had entered the picture after a stint with Polyflor in Manchester, working on the production line and associated areas as well as studying part time plastics technology. He was recalled to Edenvale in 1963 to run the extrusion line in the factory.

After the untimely death of his father Louis, he moved to East London and joined the technical sales team. His territory spanned from the KZN coast right across the Transkei, the Eastern, Western and Northern Cape all the way to Springbok in the north. Denver also supervised and worked on many different installations throughout this territory.

Early in 1969, Denver was recalled to Edenvale to take up a sales position. By mid-year the shock announcement came that the company had been sold to Marley (now FloorworX), another local vinyl producer. The Polyflor company and the trademarks were taken over and a 20-year restraint of trade was implemented on the products and trade name.

For a while Polyflor was run as a division of Marley, firstly under Gavin Jeffrey, a former Polyflor board member and subsequently under Denver. The Polyflor name was eventually dropped and the sales team absorbed into Marley.

The Polyflor UK company approached Denver when the restraint of trade ran out with a view to re-introducing the product into the South African market. Denver was running a small company called Denver Coleman Marketing CC at the time, specialising in teak flooring from Zimbabwe. Denver agreed and introduced the Polyflor range into his offering and the market was gradually established.

In 1992 Michael Vale, the Export Director of Polyflor UK granted the agency for all Polyflor products to Denver Coleman Marketing CC. Denver's wife, Sheila, joined the company full time. In 1994 Tandy, Denver's daughter joined Polyflor SA, officially making it "the family business". In 1997, Polyflor UK agreed for us to trade under the name of Polyflor SA. In 2004 the company changed from Denver Coleman Marketing CC and once again became Poly Sales Africa (Pty) Ltd, completing the cycle and reverting to the original name of Louis Coleman's company; a full circle. Over the last 30 years, Polyflor has regained its rightful place as the premier vinyl flooring company in South Africa. This was achieved after a slow but concerted effort in growing market share.

The emphasis has always been not only on selling product, but on providing an advisory service and guidance throughout the process. The company's training offering has always been a priority. With Denver's extensive technical and installation experience, the team investigated the issues installers were having on site and researching and testing solutions for these issues became a passion. Most of those original products and methods have now been implemented as an industry standard.

Initially the office was run from home, together with the family dogs and babies. In 1996, a small warehouse was purchased in Sebenza for carrying stock and the following year offices were constructed to relocate the company on a permanent basis.

An agent network throughout the company was established. By 2002 the current premises were no longer big enough and a bigger unit, around the corner from the original premises, was bought. The company moved into 8B Buwbes Road where it resides to this day.

Through this period, we have had unwavering support from the entire UK operation. Initially Andrew Barratt, of Polyflor UK was given the responsibility for the SA market and for years his excellent service and valued advice and assistance was pivotal in assisting us cementing Polyflor in the SA market. With the recent restructure of Polyflor UK, we are now developing the same solid relationship with Mark Scull, Managing Director and Robert Wardrop, Export & International Sales Director.

Similar to the UK Halstead dynasty spanning 4 generations, Polyflor South Africa is now being managed by CEO Tandy Coleman, a 3<sup>rd</sup> generation Coleman. Family values are core to the business and every single employee is accepted into the fold.

**Superior quality and environmentally sound products** are readily available from our reputable suppliers including our vinyl flooring range which is manufactured by Polyflor Ltd in our factory in Manchester and our wall protection systems from Gradus Ltd, also located in Manchester, England. We have recently introduced a locally produced rubber wall protector, manufactured from upcycled rubber tyres and are strategically looking to expand our range.

Founded in 1915, family-owned James Halstead PLC, based in Manchester England, pioneered the development of homogeneous vinyl floor coverings.

107 years later, Polyflor Ltd, run by four generations of the Halstead family, has 17 offices and factories worldwide, employs over 1,000 workforce and generates a nine-figure turnover per annum.

Polyflor are constantly striving to improve processes and products to reflect the changing demands of the marketplace. They invested ca. £34 million in plant and equipment over the last decade, enhancing and expanding our product portfolio to provide added value for our customers. A few interesting facts include total factory footprint = 178,374 m<sup>2</sup>, capacity for 64,000 rolls & 10,000 pallets - equivalent to 3 ½ soccer fields, can hold 7 million square metres of product, 24/7 operation, 40' Container loading takes 20 minutes and leadtimes – 6–8-week turnaround (although currently more like 10 – 12 weeks with the latest container issues).

We specialise in the following market sectors:

- Healthcare
- Education
- Hospitality
- Retail
- Commercial
- IT and Ordnance

We pride ourselves on the long-standing relationships we have with a multitude of companies across the various market sectors. These clients value our PolyCare philosophy and trust our advice and guidance.

## Brand Policy

A great brand comes from a place of truth about what a business authentically represents.

At Polyflor, we have the privilege of continuing a legacy created by a man of distinction and honour. A man who has earned enormous respect in the flooring industry and shared his knowledge and skill with a team he trusts. A team he considers family.

It is critical that we never forget our roots and the core of what Polyflor represents. We have a responsibility to continue this extraordinary legacy, represent it accordingly and keep honing it to ensure it remains relevant for future generations.

Polyflor is

- Premium
- Authentic
- Serious
- Modern classic
- Bright (hopes and dreams)
- Masculine
- Quietly confident
- Rationally flexible (aspiration)
- Skilled craftsmen
- Elegant
- Considered
- Consistent

Polyflor is not

- An apprentice
- Unrefined
- Flexible in pricing
- Light
- Formal
- Loud
- Subdued
- Feminine
- Arrogant
- Rigid (unreasonably so)
- Abrupt/rushed

**At Polyflor, we are obsessed with the quality of the product and the service that we deliver to our customers.**

Polyflor is people centric and we take great pride in our craft and the impact that it has on those around us. Our craft gets us out of bed in the morning. It is something we aim to perfect versus a job that is something we could choose to just do. We embrace our **craft**, resulting in the right level of ownership of the outcomes and the people who engage with us.

At Polyflor, our craft has no compromise. It's about doing it right, even when nobody is watching. It's about not cutting corners, and the satisfaction of a job well done. It's about solving difficult problems where the process is as important as the result. It's about planning every detail to guarantee success. It's about skills that are honed through experience, patience, and persistence.

We are confident high performers. Relaxed, stylish and flexible. We're the Old Khaki, Wildtrak Ford Ranger, Bullmastiff. Captain America. The cool Dad who you'd introduce your friends to and would hang with but who has clear ethics and boundaries and would take you to task if you overstepped your boundaries. The beautifully crafted piece of work, honed over time with persistence, patience and love.

Our sole purpose is to craft foundations for success and we ultimately aspire to be the African benchmark in our industry by continually honing our craft and building solid relationships based on sound values.

We are a values driven business and have entrenched these behaviours into the very core of our business, holding ourselves and each other accountable at all times. Heroic spirit, Humble habits, Curiously minded and 'All in' attitude determine the framework within which we run our business.

We speak with a unified brand message and voice. We operate within the design of the Polyflor corporate guidelines, including use of logo, colour palette, typography, brand signature, imagery and iconography, and we ensure our touch points are uniform throughout the business.

We always represent the Polyflor brand in this manner.



## **Our Purpose**

Crafting foundations for success.

## **Our Aspiration**

To be the African benchmark in our industry by continually honing our craft and building solid relationships based on sound values.

Our core values and behaviours are intrinsic to the business:

### **Values and behaviours**

#### **Have an “All-in Attitude”**

- Commit to be the best you can be; Be intentional.
- Ensure your actions and decisions are driven by what is best for the business and our clients.
- Always consider what you would do if this was your business.
- Take accountability for your actions.
- Pay attention to detail.
- Hold yourself and others accountable.
- Are you the “right person in the right job”?
- Never compromise on our values.
- Serve clients with passion.
- Learn by experience (internal and external).
- Live the culture.
- Meet your client where they are.

#### **Be Honourable, Ethical & Trustworthy**

- Lead yourself and others with zero arrogance.
- Be compassionate & empathetic.
- Acknowledge and respect all cultures and values while embracing diversity.
- Acknowledge your mistakes; understand; address and move on (be willing to forgive).
- Be honest and transparent with yourself and others.
- Have an attitude of gratitude!
- Be consistent, systematic and reliable in all you do.
- Foster strong relationships internally & externally; Be diplomatic, caring and patient.
- Commit to making both our colleagues our customers feel safe and respected always.
- Always communicate clearly to ensure absolute understanding.
- Never compromise your loyalty, integrity and beliefs.
- Never compromise our honour and ethics.
- Do what is right!
- We only provide service excellence!

### **Be Curious & Open Minded**

- Listen to understand and not to respond.
- Be prepared to ask 'why' more often.
- Be hungry for knowledge.
- Empower through the sharing of knowledge (internally and externally).
- Strive to evolve through constant solution seeking.
- Think out of the box.

### **Be Heroic**

- Be brave and courageous!
- Be resilient and tenacious with EQ and respect (diplomatic).
- Lead by example.
- Be kind.
- Be accountable for all your actions.
- Protect our family, and our values.





## PolyCare Philosophy

*Our commitment to you that makes the difference.*

**At Polyflor, we don't take the word "CARE" lightly. "CARE" is ingrained into our DNA and the fundamental philosophy we live by. A philosophy that guides every decision, action and recommendation.**

**PolyCare is our commitment to you when you choose to partner with us.**

**Attentiveness, Responsibility, Competence, Responsiveness, Respect and Collaboration form the basic cornerstones of our philosophy.**

### **Attentiveness**

*Servicing you with passion*

*Listening to understand*

*Conducting a comprehensive needs analysis to ensure our offering meets the requirements*

### **Responsibility**

*Always providing a quality product that is environmentally responsible*

*Offering extensive quality warranties*

*Holding ourselves and others accountable*

*Continually upskilling the industry*

*Sharing our knowledge*

### **Competence**

*Ensuring a deep knowledge of products and related solution advice*

*Striving to evolve through constant solution seeking*

*Offering unprecedented technical assistance*

### **Responsiveness**

*Providing detailed project planning to ensure stock on hand*

*Conducting pre and post installation site visits to mitigate risks*

*Offering guidance during installation*

*On and off-site training and maintenance advice*

### **Respect**

*Communicating and collaborating for a mutually beneficial result*

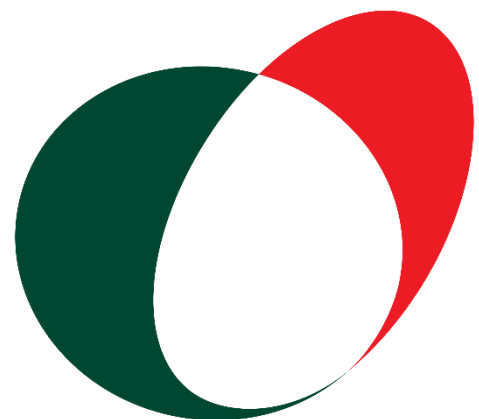
*Upholding honesty and integrity*

*Being authentic always*

### **Collaboration**

*Building the right team to ensure a successful outcome*

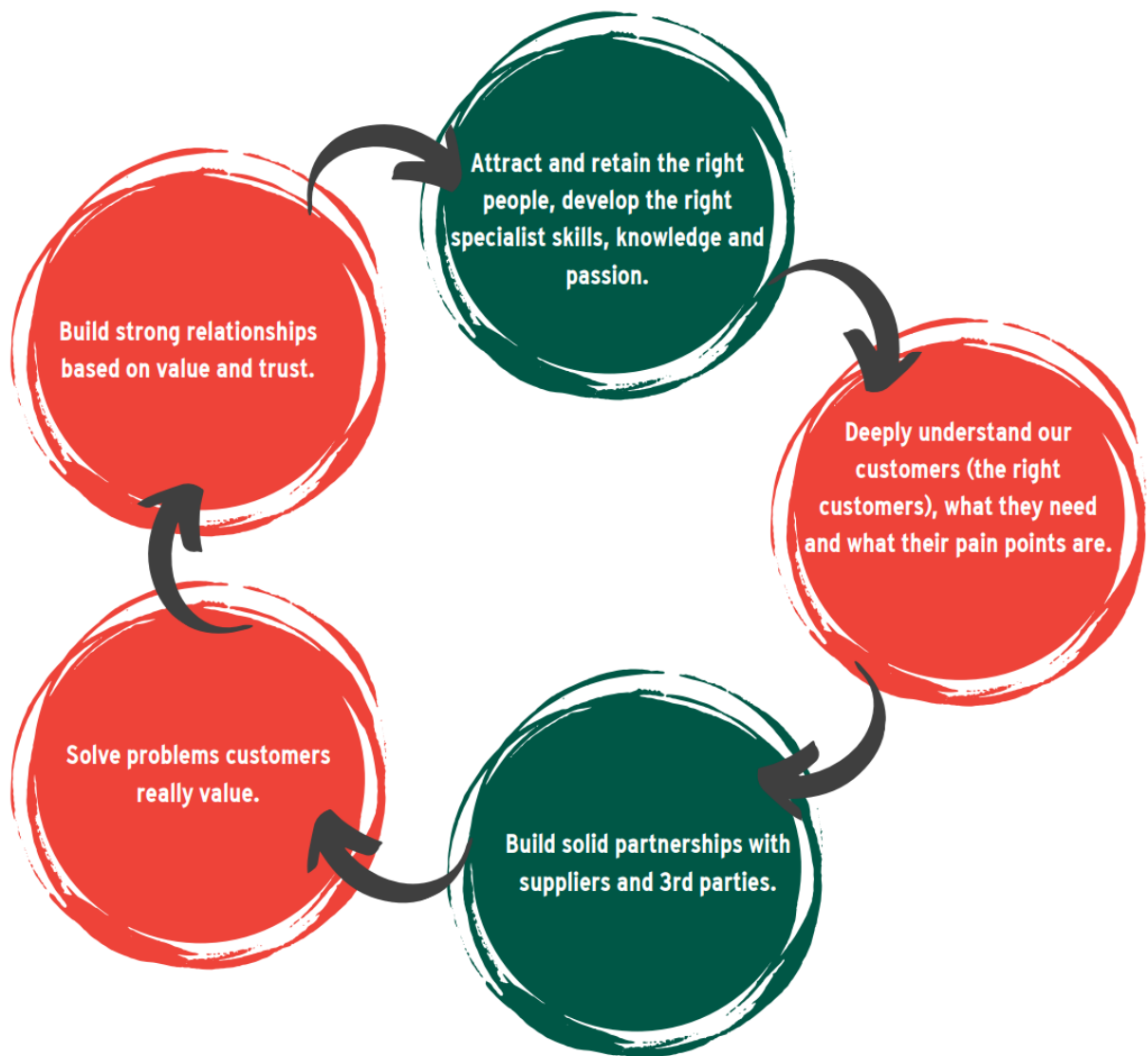
*Establishing meaningful, long-term relationships*



**POLYCARE**

## Flywheel

*Fuelling growth through managing force and friction*



## OUR TEAM



## FOUNDERS & OWNERS

**Sheila Coleman (Matriarch)** | Sheila was the founding owner of the Company with Denver and was very involved in the business, largely being responsible for the internal running of the business until she suffered a series of strokes and is undergoing a long rehabilitation process. She has had much support from the team and still occasionally attends company functions and important events.

**Denver Coleman (Chairman & Director)** | Co-owner with Sheila and founder of the company after the restraint on the Polyflor trademark expired. Denver managed the sales function around the country and ran the company. It was his natural way of selling that formed the blueprint for our sales methodology and PolyCare service. Denver currently holds the position of Chairman at Polyflor SA. While he is no longer actively involved in the day to day running of the company, he meets regularly with the executive team and is kept in the loop on all major decisions and projects. Denver has a wealth of knowledge and is highly respected in the South African industry. "Ask Denver" has become a Polyflor SA sub-brand and is represented across our digital platforms and in digital and print media.

**Tandy Coleman (CEO & Director)** | Tandy Coleman (CEO) was appointed as CEO in March 2016 to steer the business into the next era, having taken over the helm from a legend in the industry, her father Denver Coleman. Tandy started her career at Polyflor in 1994 and was instrumental in introducing a technology enabled approach.

## EXECUTIVE TEAM

**Tandy Coleman (CEO & Director)** | Tandy's strategic vision has allowed the business to remain an industry leader and she is very optimistic about the growth strategy in place for the future success of the business. She is passionate about our country and its people, and is actively involved in the business' next generation sustainability programme. Tandy believes in training, educating and upskilling and leads her team with an inclusive management style approach. Tandy is a single mother of two, a sister and daughter, and leader to many.

**Clive Rabie (COO)** | Clive joined us in January 2019 and prior to joining our team, Clive and his family lived in Cape Town where he was involved in the steel fabrication industry. Clive has brought a welcome passion and energy to the business and is driven and determined to drive us to succeed.

**Wendy Mitrovich (CMO)** | Wendy joined the company in July 2016 from an advertising agency background. Her directive is to drive our brand image in the marketplace through all channels and to ensure our value proposition is seen and understood as well as ensuring our staff live our brand values at all times. She is instrumental in implementing and managing our inbound marketing campaign through a software platform called HubSpot and responsible for conceptualising and implementing a marketing strategy. Wendy was also instrumental in implementing a sales process in the HubSpot platform. Wendy plays a pivotal role in coaching and mentoring in the business.

Wendy heads up the marketing department and manages all things marketing including eventing, advertising, lead nurturing, website management, product sampling, client presentations, marketing and promotional material, media liaison, promotional competitions etc. Wendy is on the Executive board.

## MARKETING & OFFICE SUPPORT

**Blythe Scorgie (Sales & Marketing Coordinator)** | Blythe joined us in August 2008 and after being based at Head Office in Johannesburg for years, she recently relocated to the Cape West Coast. Blythe supports Wendy and the sales team from a marketing perspective. She is instrumental in managing the “SMarketing” backend of our internal sales support system and manages and coordinates all sales leads generated by our inbound sales process. Blythe plays a pivotal role in ensuring our HubSpot CRM database is up to date.

**Judy Ravinath (Sampling Assistant)** | Judy joined us in February 2007 and worked in the Internal department. She recently accepted a position in the marketing department and now manages the sampling requests.

**Karen Fagan (Executive Assistant and HR Administrator & Team Lead)** | Karen joined us in August 2018. She recently accepted the position as Executive PA and HR Administrator. She also supports the marketing team and is responsible for our Knowledge Bank. Karen manages the PolyPro Online Advisor and backend and manages all travel arrangements.

## SAMPLING

**Frans Raletsemo (Sampling Assistant)** | Frans joined us in March 1997 and supports the marketing department with literature and sampling requests.

**Benjamin Makoro (Sampling Assistant)** | Ben joined us in October 2010 and assists the marketing department and Frans in the Sample Room.

## FINANCE

**Maryse Nicholson (Financial Manager & Team Lead)** | Maryse joined us in July 2011 and is responsible for collating our financial results and reporting. Maryse manages wages, cash books, VAT, price list calculations, overseas payments and is ultimately responsible for producing the management accounts.

Maryse and her team manage our debtors' book, stock controls, creditors as well as calculating and paying agents and sales reps' commission.

Maryse has made a great contribution to the efficient running of our finance department.

**Natasha Armstrong (Bookkeeper)** | We are excited to welcome Natasha on board. She has taken over from Jenny Smith, who recently retired after being with us since 2005.

## LEAD GENERATION & OFFICE SUPPORT

**Lucinda Teixeira (Lead Generation & Office Manager | Team Lead)** | Lucinda joined us in February 2016 and oversees the general running of the office with her team. Lucinda was recently promoted to head up the Lead Generation department. She was instrumental in the roll out of our lead generation process and is helping to oversee and train Gladys and Evelyn to support her. She works closely with the sales team to support them in identifying and qualifying leads.

**Gladys Mollo (Lead Generation Data Capturer)** | Gladys joined us in August 2010 and was our cheerful and friendly receptionist for many years. She has recently been promoted to our Lead Generation Data Capturer and embracing her role.

**Evelyn Joni (Receptionist)** | Evelyn joined us in November 2007 and was recently promoted from general office helper to Receptionist. She also assists in the lead generation function.

**Agnes Qwabe (Office Helper)** | Agnes is our office extraordinaire and makes sure our office is clean and makes the most delicious coffee and tea.

## **SALES**

**National Sales Manager** | We are currently looking to recruit a National Sales Manager to head up the sales team, new business and strategic growth.

**Prema Charnock (Industry Sector Sales Manager for Healthcare & Team Lead)** | Prema joined us in May 2005. She worked for Polyflor in the UK for several years and on her return to SA, her knowledge of the Polyflor range made her an ideal candidate to re-structure our internal sales department, which she did with ease. Prema was then promoted into sales where she has proved to be extremely efficient. Prema was previously given the East Rand, Pretoria and Nelspruit areas to manage and has built it into a very successful area. Prema is now responsible for the Healthcare sector across the board and works closely with the sales team to drive sales in this sector.

**Nelia Garcia (Industry Sector Sales Manager for Education, Retail, Hospitality Commercial & IT/Ordinance & Team Lead)** | Nelia joined us in April 2013 with experience in the commercial paint, screed and windows industries. She has brought a different focus to the company and is responsible for growing the education, small boutique retail and commercial market sectors. Hospitality, large supermarket retail and IT is no longer a primary focus but still fall within her scope of work. Nelia is a determined woman who is not afraid to tackle a new market or business sector, and is willing to take on any new challenge. She has developed very strong client relationships.

**Stuart Dearnaley (Africa Export Manager)** | Stuart joined the team in August 2020 to head up and manage our sales into Africa. Stuart is no newcomer to the flooring industry and has spent years on the ground mastering his craft. Driving an export market requires a deep knowledge of the industry, country and its people along with patience, true grit and determination. Stuart was the natural choice to drive our African Expansion programme. His solid relationships and sound values resonate and align with those of our Polyflor team and his enthusiasm, drive and sense of humour is delivering results.

**Sipho Zwane (Sales Consultant: East Rand, Mpumalanga, Polokwane & Vaal)** | Sipho joined us in February 2017 and manages the East Rand, Mpumalanga, Polokwane & Vaal regions. Sipho brought a welcome energy with him and his dynamic approach is reaping rewards.

**Bianca Ackerman (Sales Consultant: Pretoria & Northern Cape)** | Bianca joined us in July 2022 and manages the Pretoria and North West regions. Bianca worked for Polyflor in New Zealand for a few years and her insights there have stood her in good stead to take over and grow these regions.

**Louise Heyns (Sales Consultant: Johannesburg)** | Louise joined us on 1st January 2023. We are very excited to welcome Louise on board. She has years of experience in the industry and know that she will add massive value.

**Chris Lazerow (Sales Consultant: Johannesburg (temporary))** | Chris was employed a few years ago as a sales consultant in the Johannesburg region and has kindly offered to join us again, on a temporary basis, to help us manage this region, to ensure a smooth transition.

**Fran Fenner (Representative Agent: Kwa-Zulu Natal)** | Fran has represented us in the KZN area since 2001 and has successfully built a good market for us in that area. Her technical knowledge is superb and she has forged long-standing relationships with clients in her area.

**Priscilla Bowman (Sales Consultant: Western Cape)** | Priscilla joined us in 2017 from a motor vehicle sales background. She has quickly mastered our products and sales technique and is a technically minded, driven member of our team.

**Shane Smith (Sales Consultant: Western Cape)** | Shane joined us on 1st January 2023 to team up with Priscilla in managing the Western Cape region. Shane comes from a wooden decking manufacturer, and we are very excited to have him on board.

**Juan van Niekerk (Representative Agent: Eastern Cape)** | Juan joined us on 1<sup>st</sup> March 2021 and manages the Eastern Cape area. Juan has embraced this area and made great inroads. He recently took over the Port Elizabeth area from Bryce Dakin.

**Salomari Botes (Sales Consultant: North West Province & Northern Cape)** | Salomari joined us on 1<sup>st</sup> November 2022 and will be managing the North West Province & Northern Cape regions. Salomari has had extensive experience at a leads generation company in the industry which will be very beneficial to her managing these regions.

**Tiaan and Abe Louw (Distributors: Namibia)** | Floorworld is owned by Abé Louw and his son Tiaan. They have represented us since 1996. They also represent Van Dyck carpets and other associated flooring product. Abé and his team have been very successful in the Namibia region.

**Feninne Rock (Distributors: Nigeria & Ghana)** | Feninne started with us in July 2021 and is slowly getting the Polyflor and Gradus brand into the Nigeria and Ghana market through their brand, Essential Spec. This is an interesting new adventure for us and we are hoping to see much traction this year.

## INTERNAL SALES

**Renee Coetzee (Internal Sales Manager & Team Lead)** | Renee joined us in 2016 and heads up the Internal Sales Department. She has introduced a very professional approach to the department and draws information off the PolyPro and HubSpot systems to track project dates, assist George to plan stock and ensure all orders are placed on time. Renee ensures that the internal sales team are accurate, timeous and courteous and that all quantities, product selection and pricing is correct.

**Retha Laubscher (Internal Sales Administrator)** | Retha joined us in August 2022 and quickly getting to grip with our Internal Sales role function.

**Charlene Nhlenyama (Internal Sales Administrator)** | Charlene joined us in September 2007. She started as our receptionist and was then promoted to Internal Sales.

## PROJECTS

This team reports to Clive and works closely with the sales and operational teams to ensure accurate information managing and tracking of our project system and sales pipeline.

**Candice Dippenaar (Projects Manager, Africa Sales Support & Team Lead)** | Candice joined us in October 2011 and originally headed up the Internal Sales team. She was promoted to Projects Manager in 2016 and has been a real asset in monitoring all sales agents' activities, ensuring that project data on PolyPro and HubSpot is up to date and colours, quantities etc. are accurate and loaded/ordered in time to meet project timelines. She ensures each project is run in accordance with our PolyCare service and assists the sales team where necessary. Candice ensures the management team is up to date on project information. Candice is also responsible for booking training sessions and site visits for our technical team. Candice also assists Stuart in a sales support role for Africa.

**Debby Pieterse (Projects Support Administrator)** | Debby joined us in June 2010. She worked with Tandy and Blythe in the Marketing Department and is now on the Projects team. She is an expert on our custom designed PolyPro system, and is great support on our internal systems. She manages a large amount of the training of staff and sales agents on the systems and acts as a support function for the agents and their staff where they need additional assistance. She also monitors the system constantly to see what activities and actions are being logged by the sales team. Debby is responsible for the preparation of the monthly sales performance data and works very closely with Candice.



## OPERATIONS

**Pieter Du Plessis (ex Operations Director & Director)** | Pieter retired in 2019 after more than a decade of service to our business. He continues to serve on our Board of Directors and his unrivalled knowledge of the industry and his astute insights into the business still serve us in good stead for years to come. Piet lives in Plettenberg Bay and no longer involved in our day to day operations.

**Clive Rabie (Chief Operating Officer)** | Clive joined us in January 2019 and prior to joining our team, Clive and his family lived in Cape Town where he was involved in the steel fabrication industry. Clive has brought a welcome passion and energy to the business and is driven and determined to drive us to succeed.

The operational team comprising of Renee Coetzee and her internal sales team, George du Preez, Lesetja Mabotja, Walter Lewela and the warehouse team, and the technical team of Charles Davids & Leroy Arendse, all report to Clive.

## TECHNICAL & TRAINING

**Charles Davids (Technical Support & Training Manager) (Team Lead)** | Charles joined us in 1999 and manages technical support, training and site visits. Charles is very well respected in the industry and is in great demand. He offers a wealth of knowledge and assists in keeping many contracts from going awry. Charles is based in his hometown Montague in the Cape and manages the technical requirement in the Cape region.

**Leroy Arendse (Technical Consultant)** | Leroy joined us in 2015 and is Charles' 2IC. He worked for one of our flooring contractors and is a very skilled installer. Leroy provides site supervision and on-site training. He is a valuable asset and is very well respected in the industry.

**Paul Biyela** | Paul joined us in 2011 and assists Leroy with training.

## WAREHOUSE

### **George du Preez (Warehouse & Logistics Manager & Team Lead)**

George is responsible for the Warehouse, both receiving and dispatching stock and all delivery scheduling. He co-ordinates our stock into containers and places orders with our suppliers, tracking delivery and despatching when stock arrives.

George contributes to disciplined stock controls. He oversees the warehouse staff, co-ordinates stock-takes and manages our driver's schedule for local deliveries.

**Walter Lewela (Warehouse & Logistics Support Administrator)** | Walter supervises the stores and reports to George. Walter joined us in December 2000 and is very knowledgeable. He has a solid reputation for reliability and is up to speed on all warehouse related matters.

**Lesetja Mabotja (Warehouse & Logistics Support Administrator)** | Lesetja joined us in March 2003 and was promoted last year to support Walter and George.

**Steve Mokgotho (Driver)** | Joined us in 2008 and manages our local. He is very reliable and always willing to go the extra mile.

The warehouse team are as follows:

**Donald Raletsimo** – Joined us in 2000  
**Simon Mogale** – Joined us in 2000  
**Abel Msango** – Joined us in 2000  
**Johannes Sikhasana (Uncle Joe)** – Joined us in 2006  
**Cassius Raletsemo** – Joined us in 2006  
**Ben Mokoena** – Joined us in 2002  
**Patrick Raletsema** – Joined us in 2005  
**Chenchi Lamola** – Joined us in 2008  
**Foster Kondwerani** – Joined us in 2013

## EXTERNAL CONSULTANTS

**Ryan Falkenberg (Denver's & Sheila's son-in-law and married to Kirsty (Tandy's younger sister))** | Ryan is a marketing and strategy specialist, who has masterminded our entry into the new chapter in Polyflor's journey with brand differentiators and new sales techniques to put us ahead of our competitors. Ryan's company Clevva is responsible for developing our PolyPro system and he is a member of the executive board and attends all board meetings. Ryan lives in Somerset West Western Cape and runs his own company Clevva from there. He regularly commutes between the Cape and Johannesburg.

*Refer to the attached addendum detailing sales areas.*