

UPDATED MAY 2023

PREPARED BY CATHY NEWTON



COMPANY PROFILE

WIRE WORLD
LIGHTING & DECOR MANUFACTURERS

CONTENTS

PAGE 2:	About us
PAGE 3:	History
PAGE 4:	Present Day
PAGE 5:	Manufact - International Sales Office
PAGE 6:	Meet the Team
PAGE 10:	Our Values
PAGE 11:	Why Buy from Wire World?
PAGE 12:	What we Manufacture
PAGE 13:	Who we Supply
PAGE 14:	About our Factory
PAGE 18:	Legal Environment
PAGE 19:	Personnel
PAGE 20:	Product Incentive Award Scheme
PAGE 23:	About the "Fundi Light & Living" Brand
PAGE 24:	About Custom Design & Manufacture
PAGE 25:	Recent Projects
PAGE 27:	Contact Us





ABOUT US

WHAT WE DO

Over the years, we have evolved into the largest lighting manufacturer in the country. We now offer various other product categories to complement our lighting range namely: scatter cushions, metal side & coffee tables, woven products and other small furniture items.

All our products are made right here in South Africa at our factory.

It has become increasingly effortless to import a product, unfortunately however, most often of inferior quality. We like to put a bit more effort into sourcing local materials, creating local employment and sustaining our economy.

Speak to one of our professional sales representatives for advice on custom designs or choose from a design from our own in-house brand called **“Fundi Light & Living”** on display in our factory showroom.

All products are Designed and Handcrafted exclusively by Wire World

“Bringing Local to Light”

Wire World began in 1986 with one man's dream to establish a lampshade manufacturing company supplying the lampshade wire frames to the trade industry and so derived the name "Wire World"

Wire World outgrew its first factory space in Salt River as the product range expanded. It was then decided to build premises 1400m² in size situated in Brackenfell, Cape Town tailored to suit our manufacturing needs.

In July 2011, Wire World was purchased from its previous long-standing owner. Manufacturing processes were improved upon and the range expanded to such a level that larger premises was soon required.

FROM THE
PAST ...





Wire World now operates out of a 2800m2 factory space in Stikland Bellville Cape Town since June 2014

Wire World employs 48 x permanent staff, some of which have been under our employ since its early days. It is through the skilled technical knowledge of these key people that we have managed to sustain our high level of quality and continue to develop a unique South African handcrafted product.

The doubling of our factory floor space in the past few years has allowed us to increase production capacity. Our 450m2 showroom, highlighting our **Fundi Light & Living** range, has enabled us to expand on our product offering thus creating a more comprehensive shopping experience for our trade clients. We continue to work with a variety of materials, which allows our clients design flexibility

The newly launched Fundi range sees the merger of international trends with local influences giving it a distinct uniquely South African flavour, something unobtainable from the East.

CLICK BELOW TO VIEW:

[Wire World VIDEO Factory Tour](#)

[Wire World 3D Showroom Tour](#)



**TO
PRESENT
DAY ...**

MANUFACTT

INTERNATIONAL SALES OFFICE

We supply South Africa nationally and have exported to some Hotels in Mauritius, Seychelles and other African Countries. We have always wanted to expand our product offering into Europe and its surrounds. In pursuit of our dream, we relocated our longstanding sales representative, Helei du Toit, and her family to Portugal in 2022 to establish our first International Sales Office rebranded as MANUFACTT.

All our product is still manufactured at our factory in South Africa, namely Wire World, and is then shipped directly to the overseas clients. We are export ready and have EU1 certification granting the export of our goods preferential tariff treatment in the importing member state

All sales and customer liaisons will be managed from our Portugal office. Being centralized in Porto, Portugal and equipped with over 10 years of sales experience with our product, Helei is able to hop on a quick flight to service our European clients..



MEET THE TEAM

DIRECTORS



CATHY NEWTON **MANAGING DIRECTOR**

Cathy has obtained substantial experience in the furniture & interior design industry working for reputable home ware retailers over the past 20 years. Having travelled extensively overseas, she now ensures that Wire World is kept on trend, oversees all marketing, manages the key accounts and daily operations at the factory



OLOF VORSTER **FINANCIAL DIRECTOR**

Olof is a seasoned financial professional. His experience was gained over more than 20 years whilst working for multi-national companies across the globe. His main focus at Wire World is to manage the finances of the company and to drive the company to financial prosperity thus creating value for all stakeholders

MEET THE TEAM

MANAGEMENT



TRACY JANNASCH
BOOK KEEPER & HR

Tracy started in Sep 2013 originally as a consultant assisting Wire World for a few hours per week. Her attention to detail and astute business acumen obtained her a permanent position in July 2014.



RASHIEDA FLORIS
POWDERCOATING SUPERVISOR

In 2017, we commissioned our own powder-coating plant. The volume in this new department increased substantially and the need for an experienced expert in the field was identified. Rashieda joined the team in April 2018.



ELIAS MEJE
WELDING SUPERVISOR

Elias is the longest standing employee starting in 1989. He was recently promoted to factory supervisor of our welding factory (WOW) after working many years on the line as a wire bender & cutter.



KAREEMA DANIELS
CUTTING & SEWING
SUPERVISOR

Kareema joined Wire World in 2001 and has gradually worked her way up to now overseeing all cutting and assembly of lampshades.



FAHEEMA VAN DER ROSS
TUCKING & WEAVING
SUPERVISOR

Originally hired as QC in 2011, she now oversees all tucking of lampshades and the weaving department.



LUCAS CHINGONZO
DISPATCH SUPERVISOR

Originally hired as our driver in 2013, he was promoted to Dispatch supervisor in 2018. He is responsible for ensuring that deliveries and collections are fulfilled and that all clients' packaging requirements are adhered to.

MEET THE TEAM

ADMIN & SALES



LEONIE LATEGAN
DEBTORS & SYSTEMS ANALYST

Leonie joined the team in 2019 when the need arose to split our debtors and creditors into two different departments. She comes with a wealth of IT knowledge and also assists with system upgrades



TINO CHIVASA
DIRECTOR PA / PROCUREMENT

Tino started in 2015 as a casual in the base wiring department. After recognising her strong administrative skills in 2016, she was moved to admin as Cathy's PA. She also manages procurement of stock and supplier relations



ANTOINETTE BURGER
RECEPTIONIST

Antoinette joined us in August 2014 as receptionist and is the pleasant voice receiving your calls when you phone the factory. She also manages the factory shop which sells directly to the public



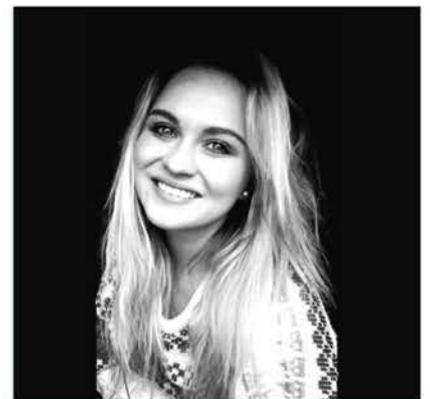
PATRICIA TAYLOR
SALES REPRESENTATIVE

Patricia started as our receptionist in July 2013. After recognising her interest in sales and her good rapport with our client base, she was promoted to sales in August 2014



HELEI DU TOIT
INTERNATIONAL SALES MANAGER

Helei has been part of our sales team since 2013. In 2022, she emigrated to Europe to head up our very first international sales office based in Portugal with the intention of growing our brand overseas.



NINA VAN ZYL
SALES REPRESENTATIVE

Nina joined us originally in 2019 as a student intern. Her bubbly personality complemented our culture so well, that when a full-time sales position post became available in 2021, we got her back as a full-time employee.



MEET SOME OF THE TEAM BEHIND THE SCENES



OUR VALUES

RESPECT

We treat everyone with courtesy and kindness, and actively listen to others. We value diversity and always seek to first understand

HONESTY

We keep our promises and commitments. We are honest, open and transparent in all our dealings with each other and our customers.

ACCOUNTABILITY

We take full ownership of our actions and deliverables. We are passionate and walk the extra mile for our customers.

CONTINUOUS IMPROVEMENT

We seek continuous improvement and do things effectively with innovation. We learn from our oversights to enhance our performance and become more responsive to customer needs.

TEAMWORK

We are team players with a common goal and shared vision. We deliver business results through cooperation and share our knowledge and resources to the benefit of the business.



WHY BUY FROM WIRE WORLD?

It is difficult to determine the market share of Wire World and its competitors as the lighting industry is difficult to size. This is primarily because this industry is comprised of many segments ranging from lighting fixtures, light bulbs, florescent tubes and electrical components, décor lighting. It is also worth noting that lighting is often “lumped together” with furniture and textiles in available statistics

However, being the largest lighting manufacturer in South Africa, our greatest competitor is China.

Although we cannot compete with China's pricing, we offer our clients a variety of advantages for buying local

BENEFITS OF STAYING LOCAL INCLUDE:

- We have no minimum order quantities.
- We are able to deliver direct to customer stores eliminating warehousing costs
- Cost free product development in the form of sampling which they can test in their stores before ordering bulk
- Any returns for imports prove to be a logistical nightmare
- Regular store or Head Office visits to ensure proper planning for future ranges
- Short lead time of a few weeks ensures speed to market of new product / repeat of good selling lines versus importing.



WHAT WE MANUFACTURE

Feel free to customize any of our existing product range OR supply your own design which we can develop and keep exclusively for your company.

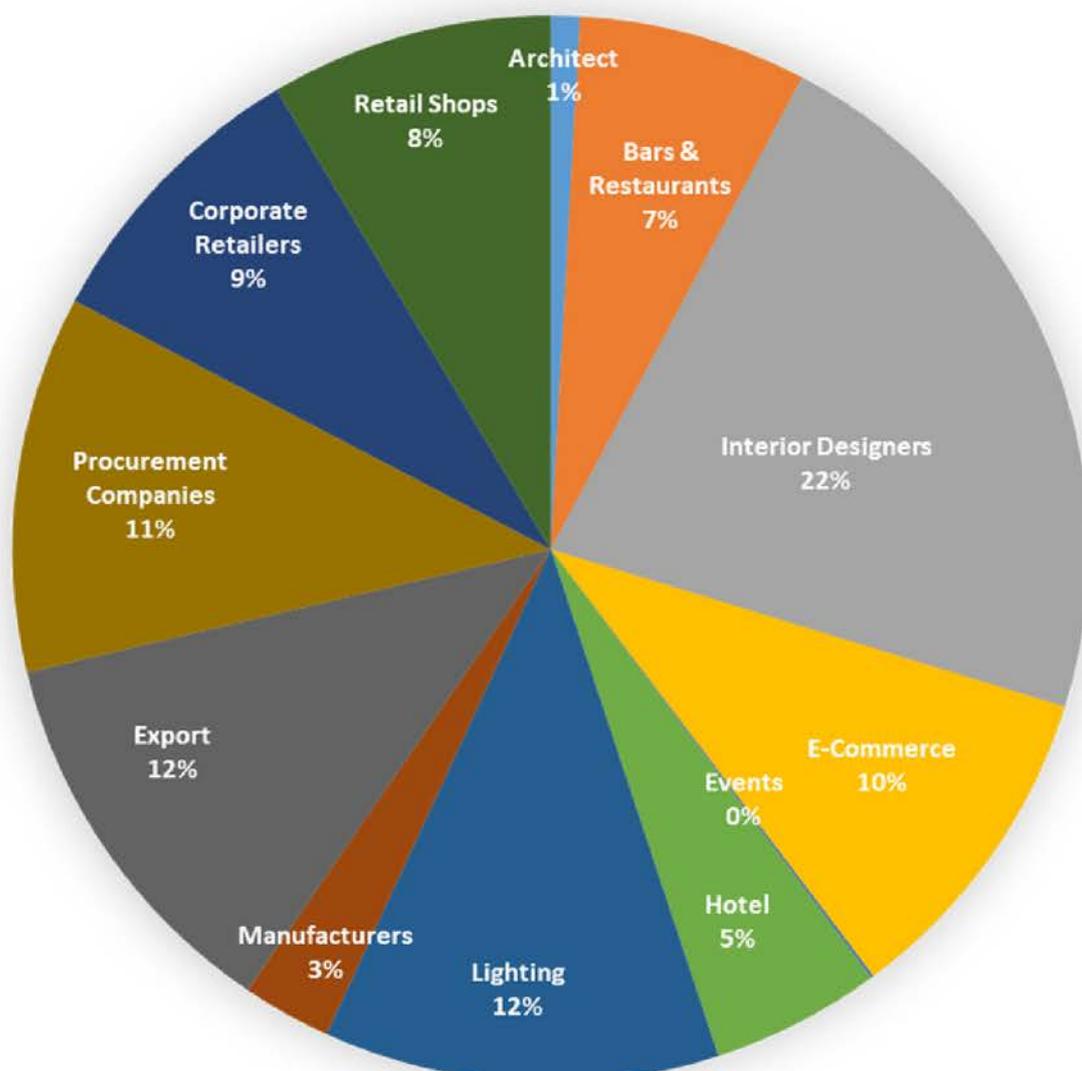


WHO DO WE SUPPLY

Since our beginning in 1986, the Wire World factory has only ever supplied the trade market with volume customised product to Hotels, Retailers, Procurement companies, Restaurants and Bars, Interior Decorators & Architects etc

We only supply the public from our on-site factory shop. Stock is updated daily & comprises of overruns, discontinued items, prototypes, lampshades, tables, scatters and other miscellaneous categorised product.

THE SALES % DISTRIBUTION FOR OUR TRADE CLIENTS IN 2022 CAN BE SEEN BELOW:



ABOUT OUR FACTORY

THE DETAIL SURROUNDING OUR OPERATIONS

Wire World is the largest manufacturer of lighting & decor product in South Africa.

We have different divisions within our factory that produce a full spectrum of lamp shades, woven product, furniture, metal and wooden lamp stands and our newly launched Hotel Range.

We utilize a multitude of materials and our products are available in various colours and finishes.

Due to the wide variety of product manufactured, we have different departments that are supervised under the watchful eye of our experienced supervisors.





WELDING

SUPERVISED BY ELIAS MEJE

Fully equipped with Spot Welding & Mig Welding machines, grinders and ring benders, thus enabling us to produce all wire related items and furniture pieces.



POWDER COATING

SUPERVISED BY RASHIEDA FLORIS

Previously an out-sourced service, Wire World decided to commission its own powder coating plant in 2016.

All metal works are now coated in-house shortening lead times and ensuring stringent quality control measures are adhered to.

A recently acquired additional oven measuring 8m now allows us to open this department to external work.





TUCKING & WEAVING

SUPERVISED BY FAHEEMA VAN DER ROSS

Our team of highly skilled tuckers & weavers work with a variety of different medium from fabric, raffia, sisal, banana leaf, recycled t-shirt yarn and locally produced synthetic resin.

This material is used to manufacture unique lampshades, pendants and other decor related product.



CUTTING & SEWING

SUPERVISED BY KAREEMA DANIELS

This department is responsible for all the cutting, preparation and sewing of scatter cushions, lampshade patterns and other textile related decor items.

In addition, all PVC lampshade patterns are marked, cut and assembled to the powder coated welded wire frames.





DISPATCH & WIRING

SUPERVISED BY LUCAS CHINGONZO

WIRING: This department oversees the electrical requirements of lamp stands and pendants according to NRCS standards.



DISPATCH: All packaging and labelling requirements are adhered to as requested by the client. Also equipped with two delivery vehicles offering small to large delivery requests.



LEGAL ENVIRONMENT

- Wire World conforms to the standards set by the South African Bureau of Standards (SABS) and is currently undergoing our 3 year renewal of our license.
- Health & Safety, workplace and environmental regulations are adhered to in an annual audit.
- Insurance is covered and underwritten by Hollard.
- Wire World and Fundi Light & Living (our in-house brand) are registered Trademarks.
- We conform to the standards outlined by the Basic Conditions of Employment Act (BCEA) and are represented by SEESA for any labour related enquiries or issues.
- We have an export license and have SADC and have EU1 certification granting the export of our goods preferential tariff treatment in the importing Member State.



PERSONNEL

Wire World has 48 permanent staff excluding our casuals whose services are required over peak season trading. Our business is very niche and unqualified personnel are taken in and trained under the watchful eyes of our production managers.

Quite a few of our staff have been with Wire World since its early years therefore ensuring the continuity of quality of the production line through the years



EMPLOYEE BENEFITS INCLUDE:

- **Sanlam Provident Fund** that includes funeral cover, death & disability
- **Lifesense P3 Policy** (funded by employer). This policy covers HIV training, free anti retro viral medication and also free unlimited counselling for any trauma related issues (domestic abuse, rape, death, loss of homes due to shack fires etc)
- **Momentum Medical Day-to-Day Assistance**
- **Attendance Bonus:** A specified monetary amount is split across all 100% attendees for the month
- **New Product incentive Bonus scheme:** Any employee that designs a new product for the Fundi brand receives a royalty for each sale.
- A monetary and a Certificate of Acknowledgement for ten years of **Long service**

PRODUCT INCENTIVE AWARD

Any employee that designs a new product for the Fundi brand receives a royalty for each sale.



ABIGAIL OTTO



ABBI HEART PENDANT



JOSEPHINE ERASMUS



JOES WIRE PENDANT



**ROPE YARN
PENDANT**



**CALABASH WIRE
PENDANT**



FARIEDA JACOBS



ANTOINETTE BURGER



FLUKE TABLE LAMP



**T-YARN EGG
PENDANT**



**T-YARN BALL
PENDANT**



FAHEEMA VD ROSS



MAXIM MARGOC



**TRI-MAX SIDE
TABLE**



**MARROQ
ARMCHAIR**



JERRY KASHAMA



**LAUREL & HARDY
NESTING TABLES**



**JERRY SIDE
TABLE**

OUR BRAND

FUNDI LIGHT & LIVING was born in 2007 out of the need for a locally designed and hand crafted range of décor products that were stylish, had a unique signature, rose above international trends and were commercially accessible.

The ever growing product range includes lamps, pendants, woven lamps, ottomans and small furniture pieces, scatter cushions and more in the pipeline

Wire World registered the trademark for its in-house brand in 2007 and the brand has become increasingly popular with the likes of e-commerce and retail outlets across South Africa. All products in the range are designed and handcrafted exclusively by Wire World. The full range can be viewed on www.wireworld.co.za

The full range is available for viewing at the Stikland Showroom. A wholesale price list is available upon request by trade clients. Please enquire at enquiries@wireworld.co.za

The brand has been showcased at many local design expos and has received recognition for Stand Excellence at SARCA 2003, 2005, 2006, 2009 and 2012.

It was also featured "Lighting Elements" Stand at Decorex 2018 and 2019 in Cape Town.



CUSTOM DESIGN

Custom design and manufacture is what we specialize in and contributed to approximately 75% of our annual turnover.

Prototypes are developed in accordance with our clients brief. They entail once off pieces for store displays or exhibitions to mass produced items for hotels, retail outlets or commercial projects.



RECENT PROJECTS



THE CAPITAL
Hotels | Apartments



WESTIN
HOTELS & RESORTS

Radisson BLU



One&Only
NYUNGWE HOUSE



CampusKey
STUDENT LIVING



@home
THE HOMEWARE STORE



FANCOURT
SOUTH AFRICA



THE DIGS
ON CHURCH

WIESENHOF



QUEENSPARK



Spur
Steak Ranches



Nando's



ASOKA
RESTAURANT & BAR



Pearly's
on the beach
est. 1992

Col'Cachio
pizzeria



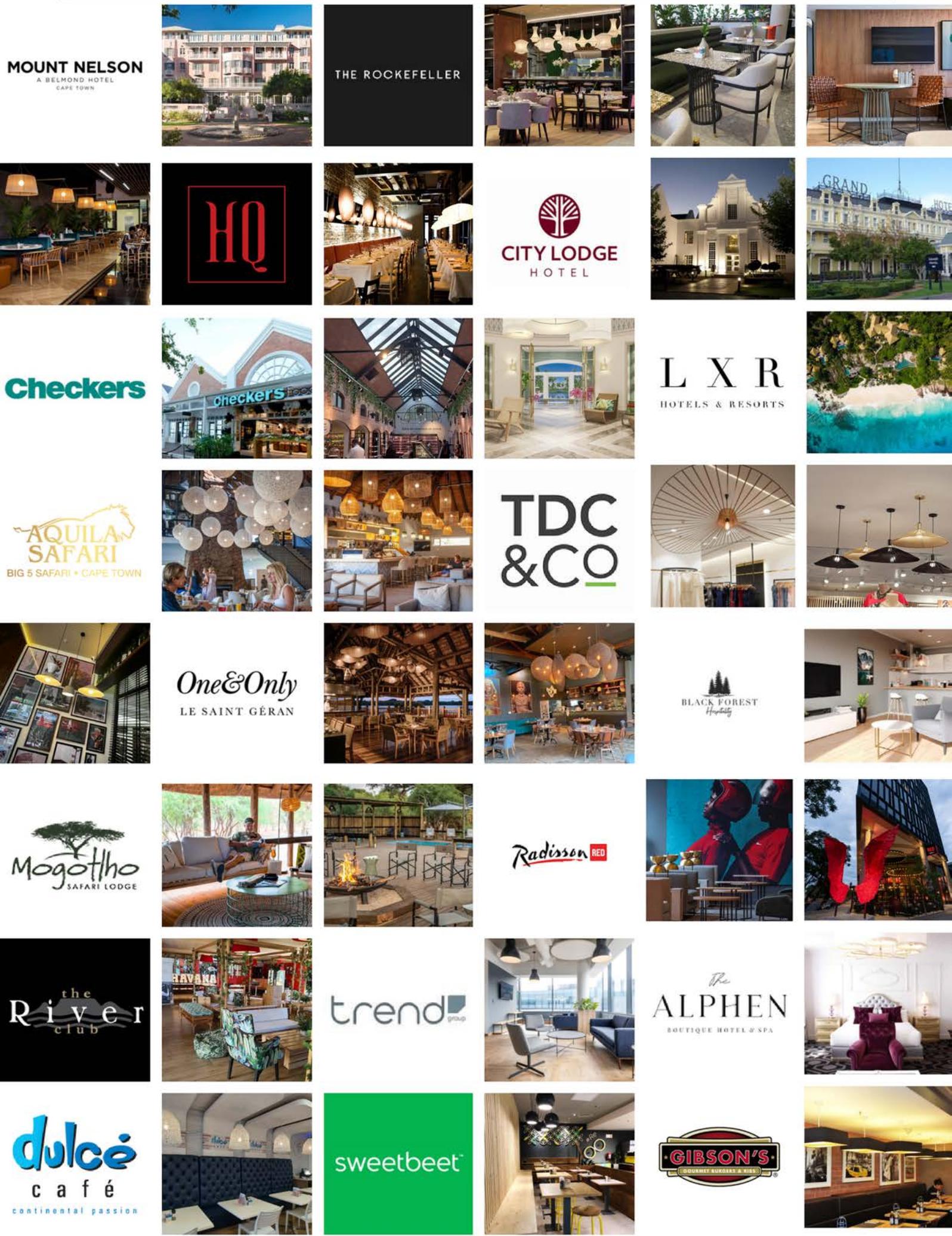
U3HT RBAN
HOTELS & SUITES



HUNGRY LION
KIND-HEARD CATERING



SCHOON
EATING WITH PURPOSE



PLEASE GET IN TOUCH



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FACTORY HOURS

Mon to Thurs: 07:30 to 16:30
Friday: 07:30 to 14:30



www.wireworld.co.za

