

ADDIS celebrates its centenary in style

This year USABCO, the South African manufacturer of ADDIS, is joining an elite group of 100-year-old South African companies. But that's not to say they're showing any signs of aging. On the contrary they're getting stronger and stronger each year. Every home, office and institution in South Africa uses ADDIS products and if ADDIS' innovative new ranges are anything to go by, their brand can only grow in popularity.

You need real class to bring up a century and ADDIS is the embodiment of this class. They have been a key partner to retailers since inception, and their vast experience as a core manufacturer only strengthens their status as a trusted and reliable partner who delivers cutting-edge products to consumers time and again.

Turning 100 warrants a celebration, and ADDIS have all sorts of special things planned this year:

- Launching exciting and innovative new product lines
- Running a major national advertising campaign which rewards consumers with incredible prizes and offers
- Continuing to upgrade their technological capacity

Innovative product lines for the hardware industry

ADDIS' new range of **Teflon-coated paint rollers and brushes** will have painters and DIY enthusiasts around the country wondering how they ever got by without it. Teflon is best known for its incredible non-stick properties in cookware, but the same concept applies to its use in painting equipment. Teflon-coated brushes and rollers release paint quicker onto the wall, clean more easily and save up to 20% in total project time.

The **Spray Buddy** is a unique double-sided watering can which features a long pouring spout on the one end and a trigger sprayer on the other. The spout is particularly suited to

reaching the base of a plant, while the sprayer – which can rotate through 360° – is great for precision watering of delicate plants.

Staying at the cutting edge

Many of ADDIS' products are manufactured at USABCO's internationally benchmarked Cape production plant. USABCO are passionate manufacturers who run a world-class factory with a sophisticated supply chain system. They are a prime example of the benefits of producing locally, as their swift turnaround time and wholehearted commitment to quality cannot be matched in China or elsewhere.

USABCO set themselves apart from the competition through unparalleled commitment to service and product innovation; strong relationships with retailers; and keeping abreast of global home and hardware trends. They continually embrace technology and their new IT framework from Oracle is just the latest manifestation of this.

USABCO is a remarkable South African success story whose future success is intertwined with the success of the retailers it supplies. Everyone at USABCO would like to thank retailers throughout the country for their amazing support over the past century. Here's to another 100 years!