



Village SQUARE
SUPERSPAR
 ST FRANCIS BAY
"We love making a difference!"
 ready for you...
 SPAR TRADING HOURS - Monday - Saturday: 7am - 7pm / Sunday: 7am - 6pm
 Tel: 042 294 1664
 Village Square Centre
 St Francis Drive
 St Francis Bay
 www.stfrancisbaysuperspar.co.za

R30-million investment in JBay

A major player in international umbrella manufacture, Woodline Shade Solutions has relocated to the Eastern Cape where it is currently constructing a new purpose-built, modern factory.

And the factory location is just outside the popular and renowned surfing town of Jeffreys Bay where entrepreneur, Fritz Waller has already invested more than R30-million. "Relocating our headquarters and manufacturing to the Eastern Cape of South Africa is not only a strategic move that makes good business sense," says Waller, who is also Woodline's founder, "but the move will also bring further opportunities to an area incredibly rich in natural resources, and skilled labour."

Waller reveals that he now plans to make Woodline the best 'Shade solutions' manufacturer in the world.

Woodline has joined forces with, Commercial Marine, which has 5 South African branches and one in Namibia that supplies quality stainless steel products and fittings.

And at the modern and upmarket Jeffreys Bay branch of Commercial Marine has added a new dimension by offering refreshments provided by the popular InFood Coffee Society in Jeffreys Bay. There is a delightful new kiosk that opened at the end of October providing artisan coffee and pastries for Commercial Marine's clientele.

"Commercial Marine is undergoing somewhat of a transformation," says Waller. "It is experiencing huge growth in its product offerings and embracing outdoor living as a whole while still keeping true to its foundation of marine products."

"We are excited to bring these two dynamic businesses together and seeing where they can benefit one another."

Commercial Marine, has been operating in the Eastern Cape and elsewhere since 1989. The group has recently undergone a rebirth since its recent acquisition by Waller. This major importer of stainless steel products for the marine and commercial fishing industry is now branching out to offer other outdoor products.

"Working with Woodline is proving to be a formidable partnership that fits hand in hand with our new approach," says Richard Venter, Commercial Marine's GM. "We are committed to our loyal customer base and believe this new partnership will provide offerings exactly what customers are looking for, whether it be commercial fishing, fishing tackle, boating, or pure outdoor living offering a great retail experience."

Asked about the reason for his purchase of Commercial Marine group of companies, Waller said that having been in the ocean and fishing industry in Alaska and with his passion for the marine environment he decided to buy the group "a perfect match".

He says the group has been supporting Catch and Release workshops and has recently renewed the company brand with a new logo and with the slogan 'discover outdoors'. Many

new products have been sourced - designed particularly for the marine environment which also applies to the daily life style along the coast.

Woodline and Commercial Marine will be sharing offices directly behind the Commercial Marine Store in Jeffreys Bay with high-tech equipment, personalised customer support servicing local and international markets.

In addition, with a keen interest for protecting the environment, the offices as well as the factories are off the grid and supply their own water and electricity. There is a water harvesting program, that with careful consideration for power saving, uses natural lighting and solar security light plus solar energy in the new factory's construction for the sourcing of timber from FSC certified forests and timber mills for its wooden products.

"A healthy environment is essential for a prosperous future, which is why we do it responsibly where it counts in everything we do," Waller says.

He states that although poor investment has restrained the Kouga's economic development, he hopes to help change this when his world class parasol factory in Jeffreys Bay comes on stream at the end of 2015. "From our new factory we plan to offer exceptional service to match our outstanding quality. And the investment is certainly an asset to the Kouga region as Woodline has the potential to employ 210 staff and currently has 80 employees."

"It will be a great advantage having two international harbours and an international network to service our customers around the world right on our doorstep."

With more than 25 years of shade manufacturing since it was established in 1990, Woodline has gone from strength to strength to be the dominant shade supplier in Africa as well as producing parasols for a host of international customers, Waller says.

Also specifically on the subject of his huge factory at Smith Town near Kabejous, Waller says: "Consolidating our operations to one site is something I've wanted to do for many years. Moving Woodline to its new home is exciting and rewarding."

"Transplanting Woodline's wood works plant from White River and its stainless steel, steel, aluminium and assembly plants, plus its cutting and sewing and printing operations from Johannesburg to a tranquil sea side town of Jeffreys Bay is a large undertaking. Woodline brings invaluable expertise and offers employment opportunities and expert training which will benefit the local community significantly."

Apart from the factory, Waller has other properties in JBay, including property in the vicinity of Fouries Mall - 20 590 sqm for future development for a lifestyle centre and offices, plus a retail outlet and offices on Da Gama Road.

"It is enriching to be able to show our commitment to the community in this way and invest so much into the area," says Waller. "With

By Bev Mortimer



Photos by Bev Mortimer
 The huge Woodline factory at Kabejous, near Jeffreys Bay, with high-tech equipment, personalised customer support servicing local and international markets.

wood working plant and has also engaged him in traveling with him overseas and meeting with the company's biggest overseas clients. Another example is that of Lester, a floor sales person in the Commercial Marine JBay branch when Waller bought it. Lester has now been promoted to branch manager.

About Woodline, Woodline has been creating the finest quality parasols for 25 years and was started in 1989 on the East Rand of Johannesburg.

Woodline exports to more than 60 countries worldwide. Woodline's employment at its new factory in Smith Town, Jeffreys Bay will start with a minimum of 80 staff. Once all the productions are in full operation that number is projected to double.

Woodline's Smith Town industrial estate facilities are planned to be operational towards the end of this year or early next year.

GRANT DE BEER PROPERTY & AUCTIONS

CAPE ST FRANCIS - R2,7m



SOLE MANDATE

GREAT SEAVIEWS - 5 MINS TO BEACH

This large double storey elevated home is in good condition - amazing sea views from large upstairs entertainment area, 4 bed, 2 lounge, double garage, security and a nice garden. Many extras!

CAPE ST FRANCIS - R1,5m



IMMACULATE HOME

This sunny home is 5 mins walk from the beach. A well-maintained 3 bed, 2 bath, 2 lounges, double garage home has a large entertainment/brill area. Huge grounds, room for expansion and loads of potential!

CONTACT GRANT 082 2900 156



ST FRANCIS BAY: Tel 042 294 0841
 Village Square Shopping Centre

JEFFREYS BAY: Tel 042 293 1118/0020
 42 Da Gama Rd, corner De Reyger

We Specialise in
 Carpets, Rugs, Carpet Cleaning
 Wooden, Vinyl & Laminated Flooring
 Wood & Aluminium Venetian Blinds
 Roller, Bamboo, Vertical Blinds
 Outdoor: Decking, Awnings, Blinds
 Shutters
 Durador Security Door

Our Experience At Your Feet

TOP CARPETS AND FLOORS
 The Trusted Professionals



Contact one of your friendly agents
 for a quote or assistance with following travel arrangements:

Bus tickets | Flights | Visas | Travel Packages | Excursions | Cruises
 Accommodation | Car Hire | Conference Facilities and Corporate Get-aways!

H HARVEY
 world travel

The Travel Professionals

Shop 18 | Village Square Centre | St Francis Bay | T 042 294 0814 / 0384 | F 042 294 2485 / 0666
 E 042 0404 | info@harveyworldtravel.co.za | 1 harvey@harveyworld.co.za