

Swartland Marks 70 Years of Quality and Innovation

The Swartland Group, a leading SA manufacturer of quality windows and doors for SA's building industry, this year marks its 70th anniversary with an enviable track-record in the sector.

With sustainable manufacturing operations, Swartland is a key provider of employment opportunities, with a national distribution footprint and a focus on technological innovation, design and production efficiency.

Swartland now has an annual turnover of around R1.2bn, more than 1,500 employees and six manufacturing plants. Its product range includes brand-names synonymous with the building sector:

- The Cape Culture, Winsters and Kayo ranges of wooden windows, doors and door frames.
- Col: FSC-approved soft- and hardwood pine timber.
- Kenzo: aluminium windows and doors
- Summit and Knauf: insulation.
- Hydro and Digi: garage doors and automation.

Swartland CEO Hans Hanekom says, "Seventy years is a significant milestone for any company, especially in these tough economic times. We're grateful to be able



Summit XPS (Extruded Polystyrene) Insulation Board

to pursue expansion into new regions and new products by constantly diversifying our offering.

"We will pursue our ethos of 'Building together,' which speaks to building rela-

tionships with our valued customers, suppliers and colleagues, as well as to help build South Africa physically."

Hanekom adds, "Quality is crucial to that effort, and it's quality that goes beyond our products: it's infused into every facet of the business and our relationships with personnel, customers and suppliers. It's why we invest in making our operations more efficient. It's also why we urge our personnel to see past their computers and production lines, and to know we're all part of a greater mission to deliver durable quality to the homes of millions of South Africans."

With more than 42,000m² of warehouse space and a national distribution footprint that's supported in nine major centres around SA, Swartland has a reputation for ensuring that its products are available, reliable and manufactured to the highest quality, with after-sales service to match, says Hanekom.

Swartland also owns the Boskor Sawmill in the Southern Cape, which supplies FSC-certified (Forestry Stewardship

Hydro Garage Doors



Council) pine timber. But sustainability goes beyond certification: Swartland's factories produce minimal waste, with innovative recycling systems that use excess woodchips to fuel the boilers which kiln-dry its wood products. High-tech air-management systems dramatically reduce harmful emissions, and waste is recycled and reused wherever possible.

The Swartland story began in 1951 with Oupa Hanekom in the small town of Moorreesburg – at the time little more than a village amid the wheatfields north of Cape Town. What started as a modest operation to supply the local community with hardware and electrical goods soon began to specialise in joinery, and blossomed.

Oupa's son, Oom Jurgens brought a philosophy of continuous improvement to the business. Today, the third generation of Hanekoms – Jurie, James, and Hans – embraces traditional values such as a strong ethic and pride in one's work, combined with innovation and a



Kenzo Aluminium Windows and Doors

forward-thinking approach to business. The results speak for themselves: Swartland's products are perfectly crafted and made to last: all are leading products in their class, backed by knowledgeable national service teams.

Its management systems are approved by the stringent South African Bureau of Standards (SABS) ISO 9001. Swartland is one of the most

recognised and respected brands in the building industry.

Hanekom says, "These are exciting, challenging times for us, all, and we're looking forward to the next 70 years of efficiency, innovation and customer service, and above all, ensuring our customers always have a quality experience."

www.swartland.co.za

Cape Culture Windows, Doors and Door Frames

