



# PLUMBLINK

## CORPORATE PROFILE



## Plumblink

Plumblink is a specialist plumbing, bathroom and kitchenware merchant currently operating from 68 branches strategically situated throughout South Africa. More than 10,000 quality products are sourced from over 600 of the best local and international suppliers including state-of-the-art and exclusive ranges. As well as a recently added 'home brand' Plumline, which we continue to expand monthly.

With a growing base of 5 000 loyal customers we service government, commercial, industrial, housing and DIY Projects.

Plumblink offers a service you can count on.

## History

Plumblink is the accepted market leader with a solid history dating back to 1911. The company originated from a consolidation of the leading plumbing merchants across South Africa and continues to grow its network under the Plumblink banner, from both acquisitions to opening of new branches in strategic geographical areas. Some of the original Plumblink brand names are still well known and these include the old Waud & Blackman, Border Plumbing Supplies, V&R Plumbing and Sanitary City.

## Mission

To become the leading preferred and accepted partner for a full range of quality plumbing and associated products in Southern Africa, offering strategic world class service to our clients, a motivating working environment for our staff members, and sustainable profits to our stakeholders with a commitment to South Africa as well as growing and developing our industry.

## Values

- To be passionate about Plumblink
- To be honourable and honest
- To take ownership and accountability
- To be courteous and respectful at all levels
- To lead by example
- To be customer focused
- Being committed to equality of opportunity, fairness, work and lifestyle, mutual respect and dignity
- To ensure that we are having fun at Plumblink





## Core Business and Services Proposition

Plumblink's values are complemented by operational performance, which is the core of our business delivery, while the keystone is always client service that you can count on. Providing value added service to each client is achieved by specialist departments and a team of knowledgeable experts who offer efficient and friendly service and advise.

## Plumbing Trade

Our branches comprise of expert industry teams to assist and advise plumbers. We are proud to offer a full range of products, onsite in all our stores. A key aspect to doing business with Plumblink is that accounts are centralized, facilitating customer account purchases from any branch, Nationally. The introduction of a rewards programme (VIP & PCC) for our cash clients has been a successful value-add to our clientele. The recent addition of a dedicated trade website, that assists our clients with quick online ordering, has the ability to check stock, generate client branded quotes, and is accessible on a 24 hour basis to Account Holders and Partners.

## Building Professional Markets

A highly competent team of contract and trade market sales consultants advise on and source products for all large development projects, supplying the necessary plumbing and related products often at short notice due to the availability from our extensive national stock holding. This team is supported at a regional office level by an estimating team and contract pricing specialists who ensure that competitively priced quality products are sourced to meet the specific needs of the project.

## Insurance

The Insurance team forms part of Head Office and functions at a national level. The team of six people manages eight leading insurance companies requirements, as well as some of their contracted plumbers. This highly organised team ensures accurate invoicing to the insurance companies, as well as maintaining of stock levels, consignment stock, and the administration and reconciliation of orders and claims.

## Retail

9 of our 68 branches offer fully serviced and equipped showrooms that incorporate inspirational lifestyle art décor displays and promotional literature. These showrooms, together with the professional staff, cater to the needs of architects, interior designers, and DIY enthusiasts.



## Board and Functions

The board is expected to exercise leadership, enterprise and sound judgment in directing the company so as to achieve sustained prosperity for all, while respecting the principles of our code of conduct. This is accomplished through the application of effective systems and internal controls. Board meetings are held regularly, with frequent attendance of Plumblink's management team which promotes participation, development and executive transparency.

Plumblink has a formal Board comprising of;

- Mr HL Greenstein (CEO)\*
- Mr. PD McFarlane
- Mr. DGS Wolmarans
- Mr. GH Chandler
- Mr CN Turnbull\*
- Mrs S Chuturgoon\*

\*Denotes non-executive directors.



The board and management structure provides an adequate mix of critical skills together with experience that contribute to the effective operation of the business. This also ensures that decision making is balanced and highly operationally focused at all times.

Plumblink is of the view that its board and management team operates effectively, in the best interests of the business and in accordance with its code of conduct and ethics. All its members are suitably qualified, experienced and empowered to fulfil their duties as per the Companies Act.

Executive Management comprises of the following members:

- Seaweed McFarlane (CEO)
- Douw Wolmarans (Financial Director)
- Gary Chandler (Commercial Director)
- Luvuyo Mgidlana (Operations Manager)
- Gareth Vermaak (Regional Manager – Gauteng/Inland)
- Peter Wilson (Regional Manager - KwaZulu Natal)
- Nick Craddock (Regional Manager - Eastern Cape & Mthatha)
- Yagan Nair (Regional Manager - Western & Southern Cape & George)

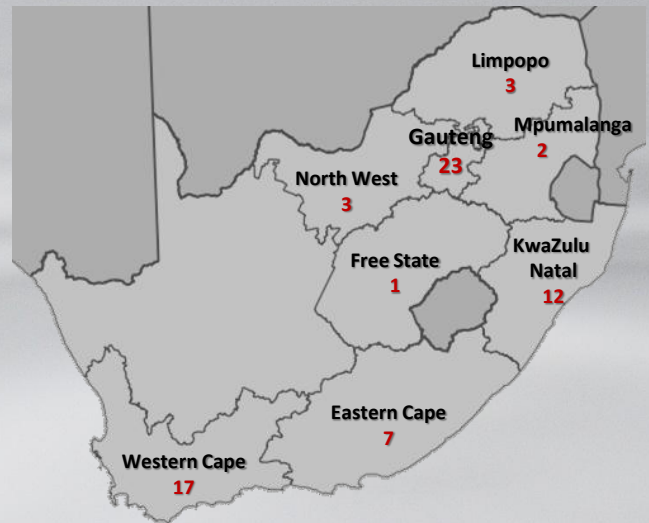




## Operations

Plumblink is operational in 8 provinces of South Africa:

- Eastern Cape
- Free State
- Gauteng
- KwaZulu Natal
- Limpopo
- Mpumalanga
- North West
- Western Cape



The Plumblink brand is highly recognisable in the South African market, due to our reputation as a supplier of a wide range of high quality, competitively priced products. Plumblink operates five warehouses and 9 showrooms in South Africa, with a total of 68 branches conveniently located in all major cities. We pride ourselves on the width and depth of our range, making us the largest supplier of plumbing products in South Africa.

## Exclusive Brands

In 2011, Plumblink launched its own range of exclusive, affordable, quality products branded Plumline. From the introduction of two basins, and with a quick adoption by the plumbing industry, the range was expanded to include bathroom sanitaryware, taps, solvents and sealants and universal spares. The range continues to expand with more products being researched and developed on a regular basis. The success of the Plumline brand can be attributed to our unwavering commitment to offering superior quality products at a reasonable price.

In addition to the Plumline brand, we are also the sole distributors in Southern Africa of RAK Ceramics and Genebre brassware. These products have given Plumblink a range of quality imported products, at highly competitive prices.



## Empowerment

The principles of board-based BEE, through stakeholder empowerment, have also been integrated into how we do business, and how we can assist and support our clients in how they do their business. The empowerment of women and the development of skills at lower levels of the organization to facilitate career and personal growth opportunities are the particular areas that will continue to receive attention and focus.

Plumblink is committed in terms of its procurement and preferred supplier's practices to increasing the level of procurement from BEE companies. In supporting, where we can, small entrepreneurial enterprises and economic empowerment initiatives, we believe that the benefits of transformation can be extended to all our people.

Plumblink holds a level 3 BEE score card 2015/2016.

## Sustainability

Plumblink embraces sustainability as a business imperative that is crucial for any business enterprise - big or small - to ensure that there are adequate resources to continue its operations into the foreseeable future; as well as enable it to continue to add value to its community and society in a responsible manner.

## Transformation - Social Responsibility and Investment

As a responsible and progressive corporate citizen, Plumblink has adopted an integrated and balanced approach to Corporate Social Investment (CSI), as a coordinated and aligned component of its broad-based economic empowerment programme.

We recognize that no successful and sound business can survive in isolation of the community within which it operates, and contrary to the social needs and priorities of the country as a whole.

Plumblink strives to add value to the community through its involvement in various small but special upliftment and assistance programmes. Due to the nature of our business, and the communities and markets we interact with, our social investment initiatives are generally focused on providing expertise, direct assistance and support to selected NGOs, community projects and job creation/entrepreneurial development programmes.

