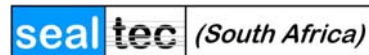


Specialist applicators and manufacturers of environmentally safe, anti-corrosive “cold application” sealers for weatherproofing, waterproofing and topsealing roads, dams, roof tops and metal structures – no heat required.

A decorative graphic on the left side of the page consists of three circles of increasing size from left to right (black, light grey, dark grey) and a vertical blue line to their right.

Company Profile 2005



is a Division of Daveglen 400 Trading (Pty) Ltd (VAT # 4760193401)

Head Office - Tel: (27) 031-561-1210 **Fax:** (27) 031-561 6413 **Email:** sealtec@mweb.co.za or darryl@focusmarketing.co.za
Address: PO Box 25193 Gateway 4321 KZN, R.S.A. **Physical:** Suite 301 Gateview, 3 Sugar Close, Umhlanga Ridge, KZN South Africa

Directors/Consultants/Agents:- D R Moodie (Managing); A.B Moodie (Operations); D. Philbrick (Technical); P.N. Bird (UK); K A Atkinson (UK); L Mason (USA); C. Gillespie (Can.); T C Moodie (NZ); K Willemse (France)



Range of Services offered within this division

sealTEC *Applicators* – has over 15 years professional expertise in applying a wide range of top quality products aimed at the sealing and stabilising of materials in environmentally sensitive surroundings. The company and its personnel have performed top-quality work for a number of large companies and quasi-government institutions – including, inter alia, Natcos Oil Refineries, Holiday Inns, Shoprite Checkers; St. Augustines Hospital; Kwa-Zulu Natal Government; eThekweni Municipality, numerous private companies and households. The range of services include :-

- The repair and maintenance of retaining walls and dams (such as “bund walls” at Oil Refineries);
- The repair and maintenance of corrosive metals in environmentally sensitive areas (such as ship hulls and metal structures and pipework in Oil Refineries);
- The repair, maintenance and waterproofing of industrial structures, and the application of fireproof intumescent paints and other anti-corrosive sealants and paints;
- The repair and maintenance of existing roadways, parking areas and driveways (from environmentally sensitive surroundings – such as Oil Refineries – to corporate parking areas and shopping centres);

sealTEC *Manufacturers* – manufacture a variety of unique (patented) high quality, environmentally safe “cold application” sealants, topcovers and pothole fillers. These are used by the Applicator Division in addition to other well-known, top-quality brands.

“Fully Coordinated consumer, customer, supplier and service solutions that deliver!!”



Client Base

Inter alia, the company either consults to, represents, supplies and/or distributes products for the following clients:-

- Sappi Fine Papers (Pty) Ltd (manufacturers of Typek & Sappi 1Plus Paper products);
- Castle Paper Rolls (Pty) Ltd;
- Kodak (South Africa) (Pty) Ltd;
- Audio Specialists (Pty) Ltd;
- Don Gresswell (Pty) Ltd;
- Baldwin-Unifil Filters (Pty) Limited
- On-site Logistics (Pty) Ltd;
- Unilever South Africa (Pty) Ltd;
- Unilever-Bestfoods-Robertsons (Pty) Ltd
- Rainbow Chickens (Pty) Ltd
- Specialised Delivery Solutions (SDS) (Pty) Ltd
- SASOL Oil Refineries;
- NATCOS Oil Refineries;
- Holiday Inns Group;
- Provincial Governments & Municipalities.
- Shoprite-Checkers (Pty) Limited;
- Checkers Hypers Stores;
- Pick 'n Pay Retailers (Pty) Ltd;
- Pick 'n Pay Hypermarkets;
- New Clicks Retailers South Africa (Pty) Ltd;
- Metcash (Pty) Ltd t/a Metro Cash n Carry;
- Trade Centre & Stax Stores;
- Makro Stores;
- Game/Dion Stores
- Spar (Pty) Ltd;
- Central News Agencies (C.N.A)
- Browns Cash n Carry
- Weirs Cash n Carry
- Jumbo Cash n Carry
- Various Independent wholesalers and retailers

The company is a division of the Focus Marketing Group which employs, both directly and indirectly, over 500 skilled personnel in FOUR inter-related divisions – all of which offer a fully comprehensive range of consulting, sales & merchandising, trading, promotions and distribution solutions that deliver.

“Fully Coordinated consumer, customer, supplier and service solutions that deliver!!”



Company History

FOCUS *Marketing* was originally established in 1985 as a specialist retail marketing consulting company. Initially focusing on clients in the FMCG food and personal products sector, the company has since expanded both its field of operation and client base to include the inter-related divisions outlined in the opening section. A brief history follows:-

- **1985** creation of the original **FOCUS** *Consulting* division;
- **1990 - 1996** creation of additional *Consulting* Divisions & related *Service* divisions and acquisition of Sealtec (South Africa);
- **1996 – 2000** creation of the *Trading* Divisions specifically to carry accounts with specific retailers for its *Sales & Merchandising* clients;
- **1996 – 2000** creation of the *Distribution Divisions* (DDS) specifically to provide a professional distribution service to third party clients.
- **2000** consolidation of the Group's interests into one holding company - viz Daveglen 400 Trading (Pty) Ltd

“Fully Coordinated consumer, customer, supplier and service solutions that deliver!!”



Mission Statement

The mission of the **FOCUS** *Marketing* Group is to:-

- facilitate a meaningful and valued support service to the entire supply chain operation of its clients' businesses, ensuring that marketing, sales, merchandising and direct distribution solutions are constantly and effectively implemented;
- remain dedicated to the principle of black empowerment and advancement by ensuring that all suppliers and agents utilised by the group conform to the principles of black empowerment and advancement as set out in the constitution of South Africa;
- remain dedicated to building long-term relationships with clients through the provision of unyielding and consistent quality customer services – providing fully co-ordinated consumer, customer, supplier and service solutions that deliver!