



Best products. Best price. Best advice.

## Company Profile

shaves.co.za  
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We're a family-founded business,  
& with that comes a set of strong  
values as well as generations of  
technical insight & expertise.

Our strong sense of family  
transcends every inevitable  
change. & when it comes to  
managing change over the  
decades, we've found that some  
things need to stay exactly  
the same.



G.C Shave, Weststreet  
1910



Shaves, Umhlanga  
2022



# Attributes & Differentials

## Independent spirit

As an independent business, we are free to focus on our customers & what they need. This has been part of our DNA from the very beginning, allowing us to give our customers the best possible experience, without being controlled by supplier brands & their goals.

## A progressive, family-founded business

We began as a family business & we still feel like one, whether we're related or not. We have a strong set of values that we live by, & we have decades of experience to share. We love to see our staff thrive & seeing them grow & build their futures with us makes us very proud.

## Colour leadership

We help our customers get excited about the possibilities of colour by relying on our expertise & innovation – evidenced by South Africa's first ever peel & stick swatches. We've also taken the difficulty out of the decision-making process by introducing Simply Colour – a new brand with a simplified colour palette that offers customers everything they need & nothing they don't. This is not only the best for our customers, but helps our staff support our customers too.

## The coating specialists

Our staff are not only knowledgeable & confident, they're also trained both internally & by the industry – making them the best partners for our customers. Their knowledge in interiors & protective coatings means they can support our & help our trade clients from inception to conclusion to complete their projects profitably & efficiently.

## Exceptional stores

Our stores are living examples of our expertise & industry-leading approach to paint & décor, where our customers can come for inspiration & support from our staff. We bring everything together in one place, which is well-stocked & merchandised so our customers can always find the help & products they're looking for & leave with a smile.

## Giving the customer more

We strive to give our customers more. Whether that is extra value in the form of loyalty rewards & discounts, inspiration & help or simply the support to see the potential in an exciting new project or job & our accurate record keeping means we can replicate any colour any time. On top of this, we're keenly involved in recycling & the environment, helping our customers to recycle their paint buckets & rewarding them for doing so, so that future generations can enjoy a better world.

We use our skills & expertise to help our customers feel supported & confident so they can make the right choices for their needs. Our personal approach & record-keeping mean we can replicate any colour any time, which leads to customer loyalty. We approach the trade in the same way – flexing to meet their needs to help support their businesses as they grow with us & become repeat customers.

## Business Profile

Shaves is a leader in the paint & décor world, & has been for over a century. Founded in Durban in 1910, our business has seen growth, mergers & independence over the years as well as social & economic shifts & the evolving dynamic of different product brands in the market. What has remained constant throughout this time, however, is our focus on providing our customers with the best products, prices, advice & service. We're a family business, with a hands-on approach - not just selling paint but providing our customers with the guidance &

support they need to complete their projects profitably & on time. We know that our industry leadership comes down to two main strengths, & we nurture both in our culture. **The first is staying connected to our customers**, ensuring they're at the heart of everything we do. **The second is always looking to the future** to make sure that we're prepared for changes in how people live, work, shop & decorate their homes. We are grounded by our past, inspired by our customer, & excited for our future - more than ready for the next century & what is to come.

**We know that our industry leadership comes down to two main strengths, & we nurture both in our culture.**



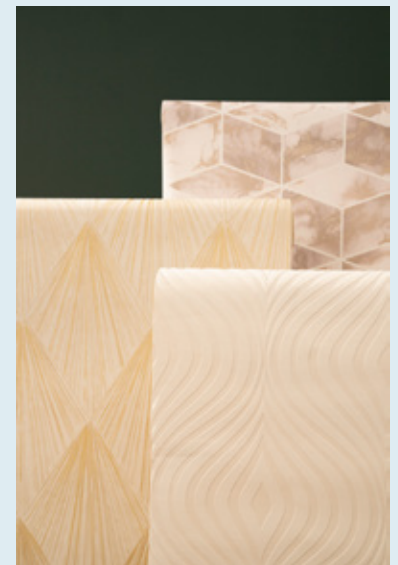








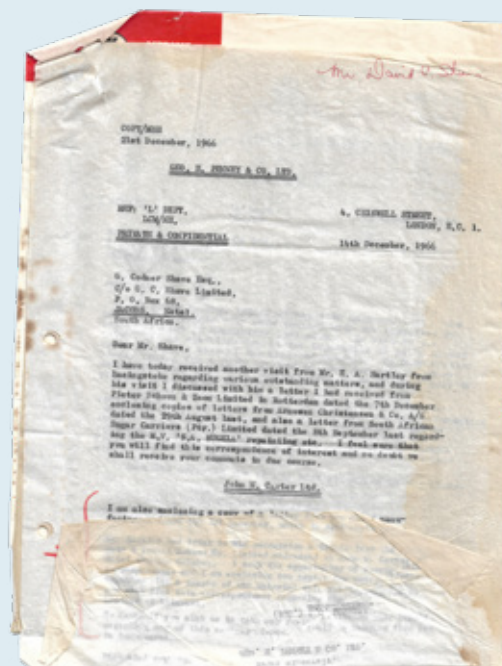
Shaves Pinetown store, Repurchased from Dulux in the the early 1980's.



Shaves Umhlanga - Decór & Wallpaper selections



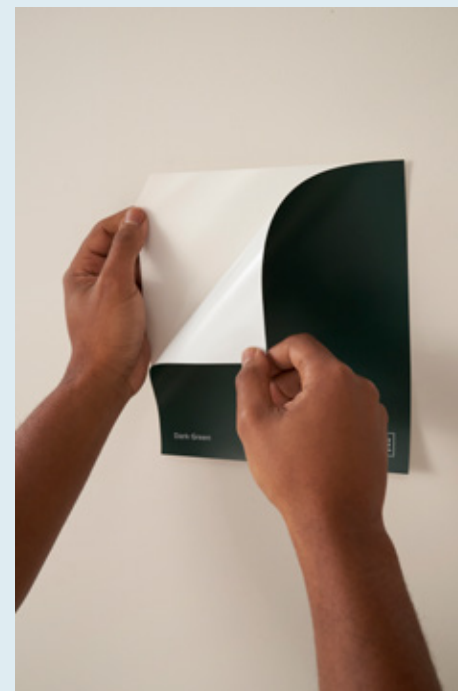
First Pinetown staff:  
Left: Daraval Reddy - Now a shareholder & Operations Director. Middle: Stephen Mkhize (Retired) - His son Siyanda now works at Shave's.



Correspondence from the early days



Shaves, The Paint & Glass House 1929



Simply Colour 2022 - Launch of the Shaves online store Simply Colour.





# Business Profile

We offer a full range of products across a number of specific areas of the coatings spectrum.

## 1. Architectural & Decorative Paint

We offer high quality interior & exterior paints from Dulux & Plascon. These include:

- Dulux, Dulux Trade, Rock Grip & Berger-master, Plascon, Plascon Professional

## 2. Dekade, Decorators Touch, Simply Colour & Dekade Trade

Made at our own factory in Pietermaritzburg

## 3. Industrial & Protective Coatings

Quick drying & acid catalyzed enamels & poxy urethanes:

- Dekade, International, Sigma & Plascon Epoxies, Surface Tolerant, Corrosion Specific products, High Build, Flooring Products, Twin pack Poly Urethanes to deal with coastal & environmental conditions are available.

We have 6 members of staff who are accredited coatings inspectors with NACE. NACE is The National Association of Corrosion Engineers (based in the USA)

## 4. Wood Finish

Specialist range of wood finish products for the kitchen cupboard & shop fitting industries. These include:  
Elvolac, Plascon Stains, Polyurethane paint, acid catalysed lacquer, duco & specialist water based lacquers for the wood finish industry & the specialist wood worker

Rubio Monocoats range of high quality & environmentally friendly wood protection products & stains, Oil Plus 2c, Wood cream & wood stains.





Clairwood Market  
2019

Paint Used:  
Sigmacover 630 Grey  
Sigmadur 550 Brilliant Green  
Sigma Thinner 91 - 92



Shaves

Basketball Court  
2021

Dekade paints & products supplied:  
Dekade Gold Label Sheen  
Dekathane (Polyurethane)  
Deck Dressing  
Dekade Red Oxide Primer  
Dekade QD









## Business to Business

We are deeply committed to the success of our customers' projects and collaborate closely with them throughout the entire process. Our emphasis on quality management, coupled with our strong personal relationships with our customers, allows us to provide continuous support, assistance, and access to our expertise, resulting in the successful completion of numerous projects. At Shaves it's about more than paint, it's about relationships, and helping you through your projects, from start to finish.



For professional & trade customers

Get tailored discounts on purchases

Get guidance & support from one of our dedicated reps, on products & specifications for your projects

Access an accurate record of previous purchases





# Business to Business

We have an extensive portfolio of specialist products & coatings & the expertise required to help support you in your project, no matter your industry. From architectural paints & stains to floor coatings to industrial speciality finishes – we've got you covered. Our staff will visit your facility & consult with you to ensure you have the right products for your project.

- Construction, Renovation & Development
- General Business
- Body Corporates for housing & high rise residential, Schools & hospitals
- Specialist Painting Contractor (corrosion, remediation, Protective coating)
- Steel Fabrication & Restoration
- Protective Coatings for floors & roofs
- Shop fitters, cabinet & Kitchen Manufacturers



## Expertise & Advice

We offer our customers advice & specifications with our industry leading project specifications & product information.

## Quality Management

We offer full project cycle involvement & guarantees to give you confidence.

## Support

We offer meticulous record keeping of all your paint projects to ensure colour accuracy. We have also made choosing colour simple & easy with our curated in-house brand, Simply Colour. With its standardized palette we offer you colour accuracy & consistency.

## Product

We have the right product for you at every price point. Shaves offers you specialist products & expert advice to ensure your painless project fulfillment & confidence. Speak about specific specialist items

## Colour Precision & Colour Leadership

We are confident our customers will experience & benefit from our colour leadership. As industry leading colour experts, we offer you the best colour matching capabilities & consistent colour tinting

## We're Proud Of Our Paint Partners





Best products. Best price. Best advice.





# Loyalty Program

We cater to various types of customers with specific Programs & Pricing models for each category.



Earn up to 5% back in PaintBucks™ everytime you spend, allocated monthly.

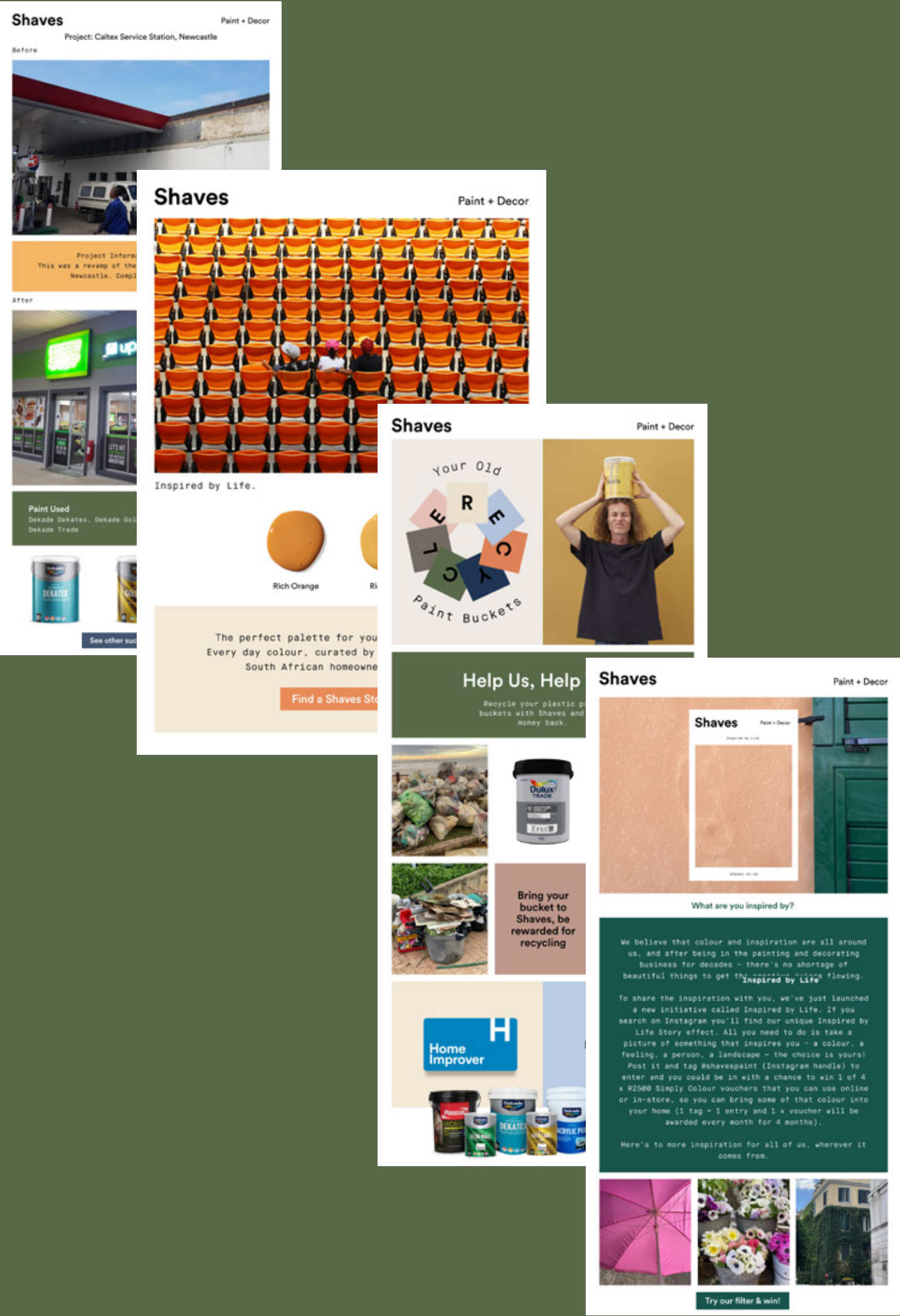
Get discounts on an additional 10 products each month.

Access an accurate record of previous purchases.



Get up to 5% discount on all products, all year round. (excludes certain products on special)

Access an accurate record of previous purchases.





# Our Stores

## KwaZulu-Natal

### Ballito

Home Improvement Centre,  
Moffat Drive

032 946 2855

### Bluff

142 Archary Road,  
Bluff Durban, South

031 459 0736

### Durban

106 Intersite Avenue,  
Umgeni Business Park

031 263 0220

### Hillcrest

45 Old Main Road,  
Hillcrest

031 765 7490

### Pinetown

39 Josiah Gumede Road,  
Pinetown

031 765 7490

### Umhlanga

Millenium Home Ctr, Tetford  
Circle

031 566 5020

## Gauteng

### Sandton

Kramerville West,  
Commerce Cres

011 262 5090

## Shaves







Colour every day.

Thank You!

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