



## Promotional tin-ware – buy local

At Tin-Pac, a proudly South African producer of decorative tin-ware, GILL LOUBSER discovers a hidden gem

**IT'S** surely not a common occurrence for a job seeker to attend an interview and materialise as the proprietor of a new business! It might not be customary, but that's what happened to Dikeledi Mosime.

Retrenched after ten years' service with Pioneer Foods in Cape Town, she decided to become a consultant, employing her outstanding educational credentials (culminating in an MBA from USB), her intimate knowledge of the manufacturing sector, and her inherent entrepreneurial skills. The rest, as the saying goes, is history. By the end of an interview with Nampak, she had been identified as an ideal candidate for Nampak's Enterprise Development programme and found herself the owner of Tin-Pac.



Entrepreneur, Dikeledi Mosime, is turning out decorative tin-ware and helping to stem the tide of imports.



At that time, Nampak was in the process of closing down its promotional tin-ware operation (part of Nampak DivFood) and was looking for a suitable person to take over the business and perpetuate the culture of supplying high-quality, innovative promotional tin-ware, while fulfilling Nampak's commitment to BBBEE.

Dikeledi, who had discovered her entrepreneurial skills while selling her grandmother's pancakes at her primary school in Soweto, quickly snapped up the challenge to start up the Tin-Pac operation. She registered the company and, with black female majority ownership, attained the status of a BBBEE Level Three contributor.

She employed some of the staff retrenched by Nampak DivFood in the closing-down operation and took on premises in Epping, Cape Town. Now, 18 months later, she and her team are turning out eye-catching promotional tin-ware and helping to stem the tide of imports into this country.

### Let's reduce imports

In the factory, a highly-motivated production team works flat out to turn out stunning decorative tin-ware, but it's also clear that there's excess capacity, as some machines stand idle and unattended. 'We have a great deal of additional capacity,' Dikeledi confirms. 'We need to fill this factory with work, to help fight unemployment, not only for the sake of the business, but also to help replace the imports that are flooding into South Africa.'

In Dikeledi's view, if packaging merely plays its protection and display role, it's not meeting its full potential. 'Great packaging should contribute to the success of the product, and also to the ongoing success of the brand,' she maintains.

'Our promotional tin-ware offers brand owners a functional, visually-appealing, durable and inexpensive option for promotions and limited edition product ranges. Increasingly, our tins are also used to pack standard lines of products, as brand owners discover the in-store advantages of promotional tin-ware as well as the ongoing at-home advantages for consumers. Tin-Pac's decorative tins exhibit a praiseworthy degree of innovation – from both a design and printing point of view; they're also highly functional. 'We strive to offer customers innovation in terms of shape and design, suited specifically to their product needs,' Dikeledi explains.

On offer for bespoke designs are world-class graphics and high-quality finishes such as embossing and debossing, gloss and matt varnishing, hinge and slip-lid options. Also on offer is a range of plain silver stock tins in various shapes and sizes.

Another interesting option for brand owners is what Dikeledi calls 'our add-pack solution'. Essentially, this is a contract packing service. Tin-Pac offers to pack products into the tins during the manufacturing process, pack the final tins into cartons and ship the cartons to the brand owner's distribution centre. 'Our add-pack option cuts down on lead times into the trade and eliminates the handling costs associated with contract packers,' Dikeledi explains.

This, undoubtedly, is an operation to watch, and the company's stand at the forthcoming Propak Cape is a 'must-see' destination. Don't miss it.

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