

ADVERTISING FEATURE

SPECIAL PROJECTS SALES

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sylko 65th Anniversary

Keeping it personal brings six-and-a-half decades of success



The Sylko Durban team.

SYLKO, one of the country's leading manufacturers of quality disposable foils, paper and plastic products, gift wrapping and greeting cards, is celebrating its 65th anniversary – a significant milestone in South Africa's competitive and demanding manufacturing sector.

Founded in 1947, the company has changed ownership and premises numerous times over the last six-and-a-half decades, starting off as a small local operation before being developed into a large corporate player.

In 2001, the company went through its last ownership change and management transformation – one that saw it again become a private company and re-introduced the ethos of a family-owned and operated business. Throughout this process, the Sylko brand – and its association with quality and innovation – has remained strong. Today, a culture of family is at the core of the Sylko operation, allowing the company to build a national presence and consolidate its leading market position. One of the company's brand slogans is "Let's keep it personal" and according to the directors, it is this personalised focus, together with an uncompromising approach to quality and an ability to innovate and adapt, that continues to give Sylko the edge.

A South African company "through and through", Sylko is a Level 4 B-BBEE value-adding supplier that employs some 200 people nationally and counts some of its staff members among its shareholders. It manufactures most of its products and packaging in-house at its 8 000-m2 manufacturing facility



Sylko's senior management team.

in Prospecton, Durban. The head office is complemented by sales offices in Johannesburg and Cape Town, with a sales force that operates throughout the country.

Its competitively priced products are well-known in the market place and are renowned for being strong, reliable and easy to use. The company also boasts its own in-house design team, something that gives Sylko added flexibility and adds a splash of

colour and cutting-edge design to its kitchen, outdoor eventing and gifting products.

As is fitting for a modern, environmentally-conscious company, Sylko uses recyclable materials and reduces waste wherever and as much as possible.

"This 65th anniversary is a really important milestone for Sylko," explains general manager, Pooven Murugan. "As with any family, birthdays

are always special – and we are all exceptionally proud to be part of a family company that has not only stood the test of time, but is also geared up to take on the future with confidence."

Elaborating on what has contributed to its sustained success, commercial director, Michael Attwood says: "At Sylko, everything stems from and boils down to quality – from our products and processes right through to the relationships we build and the equipment we invest in. We are an innovative and dynamic company that is able to adapt quickly to changing market conditions and needs, thereby staying current and relevant. We also place considerable focus on strategic capital expansion, and readily invest in the latest technology."

"Another key factor in our competitiveness is our ability to supply the high volumes the market demands, and our excellent distribu-

tion network, which ensures customers get the products they need, at the right volumes and on time," adds production director, Sunil Singh.

"But what really creates Sylko's ongoing success are its people," continues Murugan. "Our strong management team is backed by the dedication, commitment and consummate skill of our sales, production and administrative staff members, who keep the business going. As testimony to this, many of our staff are long-standing members who have remained with the company over a number of decades."

"As such, this 65th anniversary is really a celebration of the Sylko brand and its people."

As for the future, Sylko plans to improve efficiencies and grow its customer base even further, while continuing to develop close customer relationships and deliver top quality products. It remains committed to building its technology asset base without compromising local employment.

For further information, contact Sylko on 031 913 9500 or visit www.sylko.co.za



Sylko's Cape Town team.



Sylko's Johannesburg team.

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sylko

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TO ALL OUR SUPPLIERS, CUSTOMERS AND BUSINESS PARTNERS WE SAY THANK YOU FOR YOUR CONTINUED SUPPORT IN ENABLING US TO ACHIEVE THIS MILESTONE FOR OUR BRAND.

WE LOOK FORWARD TO GROWING FROM STRENGTH TO STRENGTH AND TO CONTINUE BUILDING ON OUR BRAND AND FOSTERING STRONG RELATIONSHIPS WITH ALL OUR STAKEHOLDERS INTO THE FUTURE.



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