



# Dick Whittington Shoes (Pty.) Ltd.

## COMPANY PROFILE



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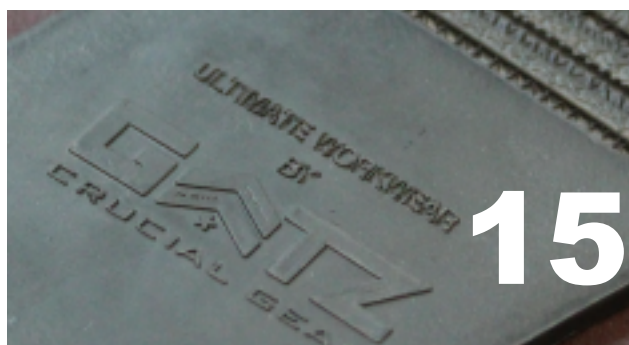
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**INTERNATIONAL  
PRODUCT STANDARDS**



**A proud tradition of  
footwear excellence  
since 1948**



# ABOUT US





**Company Name:** Dick Whittington Shoes (Pty) Ltd  
**Company Registration:** 2001/017033/07  
**Tax No:** 9177329142  
**VAT No:** 4200196014  
**Import/Export No:** 00235763

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**Physical Address:** 31 Old Main Road  
Plessislaer  
Pietermaritzburg  
Kwa Zulu Natal  
South Africa  
3201

**Postal Address:** P. O. Box 105  
Pietermaritzburg  
Kwa Zulu Natal  
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3200

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**Website:** [www.dickwhittington.co.za](http://www.dickwhittington.co.za)

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# OUR HISTORY

Established in 1948, the company started modestly employing 10 people to make 30 pairs per day of “stitch-down” shoes. The company grew rapidly and began making hand-crafted Goodyear welted footwear selling against some of the established brands at that time. It quickly earned a reputation for quality and value which entrenched solid relationships with its customers which endure to this day.

Continued growth saw the company become part of the then Conshu Group. In 2002 the company was acquired by the current shareholders some of whom formed part of the management team. It continues to operate from its existing premises and continues to

flourish under its new owners. It turns 70 this year.

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# DESCRIPTION OF OUR BUSINESS

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Dick Whittington Shoes is very much a niche business, selling to the more discerning shoe market that requires superior quality and international branding. It boasts a well-earned reputation as being the leading manufacturer and marketer of genuine Goodyear welted, branded men's formal footwear and uniform/industrial footwear. In addition to its local manufacture, the company imports some of its branded lines through its Licensors in the USA.

The Company currently employs 450 staff and produces some 40 000 pairs per month of genuine leather, high quality branded footwear.

The Company is prime contractor to the South African state. It has manufactured millions of pairs of boots and shoes worn by the armed forces for nearly four decades. This footwear is made to withstand the toughest conditions of the environment. They are made to strict standards demanded by the South African National Defence Force and audited by the South African Bureau of Standards. These products are a result of comprehensive engineering, top quality materials and rigorous military testing, each made with the same painstaking craftsmanship.

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# DESCRIPTION OF OUR PRODUCTS



## The company is currently selling its products to the following market segments:

- The men's formal / dress shoe segment, catering for consumers who buy mid- to higher priced merchandise. We are represented in this segment with our Bishop, Ranger and Richeigh brands.
- The men's' formal / dress shoe segment, catering for consumers who require superior quality and international branding. Our licensed brands Saxone, Johnston & Murphy, Medicus Royal and Curtolo hold a dominant position in this market segment.
- The uniform market segment, catering for our armed forces and the security industry. All business with the State is secured through the tender process. Our customers in this segment include the Department of Defence, South African Police Services, South African Correctional Services and the South African Navy. Major wholesalers that service the bigger security firms represent the private security business. Other parastatals such as Transnet and South African Airways fall into this category.







# Dick Whittington Shoes (Pty.) Ltd.

## LICENSED BRANDS

**JOHNSTON & MURPHY®**



## HOUSE BRANDS



## UNIFORM SHOES



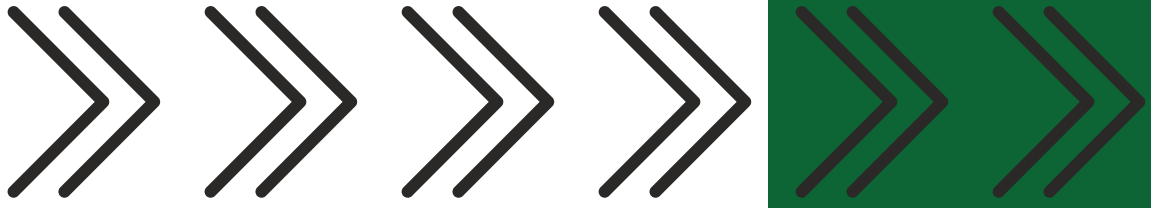
# QUALITY OF PRODUCTS

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Consistent quality of product and superior customer service form the hallmarks of Dick Whittington's success. Each pair of shoes is made with the same painstaking process. The focus on quality, both in design and conformance to the design are not negotiable. Customers and consumers are assured that our products meet with their expectations and objectives.







# CULTURE

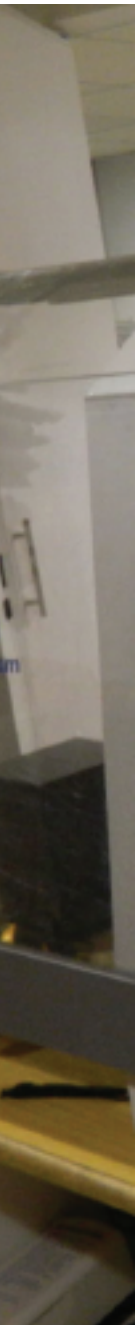
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A culture of professionalism, ethical business practices and of investing in people permeates the whole company. Employees are provided with an invigorating environment in which they feel a strong sense of pride and belonging, evidenced by an average of 15 years' service per employee. In order to sustain its growth, the company has its own fully accredited training school. This school provides technical training to staff.

It is a contributor to Broad Based Black Economic Empowerment, which is a requirement to conduct business with Government and other large organisations.

Seventy years later, Dick Whittington Shoes remains spirited and robust, showing no signs of its middle age. It is well placed to see its centenary and to continue to make a contribution to the viability of the country by providing continued employment and training for its workers.

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# TECHNOLOGY

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Dick Whittington Shoes strive to utilize the latest technologies in its manufacturing processes. Machinery such as the CAD CAM, state of the art sewing machines and the current installation of two sixty station, state of the art computer controlled closing room conveyer systems to complement the latest generation lasting room equipment are all utilized in an effort to streamline the production process into world class manufacturing facility

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## COMPANY'S MISSION

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The company's mission is to create and sustain long-term relationships with consumers who appreciate unsurpassed craftsmanship and product integrity by providing them with premium footwear.



**Dick Whittington Shoes (Pty.) Ltd.**



## ABILITY TO MEET COMMERCIALY ACCEPTABLE INTERNATIONAL PRODUCT STANDARDS

The company was the first in the country to be ISO9001 certified. It is also a full member of the SATRA Technology Centre in the UK for over 30 years. In addition, the company is a South African Bureau of Standards permit holder which allows it to manufacture some of its styles to a certain specification.

Dick Whittington Shoes is also a current holder of several SANS mark bearing certificates and the preferred supplier to the SANDF and Army, Navy, Air Force, Correctional Services and South African Airways.

Accordingly, Dick Whittington Shoes has the ability to meet commercially acceptable international product standards.



This certificate, including the schedule which forms an integral part thereof - is issued without alteration; - is identified by the applicable registration number; - is subject to any condition or limitation contained therein; - is valid subject to ongoing compliance with certification requirements; - bears the authorized SABS Commercial seal; in the absence of the seal, the certificate and the schedule shall be invalid; and - the certificate may be authenticated by referring to the register of "Certified Clients" on the SABS Commercial website ([www.sabs.co.za](http://www.sabs.co.za))

Registration Number **LS 1116**  
Effective Date **22 January 2016**  
Expiry Date **15 September 2018**  
Date of Original Registration **03 November 1993**

Chief Executive Officer *B. Nkomo*





# Certificate of SATRA Membership 2018

Dick Whittington Shoes (Pty) Ltd  
PO Box 105  
PIETERMARITZBURG 3200,  
South Africa

Working with SATRA for over ten years



*S. Botterill*

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**S Botterill**  
**Finance Director**

SATRA Technology Centre Ltd, Wyndham Way, Telford Way,  
Kettering, Northamptonshire, NN16 8SD, United Kingdom  
Tel: +44 (0) 1536 410000 Fax: +44 (0) 1536 410626  
Email: [info@satra.com](mailto:info@satra.com) [www.satra.com](http://www.satra.com)



# FACILITY SECURITY CLEARANCE (FSC)

*It is hereby certified that*


**DICK WHITTINGTON SHOES (PTY) LTD**

*holds a Facility Security Clearance of*

**RESTRICTED**

*which means that it can be entrusted with classified defence acquisition information and material up to and including the level of*

**RESTRICTED**

  
.....  
**SENIOR MANAGER:  
ARMSCOR SECURITY  
ISSUING AUTHORITY**

ISSUING DATE: **20/06/2017**

EXPIRY DATE: **20/06/2018**



**ARMSCOR**

Armscor is a Corporation of South Africa SOC Ltd

DURBAN CHAMBER OF COMMERCE AND INDUSTRY/  
TRANSNET PORT TERMINALS

# EXPORTER OF THE YEAR 2015



DURBAN CHAMBER  
OF COMMERCE AND INDUSTRY  
1977-1986

TRANSNET



port terminals



# WINNER

SMALL CATEGORY

## DICK WHITTINGTON SHOES (PTY)LTD



edtea  
Department of  
Economic Development, Trade and  
Environmental Affairs  
PROVINCE OF KWAZULU-NATAL



# SAFLIA

## Membership Certificate




This Certificate Records Admission Of  
**DICK WHITTINGTON Shoes**

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As a Member of the  
Southern African Footwear and Leather Industries Association

For the Period ..... **2017** ..... To ..... **2018** .....

CHAIRMAN .....  .....

EXECUTIVE DIRECTOR .....  .....



# Dick Whittington Shoes (Pty.) Ltd.



JOHNSTON & MURPHY.



[www.dickwhittington.co.za](http://www.dickwhittington.co.za)