



BRAND PROFILE

Belgotex™

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01

Purpose Led.



Ed
Colle



Belgotex's third generation custodian, Ed Colle

When business is conducted responsibly it builds trust in a brand. More so, when leadership uses its position of power as an opportunity to take action in the world, embracing a role in society that goes beyond profit, it drives the type of behavioural and cultural changes that are required to fix the challenges of our times.

As the third generation custodian of the Belgotex brand, Edward Colle considers his role a privilege and an opportunity to add to the legacy of those who built the brand into what it is today.

Colle's parents arrived in South Africa in 1983, after his grandfather, a flax farmer and serial entrepreneur, sent his six children out into all corners of the world with the instruction to floor it. Building a business where they didn't draw a single dividend for 33 years, Ed is inspired by his parents' selflessness, and wants to hand over a company to the next generation that's in even better health than the one he's inherited.

"I'm fortunate enough that my parents worked for me, and with that comes the obligation that I must now work for my children. Everything I do is for tomorrow. For the future generation. I've been trusted with this amazing business that hundreds of people have built, and feel it's my duty to hand over something that's not necessarily bigger, but stronger, more dynamic, more sustainable and future-proof."

Ed has always insisted on adding value, and stresses how the 700 people working for Belgotex are far more important than he is. It's this humility along with an innate curiosity that saw Colle spend his first years working on the factory floor as a way to immerse himself in the people, product and processes.

"Those were some of my happiest times... sharing a curry that someone's mom had made... going to watch Maritzburg United play footy at the stadium... And then being fortunate enough to figure things out at my own pace and learn all the different parts of this business."

Instead of being driven by profit, Colle is motivated by more ideological pursuits where he wants to create a culture that attracts people who are on the same path that he is.

"I'm interested in what positive impact this business can have on society at large, and believe it has the ability to influence others. I think that's really powerful and so much bigger than a bottom line."

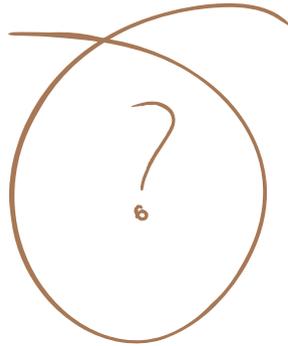
The number of people that Belgotex is able to reach on a daily basis is incredible, and Colle would like to positively touch each one of them, starting with the people under his stewardship.

"What's a career, 30 years? In the greater scheme of things that's nothing. I'm already 12 years in and have arguably 18 years left. So the clock's ticking. My challenge is to see how much value I can add to the world while I have the incredible privilege of leading this team."





02



Who We Are.

Belgotex designs, manufactures and delivers quality floors that endure the speed of life. As Africa's leading carpet and artificial grass manufacturer, we are a soft flooring specialist in high-quality broadloom and modular carpets with custom solutions available to the commercial market and an extensive product portfolio that includes luxury and specialist vinyls.



Our non-woven carpets are made here

Made in Africa



As an African company we have set out to lead by example providing certified greener alternatives without compromising on product performance or trend-led design. Driven by our vision we focus our efforts on innovation, quality and sustainability.



Our green underlay is made here

Seeing the Bigger Picture

A purpose founded upon creativity, communication and collaboration positions us to nurture meaningful connections with our customers and value partners. In this way we strive to be better every day, both as a source of inspiration and the knowledge we hold as experienced manufacturers.

A Global Player

Distributing to over 40 countries worldwide, exports are a growing contributor to annual turnover with increases anticipated due to favourable currency conversions and our extensive product portfolio. Through a network of agents in Africa, Europe and the East, with direct representation in Australasia, Middle East and India, Belgotex sales of broadloom carpets and tiles abroad is poised for further growth with yarn and fibre sold to selected international markets only.

Where You'll Find Us

Indoors or out, Belgotex's quality products are suitable for use in the home, office, retail, commercial, hospitality, high-spec health and education centres, landscaped environments or specialist sports facilities. Many of our broadloom or modular carpet ranges, luxury vinyl and artificial lawn form the foundations for leading financial institutions, company head offices, hotels and restaurants, upmarket homes and even airport lounges. We're confident that whatever it is you're looking for, we've got you covered.



Our Specialised Products Division

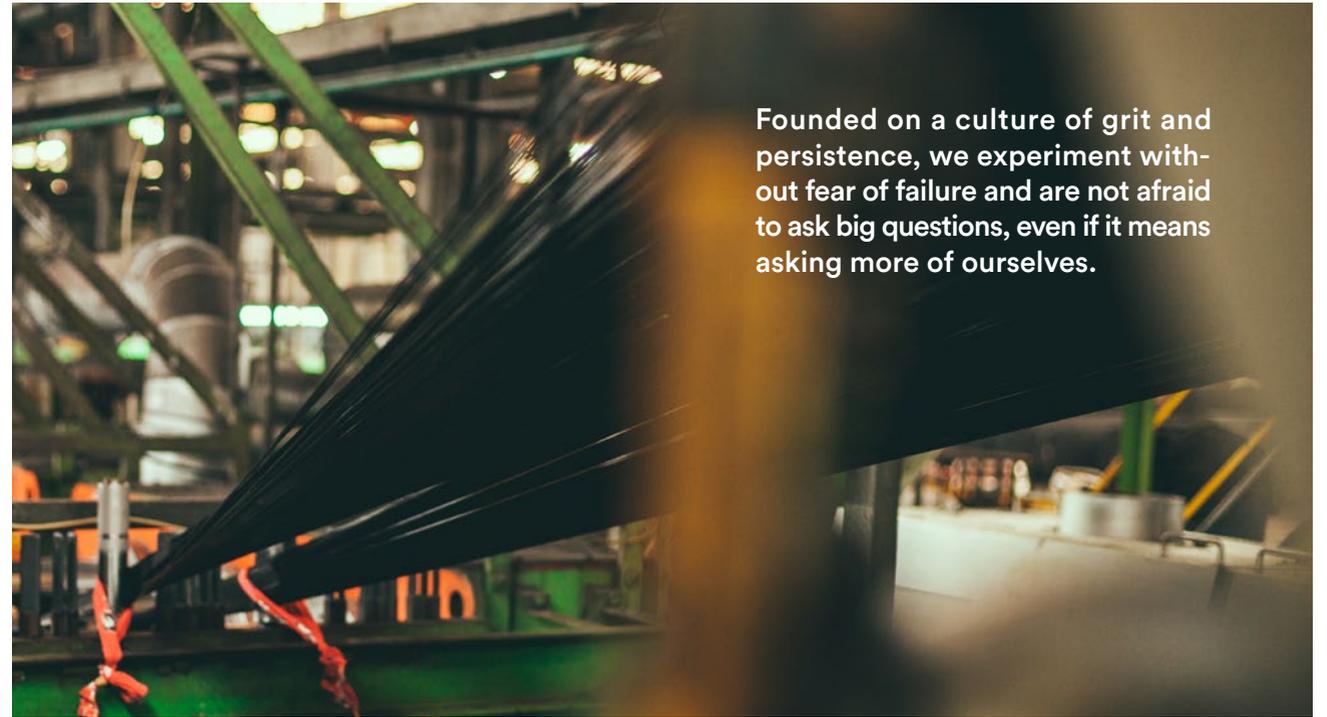
Our offering includes Belgotex Grass, Belgotex Sports and a variety of vinyl products suited to various applications. These range from popular Luxury Vinyl Tiles (LVT) and cushion vinyl, to more technical, specialised products such as medical vinyl for the healthcare sector, low electrostatic vinyl for server rooms, specialised non-slip vinyl solutions for gyms and sports centres to Vinyl Composite Tile (VCT) ranges for schools or canteens. International demand for the company's high-end residential and commercial products is also growing, both for their unique design and quality construction.

03

A Culture of Innovation.

Belgotex strives to be a world-class African Brand Showcase through the deep connection we share with our people, product and planet. We believe that this starts with a desire to explore and achieve the unimaginable, constantly challenging what we know today to impact the future.

Holding racks



Fibre manufacturing line

Founded on a culture of grit and persistence, we experiment without fear of failure and are not afraid to ask big questions, even if it means asking more of ourselves.

By disrupting ourselves we strive to stay a step ahead of the norm, ensuring that our organisation remains future-ready. From sketch to final product photography, we are committed to innovation and offering a richer experience to our customers.

Right side - Concept Sketch
Left side - Final Photography

“My grandfather taught me that you have to believe in what you’re setting out to achieve. If there’s a lack of belief then it’s not going to happen. So I draw on that. But innovation isn’t just about product, and we must look to our values in everything we do. Our three key pillars are product, people and planet, and true innovation must always encompass all three. It’s when we get that right that we’re heading somewhere really interesting.” - Edward Colle

As market leaders we pride ourselves on staying ahead of the curve, and having established and grown market share through technology we’re able to offer the latest fibre and manufacturing processes by investing in sophisticated machinery, as well as creating awareness and understanding of these new technologies and products.

04

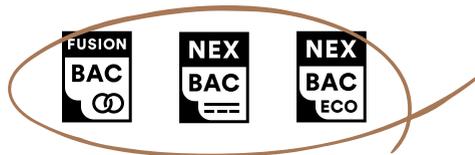
A Legacy of Firsts.



In line with Belgotex’s positioning is a desire to continually improve. Whether its greater comfort and convenience, stain resistance, new design capabilities or improved operational efficiency, health benefits or eco-friendliness, we’re always on the lookout for new ways to rethink our product and service offering.

Backing

We were first to introduce the advanced FusionBac backing for tufted products, and the first to offer NexBac, a bitumen-based backing with a fibreglass scrim to make our needlepunch and tufted tiles dimensionally stable. We were also first to incorporate recycled content for a greener backing alternative – NexBac Eco.



Mantra - Aqueous

Needlepunch

We created the first structured needlepunch range in South Africa to successfully address the key issues of performance, price and availability. At the time, commercial carpeting was limited to flat, unstructured needle felt or woven, ribbed or plain tufted tiles and sheeting. Berber Point was the first rugged, structured design carpeting with a heavy commercial grading to deliver durability and style at an affordable price.

Stainproof

Concerns about carpet stains and ease of cleaning led to the development of Belgotex’s Stainproof Miracle Fibre™. This synthetic polypropylene fibre revolutionised yarn production, offering colourfast carpets that do not mark or fade and can be cleaned with bleach and water.

Stainproof SDX™ soon followed as an equally eco-friendly alternative to the polypropylene variety with the high-performance characteristics required for commercial installations.



Turf

Belgotex Grass is the first locally manufactured artificial lawn specifically designed to withstand the harsh UV-rays of the sunny South African climate. For garden and home, a choice of high-quality artificial grasses allow you to experience the art of living with natural looking landscaping. Then, Belgotex Sports in association with Europe’s leading manufacturers, make world-class sports systems certified to international standards that are freely available in Southern Africa and backed by local warranties.

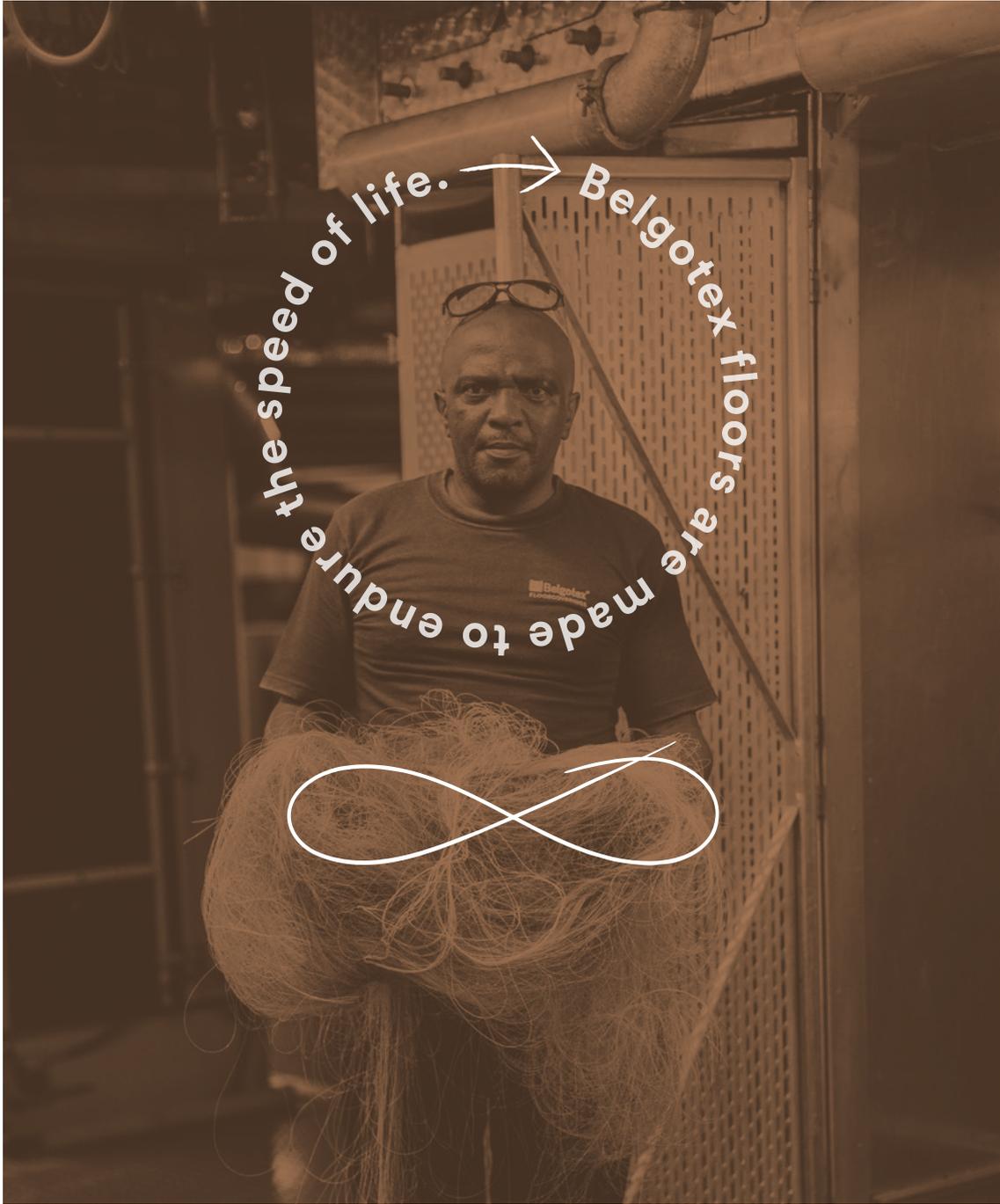
Industry Qualifications

Belgotex believes in the power of work, especially in combatting the country’s high unemployment rate and empowering people to contribute to society in a meaningful way. We are committed to the upliftment and development of the industry as a whole, and recognise the role that artisans play in growing our economy and servicing our customers through quality installation.

Custom Design

We introduced the first truly bespoke designer carpeting with the sophisticated pattern tufting technology of Custom Broadloom. This allows designers to create a luxurious carpet from any design or pattern, image or fabric swatch, previously only achievable by weaving.

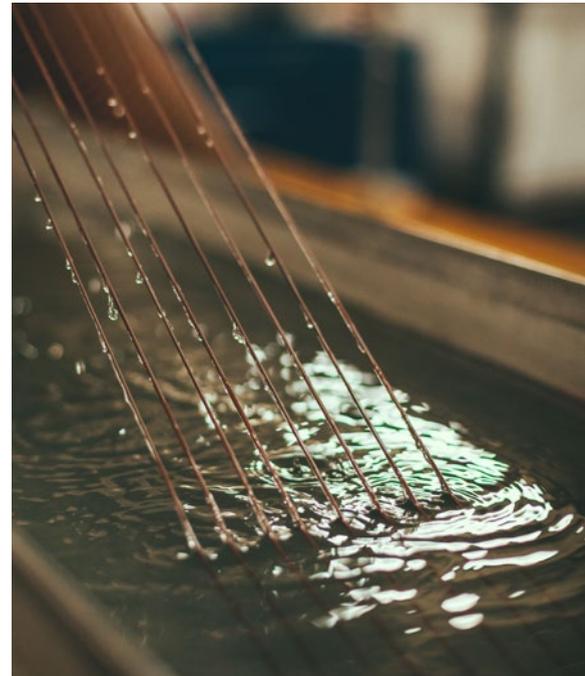
Mantra - Loam



Skilled artisans result in our success



Application of latex backing



Quenching bath

05

Our World Class Production Facility.

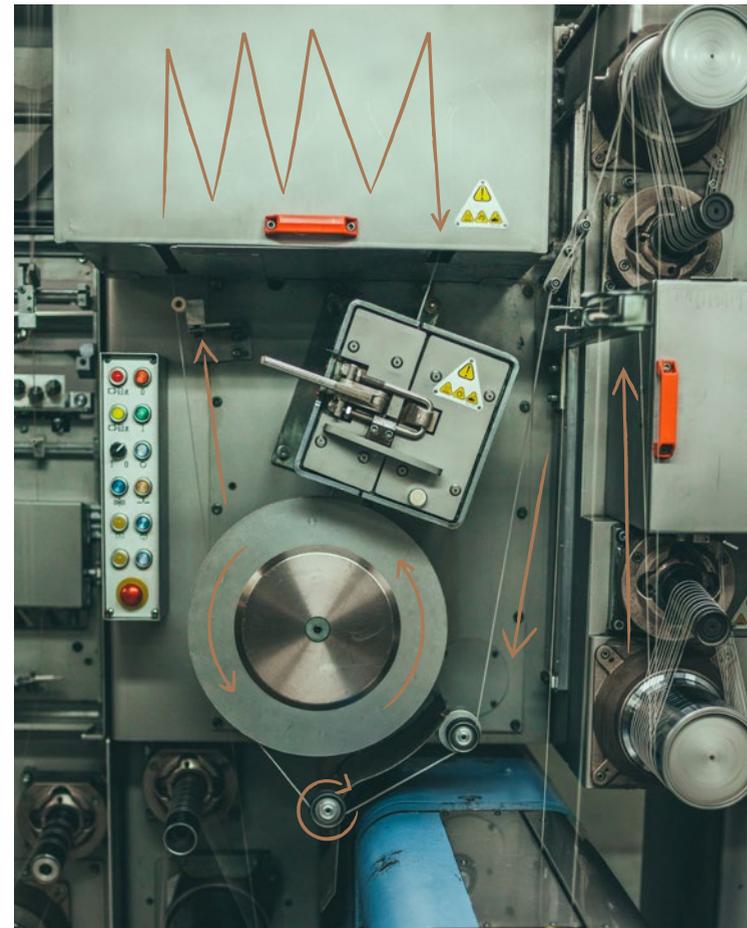
As a vertically integrated company with a strong focus on innovation, quality and environmental imperatives, our backwards integration structure gives us complete control over our production processes.

From raw materials and extrusion to tufting or needling, through to backing, warehousing and distribution, our entire setup is designed to maximise operational efficiency whilst minimising any negative impacts on the environment. This not only gives us control over the quality of our products and ensures unprecedented speed to market, but allows us the flexibility to explore new ideas.

“A deep belief in our business saw us continuously reinvest in ourselves, and the result is our world class equipment and a production facility that can’t be equalled. We’ve also learnt that putting the planet and people at the expense of your bottom line is short-sighted, and have come up with a business model where the fundamental difference is, instead of creating something for ourselves and then trying to convince people that it’s good for them, we’ve created this for the people around us.”

- Edward Colle

BCF yarn manufacturing process



Plant Upgrades

This includes an upgrade to the needlepunch equipment used to produce bestselling Berber Point seen in most corporate and commercial developments, three new twisting machines, power heatset machinery to increase production capacity on cabled solution dyed nylons, as well as new tufting machinery for the synthetic grasses used on artificial sports and landscaped surfaces sold by Belgotex Grass. Tile cutters were purchased and a further investment into patented tufting technology was made to service the increased demand for custom designed, patterned and tufted carpet tiles for commercial customers. This machine allows designers to create a luxurious Axminster-type carpet from any design or pattern, image or fabric swatch previously only achievable by weaving.



“Through the international group we have access to incredible first-hand information that can’t be underestimated. Because of global influences and the quick access to information, we’re getting much quicker real time information as to how the market is evolving. Naturally an easy win for us is using the equipment, knowledge and expertise that we already have to diversify our offering.”

- Edward Colle

Belgotex manufactures a range of high-quality turf systems



Artificial turf tufting creels

Artificial Turf

A R20 million upgrade went into tufting machinery and equipment to produce Belgotex Sport turf ahead of the 2010 Soccer World Cup. The expenditure aimed to make the procurement and supply of local synthetic turf for new stadia and training facilities in Africa easier and more affordable.

Used in football stadia throughout Europe, the turf is made with a unique combination of high-quality monofilament fibres designed to suit different applications and playing conditions. Independent tests and research for FIFA and national football associations demonstrate the turf’s influence on factors such as ball roll, ball bounce, friction, sliding resistance, hardness and shock absorption.

In order to maximise production capacity and ensure long term market sustainability, Belgotex also extended their product offering to include Belgotex Grass for recreational and residential applications. This firmly positions Belgotex as a leader in the interior and exterior floor surfaces market.

06

Better Together.

Belgotex endeavours to be as collaborative as possible, where working collectively is able to supercharge our performance and deliver stronger results. Because successful collaboration starts with choosing the right partners, we search for the best people and then invest in them, building strength with strength and seeking to know more and be better as we work towards achieving our collective goals. Working with the international design community, we send our teams abroad to connect with the world so that they may grow and be better, using their learnings to inspire our African-born designs. At home we have the same insatiable curiosity, where we constantly seek out the new and strengthen our network of clients and partners by showcasing our floorcoverings at key tradeshows and design fairs, not just promoting our own brand but supporting other designers, publications and partners as well.



Bobbin creels at yarn cutting process



Softology - Suave



Research & Development team

International Design Partnerships

The outstanding relationships we have developed with leading international flooring producers allows us to share the latest design trends, current advances in fibre engineering and manufacturing technology. This facilitates our research and development, making it possible for us to develop new products independently or in partnership with other industry leaders.

Custom Collaborations

Our commercial division collaborates with leading architects and workspace engineers to develop tailored solutions for specific projects. Our R&D teams collaborate closely with the factory to ensure we have the manufacturing capability to bring these ideas to fruition. The entire process is design driven, providing unlimited opportunity for customised or once-off product development.

A Diverse Product Offering

Our global status affords us the opportunity to broaden our product offering beyond our own production capacity by exclusively representing some of the world's most recognised flooring brands. Having established international business alliances which create and maintain our competitive advantage, this positions us as leaders by design and enables us to stay abreast of the latest products, manufacturing techniques, machinery and international trends. The market-driven and future-focussed vision enables us to remain at the forefront of technology, offering hi-tech flooring solutions in the turf and vinyl categories that satisfy needs rather than just cover surfaces.

Softology - Dahlia, Suave, Mink, Abyss, Ash, Downy, Brunia & Fawn

07

We Tread Softly.

Belgotex is a recognised world leader in sustainability practices, asking less of the planet in all that we do. Proud to receive South Africa's first Custom Industrial 6 Green Star rating, certification that recognises "World Leadership" at our Pietermaritzburg-based factory, since the start of our green journey in 1991 we have constantly pushed the limits of operational efficiency, seeking out ecologically sustainable manufacturing methods and developing eco-friendly products.



Waste material becomes green underLay



GreenTag Certifications



A significant sustainability milestone was achieved in 2015 when we became the first South African flooring manufacturer to receive the internationally recognised Global GreenTag eco-label for our commercially graded products. Our recent re-certification saw us maintain our 'Level A' GreenRate™ eco-label certification and hence the assurance of the ongoing eligibility of our products to achieve 100% of the available credit points across all the Green Building Council of South Africa's (GBCSA) rating tools. We also achieved a Gold LCARate™ certification mark for our products, an indication of excellence across a range of sustainability assessment criteria and performance indicators.

Our Eco-Pillars

These drive our multi-dimensional, long-term operational plans and challenge us to ask more of ourselves and less of the planet in all that we do.



Embracing change in our traditional manufacturing processes and repurposing harvested rainwater has reduced water consumption by 35 - 45% since 2015 .



Waste management is high on our agenda, with investments in excess of R5 million that have enabled Belgotex to reduce material waste rates to almost zero.



Belgotex has invested over R20 million to date in solar power, resource efficiency and plant upgrades in an active drive to offset CO₂ emissions and save energy.



Company Overview.

Mission Statement

Belgotex designs, manufactures and delivers quality floors that endure the speed of life.

Purpose

We bring a platform for authenticity through creativity, communication and collaboration.

Vision

To be a recognised, world-class African brand showcase, through our deep connection with our people, product and the planet.

Environmental Sustainability Strategy.

The extent to which our organisations, operations and action protect, mend and preserve rather than harm or destroy the natural environment.

VALUES

Better Together

We Tread Softly

Curiosity

Courage

Deep Focus



01.



Over seven-hundred employees in SA.

700+

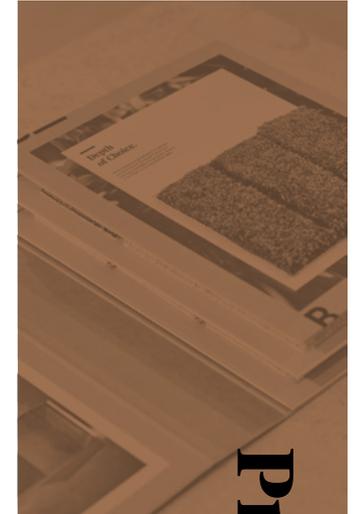
02.



Sixty-five percent market share.

65%

03.



Carpet, vinyl artificial grass, underlays & specialized sport systems.

Products



* A member of the multinational Belgotex International Group with seven companies over four continents, Belgotex was borne from a vision to floor the world.

Our Green Journey

2020

10% manufacturing energy requirements to be derived from renewable energy

2019

- ISO 45001 Certification
- GreenTag EcoLabel Re-Certification

2017



South Africa's first 6 star rating for an industrial facility (EBP)

2011



- Eco Collection now includes 70% recycled content in backing of NexBac™ tiles
- Upgraded Effluent Treatment Plant-Membrane Bioreactor (further reduction in COD levels)

2018

ISO 50001 Energy Management System Implementation

2010



- Added a new product with recycled content to our Eco Collection (Berber Point Eco®)
- Carbon Footprint Analysis (Global Carbon Exchange™)
- 95% of production is Solution Dyed

2006

Start of Reclamation Programme

2009



- Products tested and passed VOC criteria for GBCS Green Label
- Eco Collection now includes 35% recycled content in backing of NexBac™ tiles
- Launched the environmental website
- ISO 14001 certification

2016



- Green Tag eco label certification
- Compliance to ISO 14000 series of standards: ISO 14025, ISO 14040/4/6, ISO 14064/7

2012

Introduced Stainproof Eco Fibre into needlepunch ranges (recycled content)

2007



- Expanded Reclamation Programme to include other NGO's and creation of Collection Points
- Expanded our Eco Collection to include a carpet underlay with 100% recycled content

1996

ISO 9001 Certification
SABS ISO 9001

1995

Recycling Programme (Waste Converters™)

2015

- Introduced recycled content into SDX products using post-industrial waste
- Launched Sustainability Report

2014



- 100% of production is Solution Dyed
- Introduced rainwater harvesting
- 5% of energy requirements derived from solar panels

2004



80% of production is Solution Dyed (1985 all production involved a wet dyeing process)

2001

Effluent Treatment Plant: Total Water Management System

1991

Introduction of Quality and SHE Specialists

6 Star Green Manufacturing Facility.



96% of the regular occupied spaces have at least 5% skylight area.



93% waste recycling and landfill diversion rate.



32% energy/CO₂ reduction.



32% of all storm water that lands on project site is captured and treated.



Vertical integration of the factory's productions.



Greentag global certification for carpet ranges.



59.2% potable water reduction achieved through rainwater harvesting & innovative industrial manufacturing.



Local community involvement and social investment schemes.



Single roof-mounted 1MW solar photovoltaic (PV) power system covering 12 000m² of the facility's roof space.

Points Allocation ⁺



Project Floor Areas: Total Gross Area (GLA): **140 000 m²**



Bale of waste material being transported for recycling



Storage silos containing polypropylene chips



Our Eco Pillars.

- 

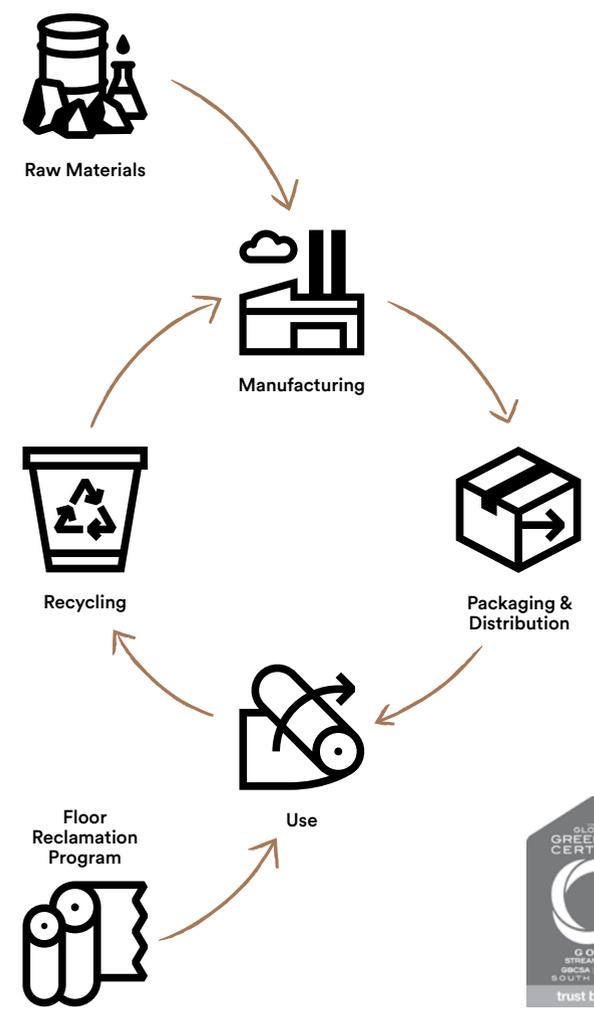
Energy
Belgotex has invested over R20 million to date in solar power, resource efficiency and plant upgrades in an active drive to offset CO2 emissions and save energy.
- 

Material
Waste Management is high on our agenda, with investments in excess of R5 million that have enabled Belgotex to reduce material waste rates to almost zero.
- 

Water
Embracing change in our traditional manufacturing processes and repurposing harvested rainwater has reduced water consumption by 35-45% since 2015.

Our GBSCA 2018 show stand

Sustainable Products.



-  Renewable Energy
-  Rainwater Harvesting
-  International Standards & Certifications
-  Product Stewardship
-  Waste Management
-  Resource Efficiency & Cleaner Production Strategies

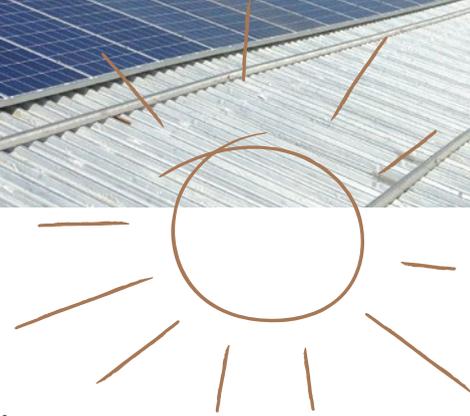
Green Tag Assessment Criteria

- Health & Eco-toxicity assessment
- GHG
- Material extraction
- Water accounting
- Social & environmental compliance
- Durability
- End of life
- Product emissions
- Life cycle analysis





10% of our manufacturing energy is derived from renewable energy



Powered by South Africa's Sunshine

In November 2013, Belgotex completed the installation of the largest single roof-mounted 1MW solar photovoltaic (PV) power system in South Africa, covering 12 000m² (1.2 hectares) of roof space at our Pietermaritzburg factory. Considered the cleanest, most viable alternative to fossil-based fuels, this initiative reduced our reliance on the national electricity supplier and plays an important role in decarbonising the global economy. Over 4000 solar modules were installed at a cost of R17 million, providing enough daily energy to power 700 average households. Belgotex boasts enough north-facing roof surface to cover a further 50 000m², with plans to roll-out a second and possibly third phase over the next five years to meet our own energy requirements. This would enable us to feed power back into the national grid, selling our excess electricity to Eskom during weekends, shutdown periods or power outages. The move is also expected to reduce our future Carbon Tax liability by between 5 – 10% due to the 1386 tons of CO² emissions saved each year from not having to rely on coal-produced electricity.

ISO Certification

Our Quality, Environmental and Health and Safety management systems are foundational to our sustainable approach to business. We have ISO 9001:2015, ISO 14001:2015 and ISO 45001:2018 certification; and have implemented an energy management system in accordance with the requirements of ISO 50001:2018.

Energy Reduction

Belgotex has implemented a number of infrastructure and process improvements in order to reduce our energy consumption, and thus our greenhouse gas emissions.

Rainwater Harvesting

Investigated and implemented in 2013, rainwater plants were set up to treat and capture the harvested water and supplied to various processes at the factory, including the cooling towers and boiler ash cooling conveyors. In 2019 rainwater was piped to all of the factory's toilets marking a 45% reduction in water consumption.



Energy saving LED fluorescent lights above BCF yarn spinning machines

08

Industry Support.

Sampling and Market Support

Intrigued by how our existing and future consumers want to interact with our product and brand, we consider questions such as “What experience do they want?” and “Are their expectations being met?” so that once we have the answers to these, we’re able to determine where future diversification must take place and how to connect with them in a way that informs, educates and delights.

Providing full support for our retail customers through in-store merchandising and point-of-sale display materials, sampling and consistent marketing campaigns for our commercial and residential brands, we’re able to create awareness, educating our users about each product’s new technologies and their benefits.



Grafica quarterly broadsheet

Right Side - Grafica
Left Side - Living Matter



2019 Product Catalogue



Durban Showroom





Durban showroom - luxury vinyl

Newly updated showrooms allow visitors to fully immerse themselves in the world of superior flooring, nationwide. Designed to elevate each carefully curated collection, our showrooms are a valuable resource for consultations with clients, where our staff may offer expert advice on the most suitable floorcovering for any application.

Our presence at leading expos and shows plays a role in building our brand and obtaining direct feedback from our markets. Taking great pride in the creation of each of our unique stands, we aim to create unforgettable focal points and eye-catching displays that invite visitors to interact with our product and connect with the brand in a tactile way.

Extensive on-site warehousing is complemented by off-site facilities located in major centres, while a dedicated logistics operation ensures speed to market and a constant, uninterrupted supply of floorcoverings within southern Africa and beyond.



Durban Showroom - Cast



CAPE TOWN SHOWROOM

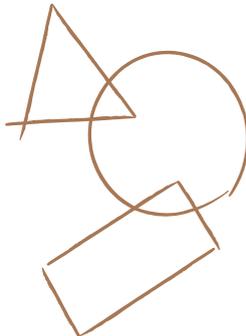
09

Shaping Tomorrow.

The Belgotex Foundation

Belgotex believes in the power of work and individuals creating their own sustainable livelihoods, thereby contributing to society in a meaningful way. The Belgotex Foundation is responsible for driving the company's development agenda by investing in micro and small businesses and collaborating on projects anchored in economic inclusion and social wellbeing. In particular, the Foundation partners with enterprising individuals who have a significant impact in their communities in order to create a multiplier effect from the investment.

Using the Shonaquip-Uhambo Ndinagana "I CAN" programme to include children with varying abilities



“Choice is where dignity starts. The world will only change when we view truly low-income individuals as consumers and producers in the local economy rather than as passive recipients of charity.”

Dr. C.K. Prahlaad

Disability Inclusion

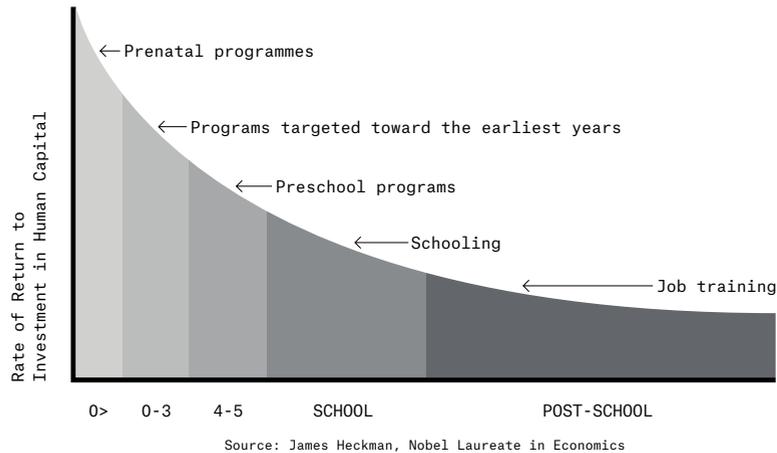
Our primary objective is to invest in as many children's ability to be economically included as adults, by paving the way into the education system through quality early childhood education and the support system required within a community to facilitate this. Our investment includes manufacture, supply and the clinical services required for each child needing a mobility device that is suited to rural South Africa and easily maintainable. We also invest in adults with disabilities by securing training and work experience within a healthy, inclusive and empowering work ecosystem, providing the platform required to secure a sustainable livelihood.



Project Bright classroom

Early Childhood Development

We are setting up Early Childhood Development micro-franchises that include children with disabilities and are financially sustainable and structurally fit for purpose in the communities that they serve. Our implementation partners transform these centres from under-resourced day cares into centres of excellence offering quality education to every child, including those with varying abilities. The education is coupled with the centre's ability to develop sound business principles and ethics, leading to the centre becoming self-sufficient by the end of the programme with continued access to quality learning materials and training from GROW Educare Centres.



New floorcovering installers practice their skills on a variety of installations



Floorcovering Installers and Enterprises

The Belgotex Academy are accrediting installers across the country to lay floorcoverings and in essence, formalising the skills and workmanship in the industry. This intervention builds technical capacity across the client base as well as with new entrants. The Foundation focuses on the social wellbeing of the installers that join the programme as well as monitoring fair labour practices through working with both the installer and enterprise owner. Investing in owner-run enterprises also allows the Foundation to catalyse income generation through access to the Belgotex product and support team as well as diversifying the technical skills required to lay a number of different floorcoverings commercially and residentially. The enterprise development programme is robust and targeted at changemakers in the construction sector.



Repurposed carpet offcuts sold by Informal businesses

Informal Small Business

We use our product and raw materials to stimulate economic opportunity for micro-enterprises. Depending on the product, we develop channels that enable access to quality Belgotex product at an affordable price to enterprising individuals who have completed both technical and business skills through our programmes. These channels provide low-income households and community-based organisations with access to product fit for purpose to solve an aesthetic, warmth and hygienic challenge that many marginalized and vulnerable families experience, while at the same time offering a livelihood opportunity. In particular, our textile conversion programmes focus on quality control and efficient production line management to convert samples and yarn into products that are professionally made and can be sold into a variety of markets.

Food Security

Embedded in all the Foundation's ECD projects in KwaZulu Natal, nutrition is a priority coupled with income generation through small-scale farming using permaculture principles.

By promoting affordable and practical healthy eating practices for mothers and babies, we aim to prevent stunted growth in children, which is an affliction that affects 27% of South African children under five and reduces the country's economic productivity and growth. A key focus of stunting preventative interventions, our food program aims to assist in a child's critical development period, improving cognitive development and helping them to live healthy, productive lives.



Young People in Architecture and Design

Project 81 invites students at Inscape Design College to spend time using Belgotex products to conceive new ideas that are inspired by, or can contribute to, a social or environmental cause. The week in which these new ideas are brought to reality is fast-paced and we are privileged to witness young minds create brilliant work.



Young minds at work



Development Through the Power of Sport

The Belgotex Foundation values the power that sport has on the lives of individuals. Particularly those who have been affected by traumatic experiences, or who are relying on their sporting ability to access education and economic opportunities.

Grass installation at Grow with Entokozweni Educare



10

Active Surfaces.

Belgotex Grass

As the only artificial grass manufacturer to install our own product, Belgotex ensures the professional, quality delivery of Belgotex Grass from our Green Star Accredited factory right through to the service experience and final installation. This is something we're really proud of, as it gives us an edge on quality. In order to maximise production capacity and long-term market sustainability, the Belgotex product portfolio includes Belgotex Grass for recreational and residential synthetic turf applications. As the first locally manufactured artificial lawn, which is specifically designed to withstand the harsh South African climate, over 12 years of grass production knowledge and product development has resulted in a deep understanding of the market. Our state-of-the-art machinery uses the most up-to-date tufting technology, while our manufacturing process is to ISO 9001 and 14001 standards. These technical capabilities allow us to produce a variety of yarn profiles made for superior performance and authentic design appeal in four lifestyle categories: Lush is a premium artificial turf that offers a luxe landscaping solution; Leisure is an artificial turf created for home landscaping; DIY is a grab-and-go solution; and Play offers a range of artificial grasses made for a variety of playscapes.

The only artificial grass manufacturer to install our own, locally made product





Bergo is an interlocking multi-use sport surface

Belgotex Sport

Belgotex Sport's world-class sports surfaces are designed to elevate sport and boasts a trophy cabinet filled with local firsts. These include: first to tuft synthetic sports turf for soccer, hockey, rugby and tennis; first full-size synthetic football pitch manufactured, supplied and installed to FIFA requirements; first to produce 100 hockey pitches in Africa; first to have two fields at one venue certified to FIH Global certification; first company to own its own construction company; first to offer full turnkey project implementation; first to have produced over 40 full-size soccer fields; first to have produced over 20 synthetic tennis courts; first to produce ITF tennis turf; first to introduce a waterwise sprinkler system to hockey fields, effectively halving the amount of watering required. Below is our sport-by-sport breakdown that illustrates how we team up with the best to offer world-class systems.

Soccer

The most popular sport in the world, from grassroots to the professional game, artificial football pitches are becoming more popular and are crucial to year-round playability. Belgotex Sport's artificial turf systems are manufactured to meet FIFA specification and constructed to enhance player experience. We offer a turnkey solution from the civils to the accessories that are essential to the functionality of the pitch.

Hockey

Belgotex, in partnership with Greenfields, have experience in the design and construction of professional water-based and sand-dressed artificial turf systems. Installed in line with FIH standards and endorsed by the South African Hockey Association, as the preferred artificial turf supplier our surfaces have been developed to cater for fast-paced developments in the game. We have installed approximately 120 fields to date and offer our clients a full turnkey service that ensure the delivery of top-class installations.

Rugby

The rugby market's use of artificial turf has experienced an extensive amount of growth over the years, and having recognised this Greenfields has developed an innovative artificial turf system specifically for this market. Our full turnkey service produces and installs fields that are endorsed by World Rugby, which due to the low maintenance costs are fast becoming the preferred surface of choice.



Herculan athletics track



Multi-Sport

By converting unused or high-maintenance tennis courts or netball fields, these surfaces are given new life and are able to cater for various sports at one facility. In partnership with Belgotex, Bergo's multi-functional interlocking flooring system is manufactured from recycled material with a ventilated and flexible design suitable for various sporting needs.

Athletics

Providing the South African sporting industry with athletics tracks produced to meet the requirements set out by the IAAF, our partnership with Herculan allows us to offer surfaces that are environmentally friendly, seamless and cushioned, providing point elastic properties that makes the surface spike resistant, and at three different price points.

Multi-Purpose Sports Halls

Partnering with leading eco-friendly vinyl flooring manufacturer Gerflor, Belgotex Sport facilitates the installations of multi-purpose sports halls, with various products available that offer long-lasting, high-performance floors with excellent shock absorbency characteristics.



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BRAND PROFILE

Belgotex™