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Q1: Respondent details

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Q2: Country or Customs territory

IRELAND

Q3: Organization

Private sector

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Q4: Title of case story

SUSTAINABILITY AND EMPOWERMENT INITIATIVE

Q5: Case story focus

Infrastructure upgrading and the development of related services markets, including through support for investment climate reforms.

Q6: Case story abstract

It's estimated that over 77,000 jobs have been lost in the South African clothing and textile sector over the last decade. Almost 30 million tee-shirts are imported into South Africa each year. For every 7,000 tee-shirts produced locally this provides one full time job. That's almost 5,000 jobs! The Local Procurement Accord signed in 2011 (part of the SA Economic Development Plan) specifically targets creating employment in local textile industry. Mace saw an opportunity to manufacture promotional garments and textile related promotional merchandise in South Africa. Substitute Chinese imports to benefit local communities. In 2014, Mace established a 'hub & spoke' manufacturing model. Mace is the hub with spokes reaching out to local co-ops in the townships who manufacture garments and related items for our clients.

We identified suitable textile machinists and set up 2 new textile Co-ops in Johannesburg. New machines were supplied and training for 8 people took place over 3 months to ensure garments are made to our standards and our clients' specifications. Golf shirts, tee-shirts and other garments for one of our major South African Clients are now produced by these co-ops.

Q7: Who provided funding?

Multilateral organization, Private sector

Q8: Project/Programme type

Multi-country

Q9: Your textcase story

Mace Promotions are merchandise experts.
 We have been around for almost 70 years supplying millions of products to thousands of customers around the world.
 Trading profitably - Strong Balance Sheet – no debt
 Stable management team
 Retail background
 We operate globally, and have customers in four continents
 We partner with major global organisations to bring their brands to life.
 We deliver cost effective merchandise solutions quickly and efficiently.
 We combine imaginative ideas and promotional solutions with sourcing, procurement and logistics expertise to:
 Enhance our clients Brand Equity
 Increase Brand Visibility
 Stimulate Sales
 We understand...brands, merchandise & your business
 We do the right thing – sourcing ethically & sustainably –
 Multi-market logistical capabilities
 Direct from factory sourcing
 In-depth brand knowledge – We are your “brand guardian”
 Creative thinkers - both products & solutions
 Local market knowledge of products & trends
 Trusted by many large global brands
 ISO Quality Management System certified (ISO 9001 & 14001)
 In 2008 we were selected as Vodafone’s VPC – Global Preferred Merchandise Supplier
 In 2009 we partnered with Vodafone Ghana and supplied all the merchandise required for the migration from Ghana Telecom to Vodafone.
 In 2011 we partnered with Vodacom South Africa Brand migration.
 The Local Procurement Accord signed in 2011 (part of the SA Economic Development Plan) specifically targets creating employment in local textile industry.
 It’s estimated that over 77,000 jobs have been lost in the South African clothing and textile sector over the last decade.*
 Almost 30 million tee-shirts are imported into South Africa each year.
 For every 7,000 tee-shirts produced locally this provides one full time job.
 That’s almost 5,000 jobs!
 Mace saw an opportunity to manufacture promotional garments and textile related promotional merchandise in South Africa.
 Substitute Chinese imports to benefit local communities.
 In 2014, Mace established a ‘hub & spoke’ manufacturing model.
 Mace is the hub with spokes reaching out to local co-ops in the townships who manufacture garments and related items for our clients.
 We identified suitable textile machinists and set up 2 new textile Co-ops in Johannesburg
 New machines were supplied and training for 8 people took place over 3 months to ensure garments are made to our standards and our clients’ specifications.
 Golf shirts, tee-shirts and other garments for one of our major South African Clients are now produced by these co-ops.
 We’ve also began exporting to other African countries (Uganda, Tanzania and Democratic Republic of Congo) from our Johannesburg office
 These ground breaking initiatives have created jobs and social up-liftment.
 We are level 1 BEE certified
 The feedback and support from our South African clients has been incredible, they also see potential to win share in the townships which is on all of their agendas.
 The Hub now supports 15 jobs.
 Mace received commitment from a Major Global Brand for the first DTI (Department of Trade & Industry) co-funded Incubator Scheme.
 Our first textile incubator opened on 1st Feb. 2016 and is located within a township in order to create jobs and social up-liftment within the township.
 This incubator houses the Admin. Office, Training Facility, Hub Co-ops and Store room
 We hope to support more jobs over the coming months with long term plans to open & run our own mills to produce fabric.

Q10: Lessons learnt

How this benefits our Clients

They buy quality locally produced Promotional Textiles at competitive prices (T-shirts, Golf Shirts, Bags, Headwear, etc)

Fully embrace the Local Procurement Accord

BEE* - Preferential Procurement

BEE* - Enterprise Development

Creating sustainable jobs in stand-alone co-ops within the townships.

Build brand loyalty and gain market share in the townships

Massive PR opportunities

*BEE - Black Economic Empowerment (BEE) is a racially selective programme launched by the South African government to redress the inequalities of Apartheid by giving certain previously disadvantaged groups of South African citizens economic privileges previously not available to them.
