



Lotters Pine has been supplying homes around the country with quality, pine furniture for the past half a century.

COMPANY PROFILE

2020



Introduction

Fine pine since the summer of '69



Fine pine since the summer of '69

Lotters Pine started out as a family-owned store in the CBD of Pretoria in 1969. It has grown into 16 branches nationwide in 2020, of which 7 are franchised and 9 are company stores.

Lotters Pine has been supplying homes around the country with quality, pine furniture for the past half a century and to this day, the team remains dedicated to stocking the ever-popular pieces but also bringing new, fresh styles and innovative painting and staining techniques to the value-orientated customer.

Our stores

Lotters Pine stores are mid-sized retail outlets (typically between 300 m² to 400 m²) which are ideally suited to lifestyle mall locations. Lotters Pine stores complement the broad range of home services offerings such as décor, tiles and carpeting lighting, plumbing, bedding and painting. The 'warehouse' look of the stores is designed to emphasise the wholesale feel and reinforce the value for money message.



Table Of Contents

Fine pine since the summer of '69

CONTENTS

INTRODUCTION 01

OUR STORES 01

CONTENT 02

OUR HISTORY 03

OUR PRODUCTS 04

OUR TEAM 05

OUR MISSION 06

OUR POINT OF DIFFERENCE 07

CURRENT OUTLETS 08

Our history

Bringing quality pine furniture to South Africa

1969 - FIRST STORE

Lotters Pine started out as a family-owned store in the CBD of Pretoria in 1969

2006 - 13 STORES

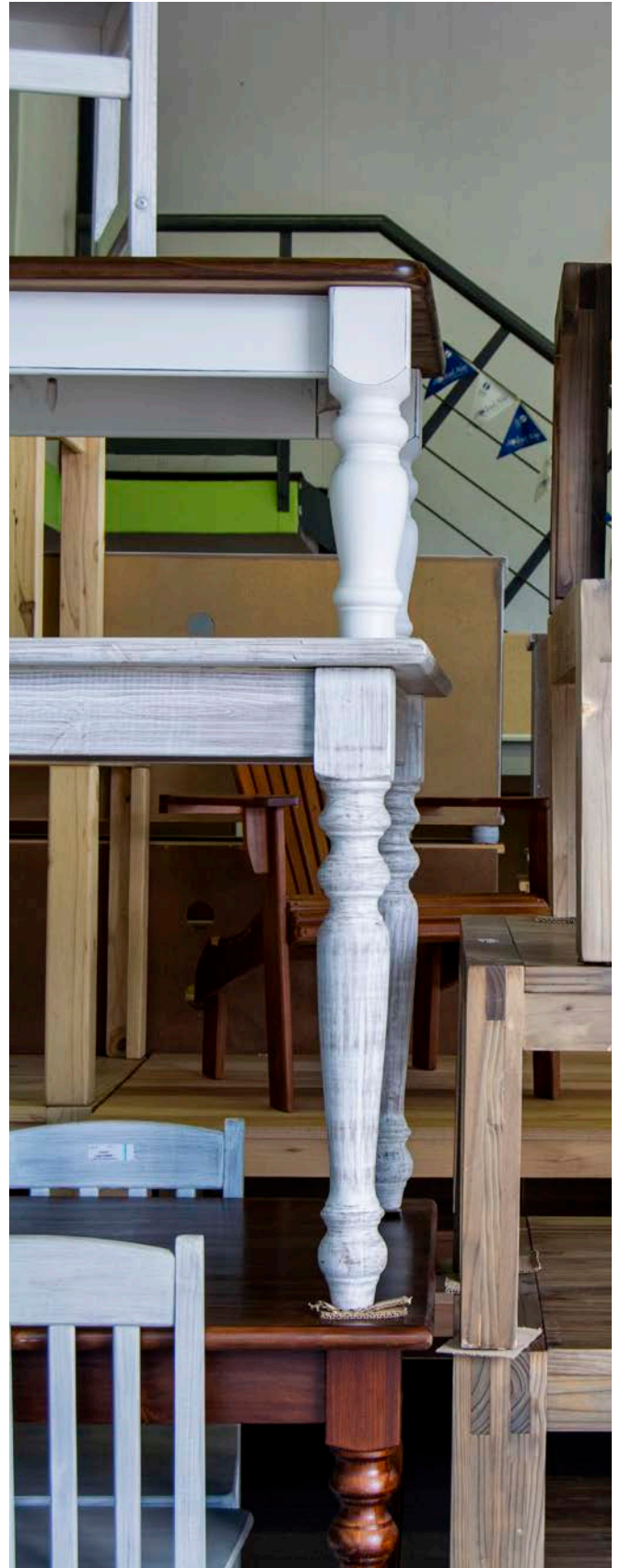
Group total outlets grown to 13 stores

2007 - FRANCHISING LAUNCH

First pilot franchise opened In Polokwane in December 2007.

2020 - 16 STORES

Today the company has grown into 16 branches nationwide in of which 7 are franchised and 9 are company stores.



Our products

Bringing quality pine furniture to South Africa



Our products

Our stores offer customers the widest variety of top quality specialised pine furniture in a variety of finishes, including raw pine, varnished, stained or painted.



Our team

Driven by a passion for quality



Finance Director Petro Riding

Petro started her career at the Reserve Bank. Then went into commercial rentals of property and moved over to shopping center developments.

Eventually, Petro followed her heart and opened an Italian Restaurant for 18 years she continued operating some of Pretoria's most well-known Restaurants. In the early 2000's Petro bought shares in Lotters Pine Furniture and started the franchising of Lotters Pine. Today Petro is the Financial Director of Lotters.



Franchise Director Armando Teixeira

Tex was born in Portugal, and soon after, his family relocated to Mozambique, where he went to school. In 1974 Tex relocated to South Africa.

In 1980 Tex became a fast-food Franchisee, resulting in him being an integral part of the establishment of the Milky Lane Franchise. In 1989 Tex embraced the restaurant industry, which resulted in the start of some well-loved restaurants (Vila do Mar, Viva Espana, Casa José). In 2008 Tex joined Lotters Pine as franchise Director and oversaw the rapid growth of the Lotters Pine Group.



Operations Ciro Sargenti

Ciro matriculated in 1983 and went on to study Mechanical Engineering, afterward he worked for BMW SA for three years. In 1989 Ciro followed his true love and started his first restaurant, "Villa do Mar" In 1991, he also started another well-know restaurant called "Al Dente."

In 1998 Ciro became a partner in the trend-setting furniture group called "Future Classics."

In 2001 Ciro joined Lotters Pine as operations manager. Today Ciro is also responsible for the development of new product ranges within the Lotters Group.

Our mission

Bringing quality pine furniture to South Africa

**We want to provide South Africa
with the best quality pine furniture
at an affordable price.**



Exclusive Pine

We focus exclusively on pine furniture and we are truly specialists in our field.



Biggest Range

Biggest range of ever-popular pieces and new, fresh styles and exclusive products.



Country wide

Expanding across South Africa to give SA access to the biggest range of Pine furniture.



Innovation

Keeping up with trends and providing clients with innovative modern designs.

Our point of difference

Specialists in our field



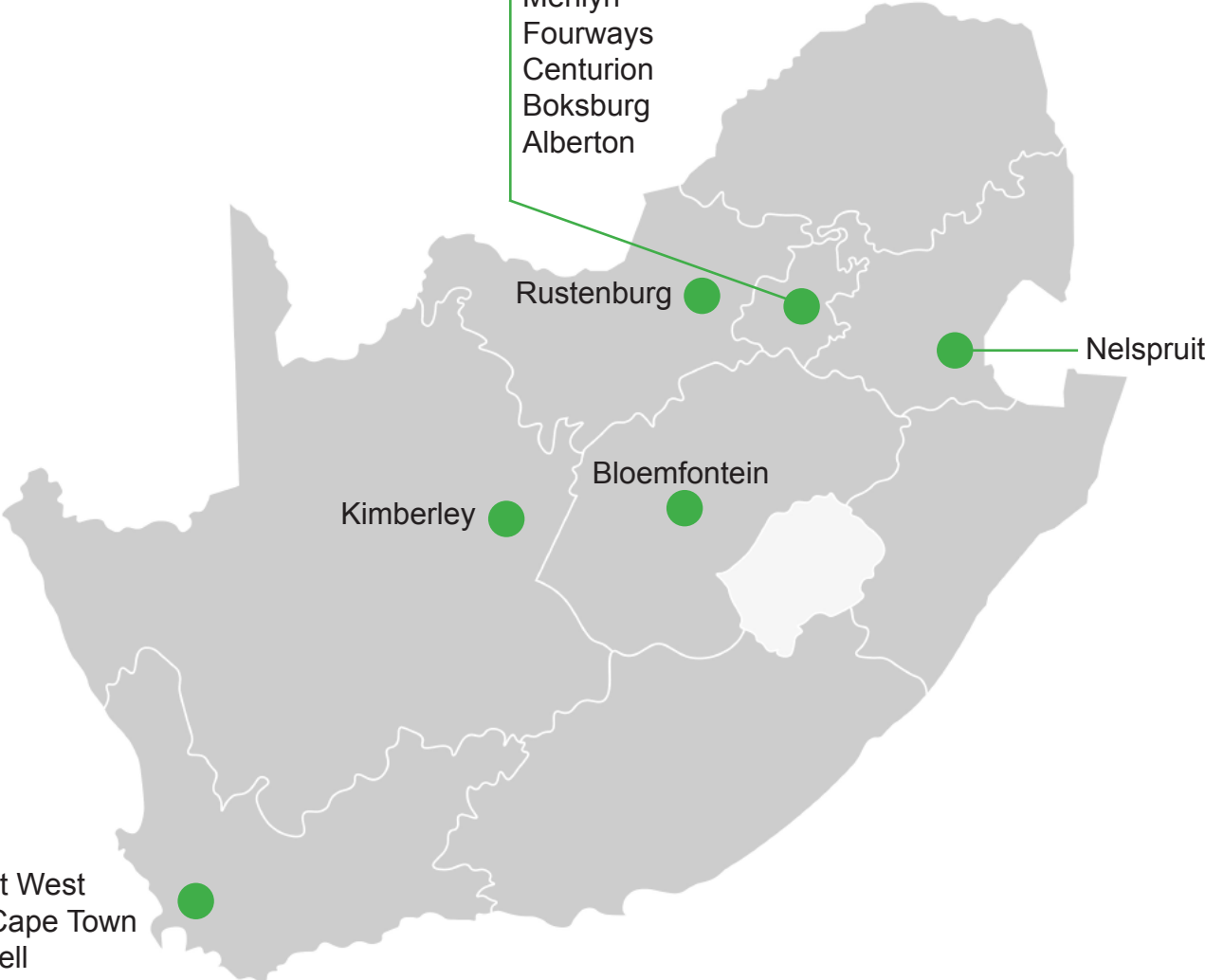
Going to market

The proven success of our outlets in several provinces combined with a burgeoning middle class always on the look out for value for money presents an excellent opportunity to expand the brand nationally.



Current outlets

- Head Office Warehouse
- Helderkruin - Retail Crossing
- Woodmead
- Roodepoort - Princess Crossing
- Menlyn
- Fourways
- Centurion
- Boksburg
- Alberton



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