

## **PRESS RELEASE**

### **Belgotex Floorcoverings SA Flooring Awards October 2013**

#### **TOP HONOURS FOR BELGOTEX FLOORCOVERINGS**

*Belgotex Floorcoverings took top honours at the inaugural SA Flooring Awards winning three prestigious categories at a glittering gala event held in Johannesburg in October 2013.*

The company, which celebrates its 30<sup>th</sup> anniversary next year, won the sought-after 360 Degrees Excellence in Flooring, Individual Lifetime Contribution and Contribution to Skills Development.

“We are thrilled with the accolades and very proud of our achievements amongst such stiff competition,” said Frank Moffat, Chief Executive Officer at Belgotex Floorcoverings.

The SA Flooring Awards were established and hosted by trade magazine Floors in Africa to recognise and showcase excellence in the industry. Nine different categories were independently judged by a panel of industry experts ranging from specifiers, architects, wholesalers and manufacturers to environmental specialists, management consultants and auditors.

The 360 Degrees Excellence in Flooring was awarded to Belgotex for being the best all round flooring company in South Africa. This category considered the company’s strategic management within the business environment and evaluated its competitive advantage within the industry. Factors ranged from management philosophy and leadership, to manufacturing excellence and operational efficiencies, diversity of product offerings and marketing campaigns to ensure long-term sustainability. Belgotex’s synergistic approach – from capital expenditure for production and operations - through product planning and demand forecasting to delivery to market with the timeous roll-out of a synchronised marketing campaign was aptly recognised by this award.

Stephan Colle, founder and chairman of Belgotex Floorcoverings, scooped the prestigious Individual Lifetime Contribution title in recognition of his entrepreneurial spirit and over 30 years of service to the flooring industry. From humble beginnings at Natal Nylon Industries in 1984 to the spearhead of the multinational Belgotex International Group conglomerate, Colle’s maverick leadership and readiness to invest in modern plant machinery and acquisitions has revolutionised the South African carpeting landscape and established a tradition of continuous innovation that is a hallmark of the company today.

The Contribution to Skills Development Award was a fitting stamp of approval given to Allan de Witt and the Belgotex Academy for their ongoing investment into training and development. Their continued effort to establish and implement a new National Qualification of Floor Covering Installation (NQF1) is systematically uplifting the standards of fitters and salesmen and is recognised by the Construction Education & Training Authority (CETA).

“The SA Flooring Awards will certainly encourage further ingenuity and healthy competition,” added Moffat, “We intend to be at the forefront of those developments, and will hopefully garner more awards in future,” he concluded.

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