



prime fastener[®]
securing your success

*'We believe in creating
lifelong customer relationships.'*

*prime fastener's CEO,
Emanuel Isserow*

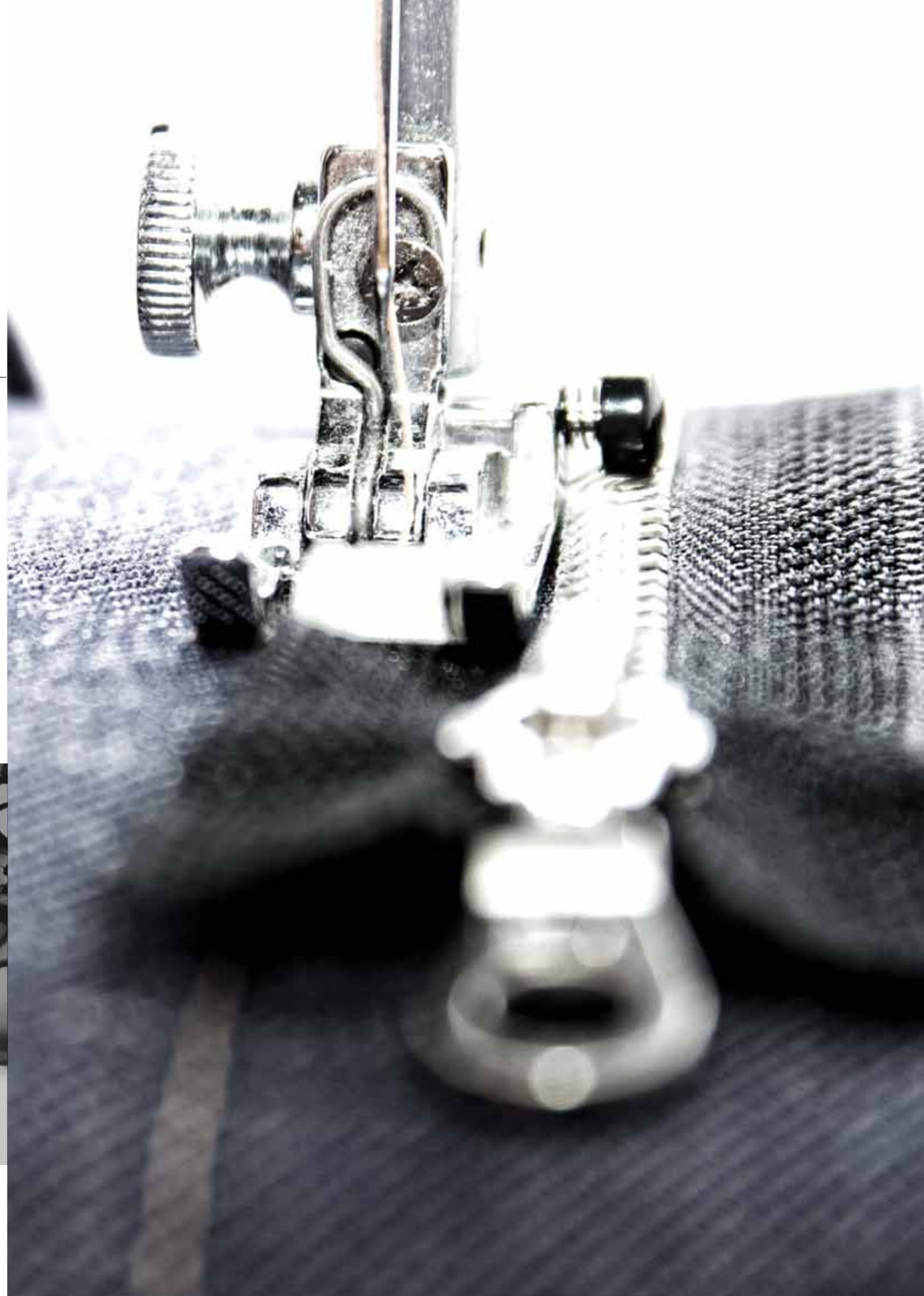


History

A COMPANY BUILT ON THE PRINCIPLES OF QUALITY, INTEGRITY, SERVICE AND PRICE, PRIME FASTENER (then known as ideal fastener) was founded in 1993 by Emanuel Isserow. With a background in the zip, button, stud and rivet industry, Emanuel (CEO of prime fastener) had the knowledge and network of contacts to take his family business from a small operation to an internationally-respected corporation that now supplies a global client base. As a family business, prime fastener has always maintained the personal touch, creating lasting relationships with customers that stand the test of time.



prime fastener's CEO,
Emanuel Isserow





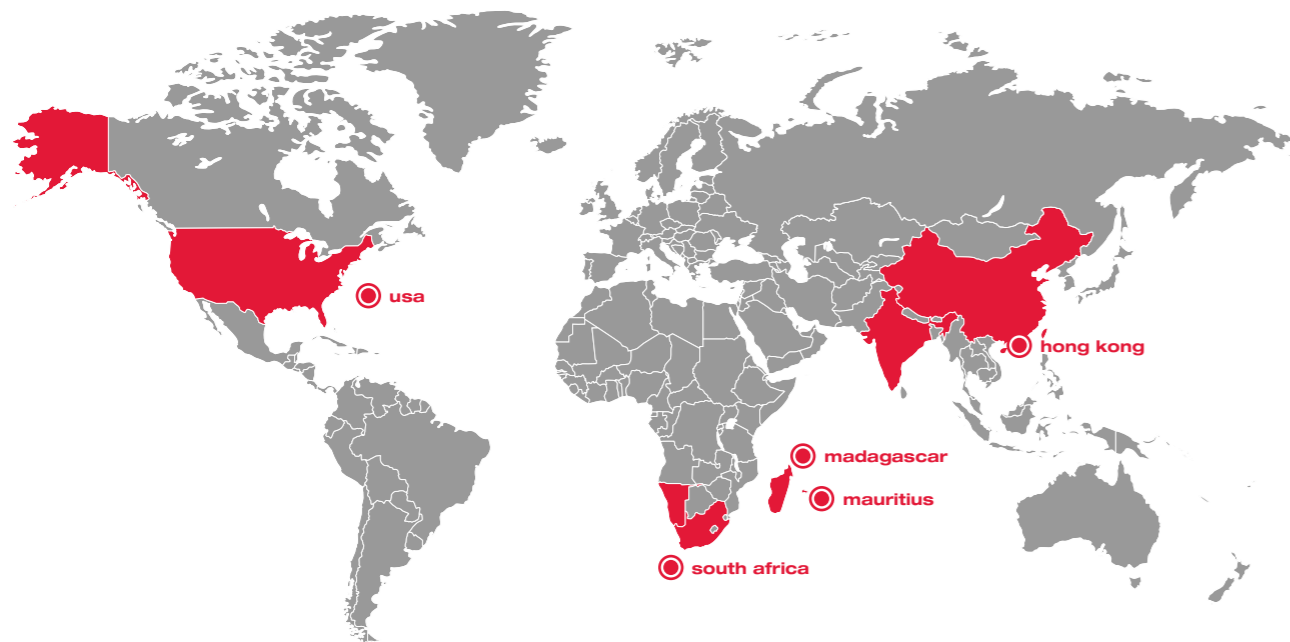
An industry leader

THE SECRET TO PRIME FASTENER'S SUCCESS? A KEEN SENSE OF CUSTOMER NEEDS, A COMMITMENT TO unquestionable quality and the ability to deliver top-quality products on time, according to specification. But beyond this ability to match and exceed customer service expectation, the company's range and customised solutions set it apart from its competitors. This capacity to meet any and all requirements is informed by prime fastener's 'lifetime customer' philosophy, and the company's dedication to quality and variety of stock. This ethic of keeping a huge range of stock – and being able to deliver customised products in timeframes far ahead of their competitors – has seen prime fastener grow in leaps and bounds over the past two decades.

A global player

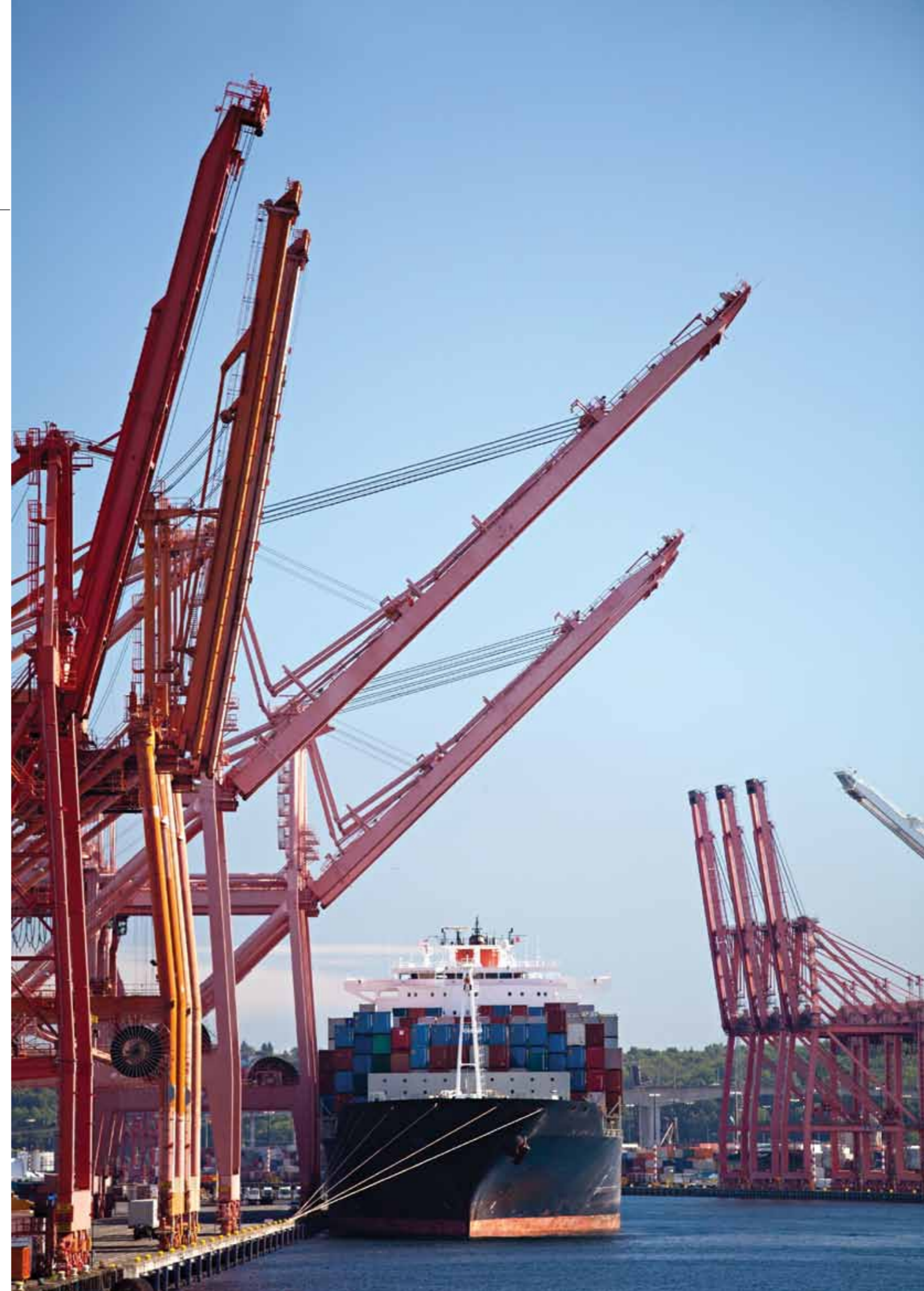
WITH OPERATIONS IN CAPE TOWN, DURBAN, JOHANNESBURG, HONG KONG, MAURITIUS, INDIA AND THE USA

the company has successfully made the leap from being a regional leader in its sector to competing on an international scale. Along with this global perspective, factors in the industrial sector have lead the company to diversify and pioneer environmentally-friendly solutions in its industry.



These, and other improvements, have been part of prime fastener's shift from a company whose heritage and main focus was the garment and apparel industry, to embracing a wider range that now encompasses protective wear, furniture, uniforms and components for a wide range of industries. As the company has grown, the close relationships between suppliers, customers and staff have remained as strong as ever, ensuring the company continues to enjoy buoyant growth and outperform its competitors.

In February 2011, the company changed its name from ideal fastener to prime fastener as it expanded into new territories. The name may have changed, but the company's standards of outstanding service and attention to detail remain unchanged.





Thinking green for a better tomorrow

ALWAYS AT THE FOREFRONT OF ADVANCES IN ITS SECTOR, PRIME FASTENER HAS PIONEERED environmentally-friendly product development, passing the benefits on to its customers and the environment. Among these are the R60-million ecological conversion of our production plants and numerous other measures which underscore our commitment to conserving the environment.

NICKEL FREE

In accordance with strict international criteria, our trademarked 'Nickel free' logo means peace of mind. In line with this policy, none of our products contain nickel, which has been implicated in a range of skin reactions.

WATER WISE

Minimising waste and wastage is of great importance to us, which is why we're committed to recycling and purifying the water used in our production plants.

PHthalate FREE

Phthalates or phthalate esters are mainly used as plasticisers which assist in the flexibility, transparency, durability and longevity of manufactured items. At prime fastener we were one of the first trimming supply companies worldwide to introduce phthalate free polyester buttons, toggles and rubber labels in order to address health concerns.

LEAD FREE

The use of lead in the electroplating of metal surfaces has been around for many years, although only recently has the danger of this been highlighted. In line with world standards, we at prime fastener encourage our customers to request lead-free products.



Brand innovation through service

PART AND PARCEL OF THE COMPANY'S PRINCIPLE OF PROVIDING QUALITY PRODUCTS TO ITS CUSTOMERS over the years is that 'service comes first' – this is evident in our commitment to making a huge variety of products available at all times. And when competitors have difficulty supplying on time, prime fastener offers record turnaround times, often going the distance to ensure delivery against all odds. As the company looks towards new horizons and seeks to build on past successes, it is this commitment to quality, range and personal service that provides a solid foundation for future growth.

TECHNOLOGY

By staying in touch with the latest technological developments in our sector, we are able to offer our customers improved products and service. One of the ways in which we have improved our customer experience is by providing an online purchase facility on our website, and by offering our full catalogue online for customer browsing.

BRANDING

We live in an age where the importance of branding cannot be underestimated – as the symbolic representation of a company's ideology and identity, great sums are invested in maintaining and communicating a brand's essence in order to ensure it retains its unique place in the mind of consumers. Whether in terms of our own company identity or that of our customers, prime fastener understands the importance of branding to the customer and to the consumer. This is why we're always been at the forefront of innovations in our industry and continue to enable the growth of brands as we expand into new territories as a global industry leader.





A company built on relationships

MISSION STATEMENT

To maintain existing client relationships and forge new ones with integrity by supplying quality products and services at the right time, at the right place and at the right price.

OUR VISION

We aspire to...

- earn a reputation in our industry for absolute reliability in terms of quality, service and delivery
- consistently meet our client's needs in order to secure our mutual success
- uphold and maintain our high standards of quality and integrity in all our business relationships
- continue to provide our stakeholders with the best possible return on their capital and time investments
- provide our staff members with the best possible levels of training and motivation in order to develop each individual to his or her full potential
- treat all our clients, staff and suppliers with the utmost dignity and respect
- make a meaningful contribution to our community by providing opportunities for those less fortunate than ourselves

PEOPLE

At prime fastener, we pride ourselves on building lifelong relationships with our customers. These relationships are based on personal interaction and treating each customer as an individual deserving of our attention and respect. We place great importance on building and maintaining our customer relations - this is an ethic which has been the foundation of our success over the past two decades and informs our relationships with staff members throughout the world.

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