

**RICKFORD**  
INVESTMENTS

# ABOUT US

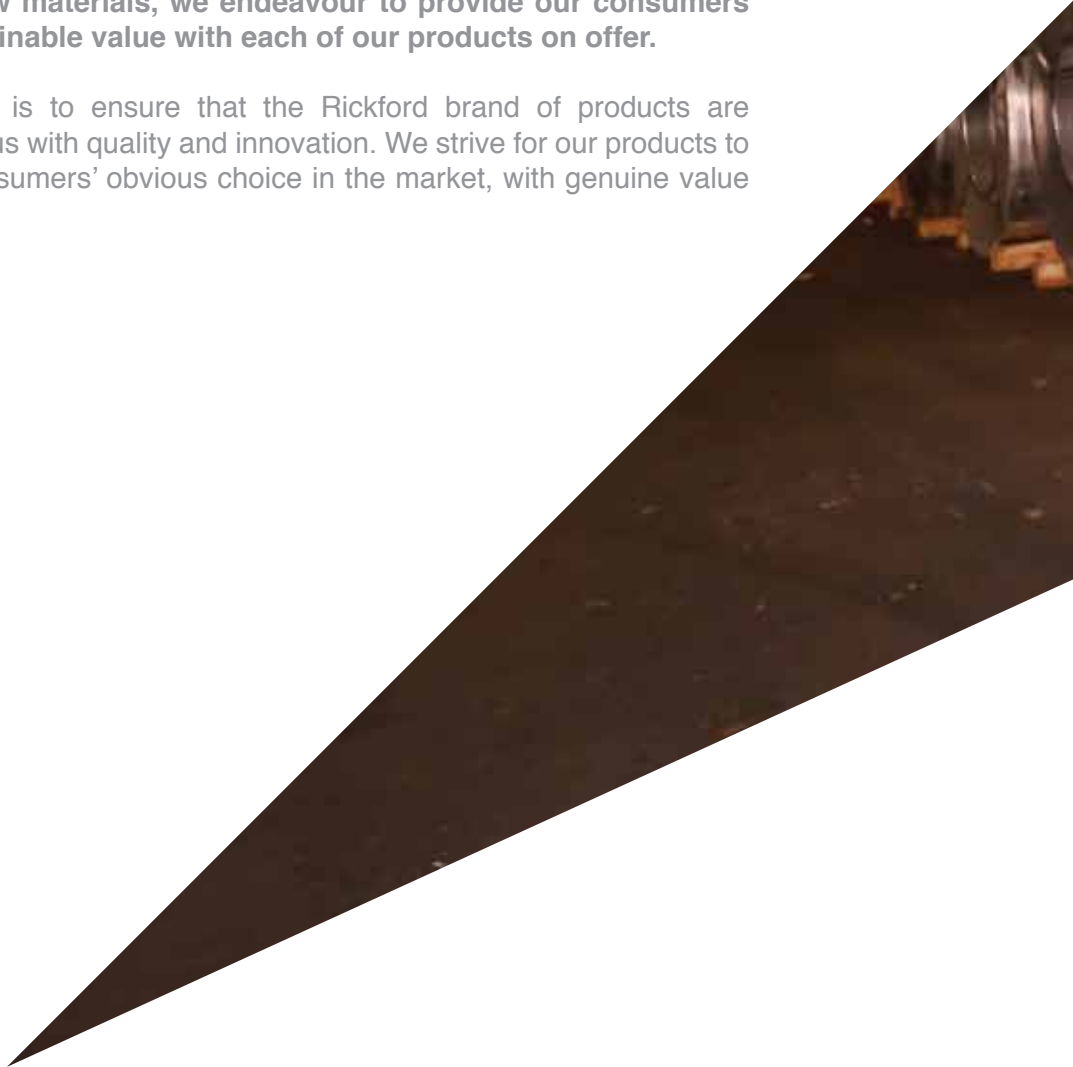
**Rickford Investments is the holding company of Durarroof Quality Roofing Tiles.**

Rickford introduces a high-end range of DURA branded products that focuses on and serves the home owner and contractor. We strive to provide exceptional lifestyle finishes, value and quality through our DURA Branded Products, that are able to complement any home, retail and office space.

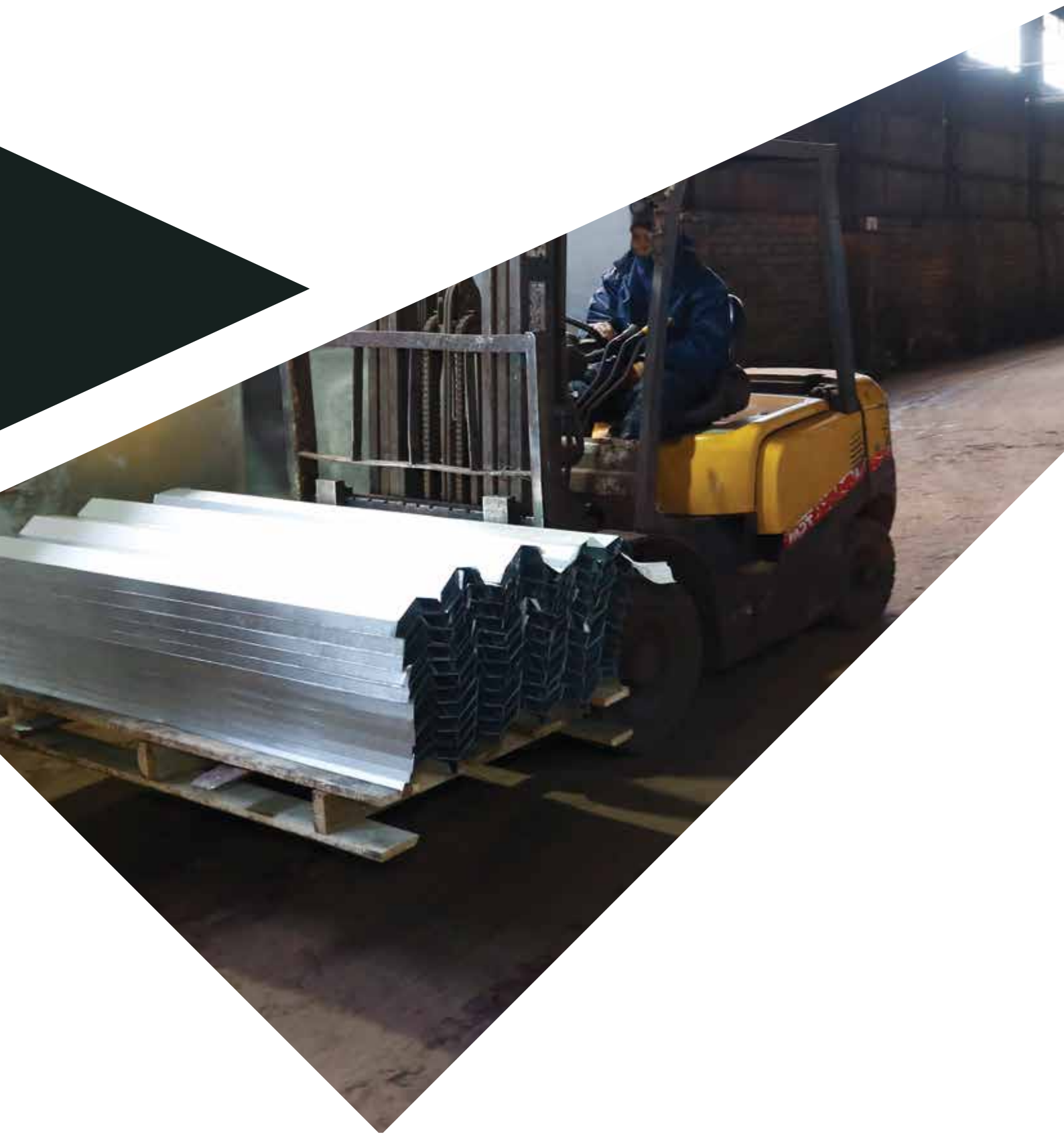
# MISSION STATEMENT

**To create a footprint in Southern Africa and abroad as a market leader in the design, manufacture and delivery of innovative and quality steel roofing systems, tiles and sheeting. Together with our skilled employees and commitment to use only the highest quality raw materials, we endeavour to provide our consumers with sustainable value with each of our products on offer.**

Our vision is to ensure that the Rickford brand of products are synonymous with quality and innovation. We strive for our products to be the consumers' obvious choice in the market, with genuine value for money.









# MACHINERY, EQUIPMENT AND MANUFACTURING PLANT

**Our roofing systems protect thousands of homes, commercial and industrial buildings. To achieve an attractive product is not sufficient in competitive global markets; it is attention to detail in the manufacturing process that has earned our roofing systems an international reputation for excellence.**

Our manufacturing plant is set on more than 100 000sqm property in Vanderbijl Park, Gauteng. The highest of industry standards and economically planned manufacturing processes creates premier output, contributing to the highest standards in quality and quantity.

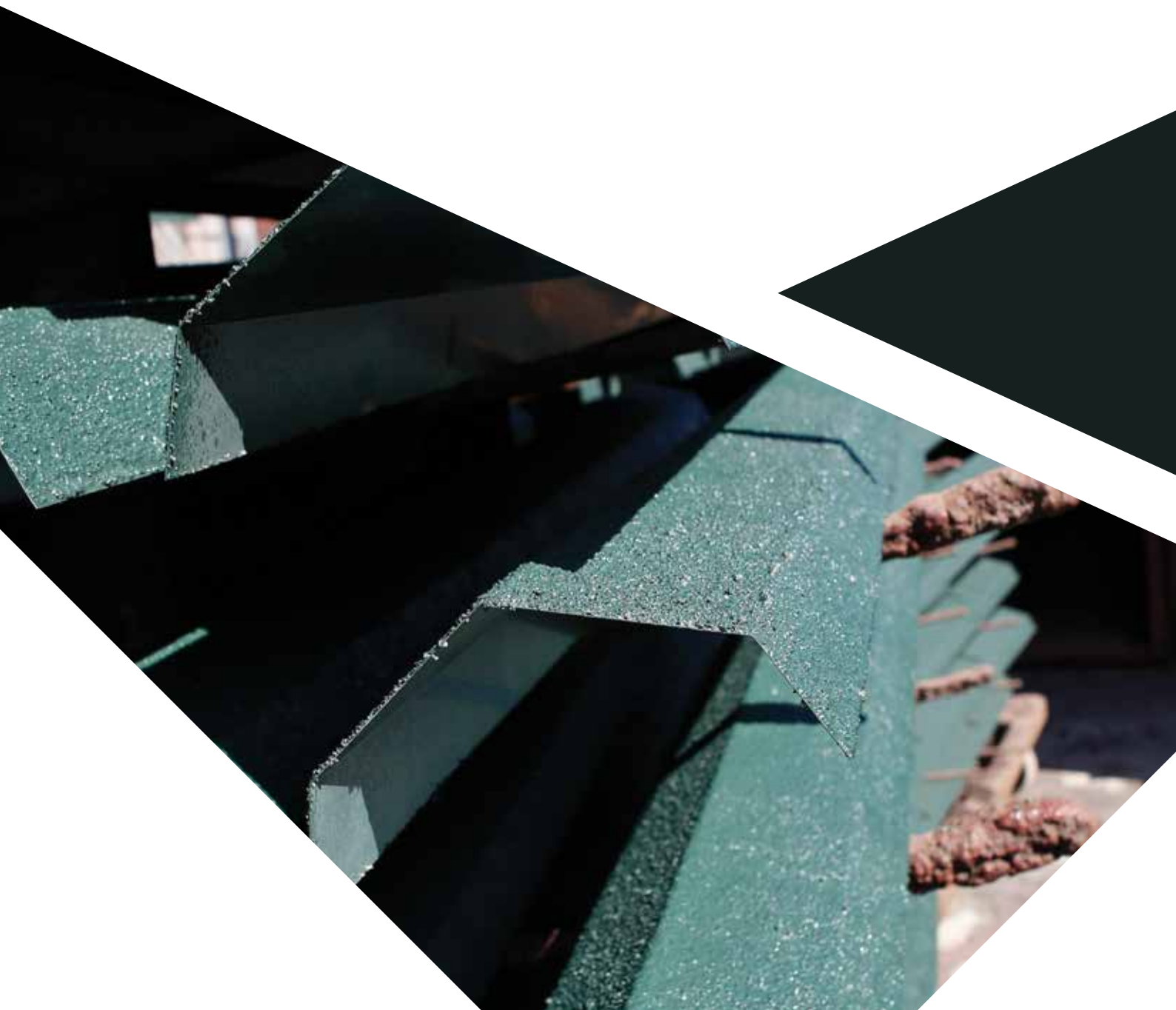
Striving in innovation we deliver world class products for the local and international markets, with our proudly South African heritage in the Industrial Steel Manufacturing Category.

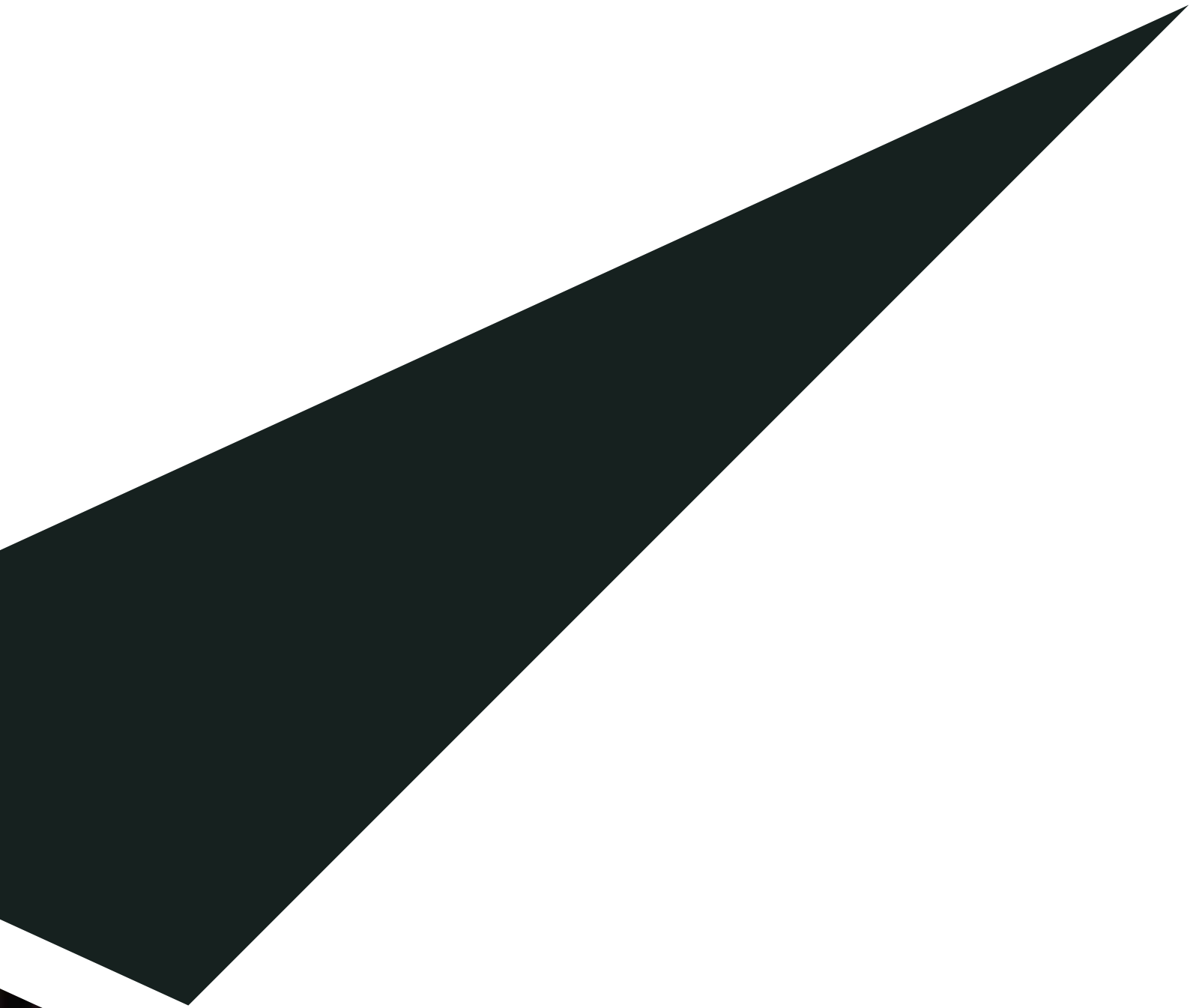
# OPPORTUNITY

We have developed a vast network of strategic and operational partnerships within the construction industry. In addition we have maintained strong, lasting relationships with government sectors. An affiliation with the hardware retail sector has been set in place, which forms a major part of our core business model.

Rickford's winning portfolio includes a number of retail hardware stores, government concerns, corporate accounts, financial institutions and construction companies.

The opportunity lies in a trusted brand and a range of products that we believe will speak demands of the steel roofing market in Southern Africa. Rickford provides the consumer with a well-known and dependable brand that is aimed at fulfilling the market demand for a reliable, steel roofing manufacturer at the right price.





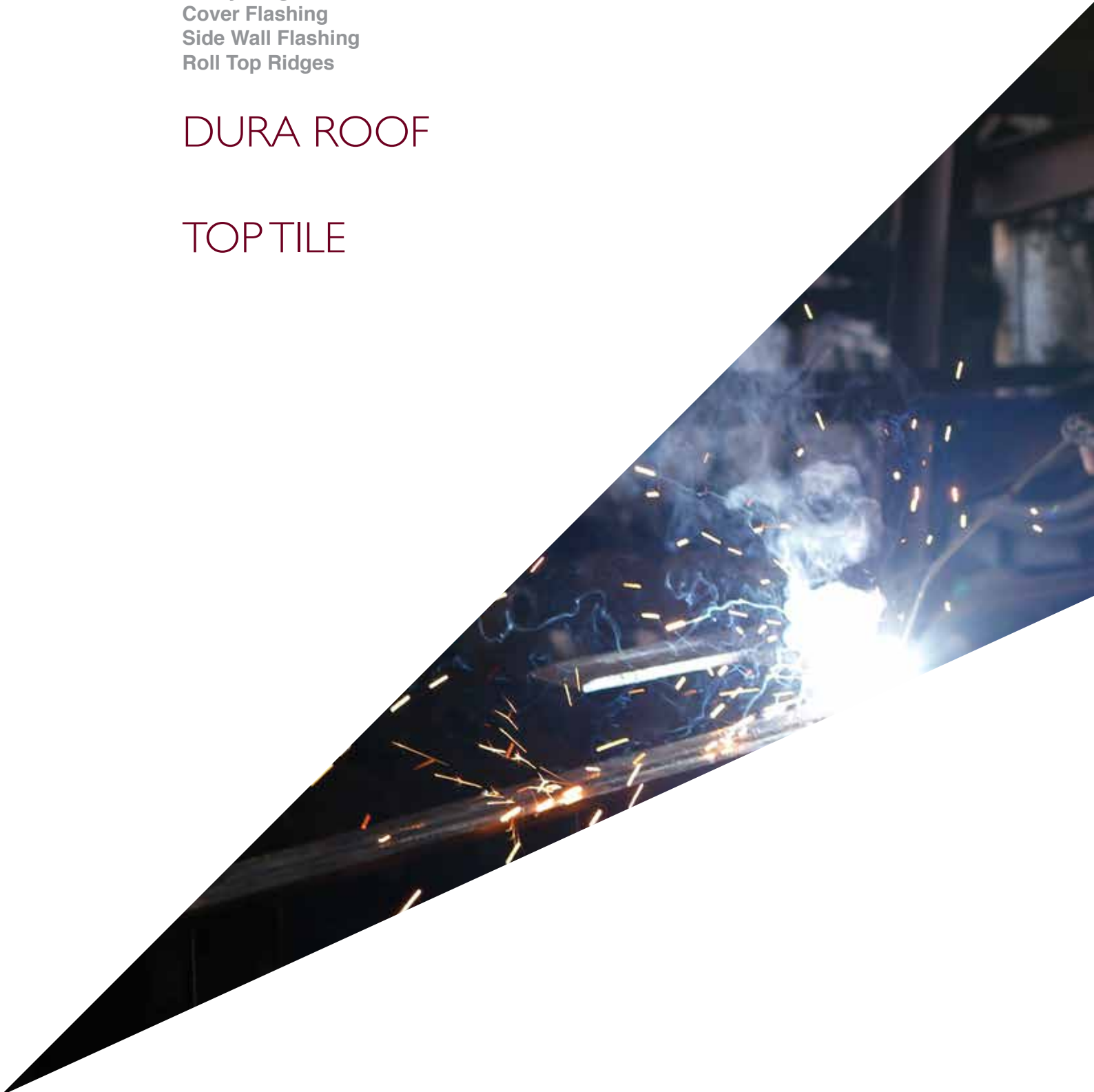
# OUR PRODUCTS

## ROOFING ACCESSORIES

Dura Ridge  
Dura Barge  
Valley Ridge  
Cover Flashing  
Side Wall Flashing  
Roll Top Ridges

## DURA ROOF

## TOP TILE







# CONSUMER BENEFITS

Rickford is not only an attractive and affordable alternative to existing steel roofing manufacturers, but rather a brand that consumers can subscribe to and feel happy and satisfied utilising.

# TRADE PROPOSITION

Rickford also offers the trade an innovative approach to the steel roofing market that can increase sales and grow the category with both new and current consumers. The product range will encourage cross-selling within the brand, as well as provide direct competition through its price base – inspiring layered tiers in the market that will allow consumers the opportunity of choice and variety.



# MARKETING STRATEGY

Rickford has a comprehensive marketing strategy that is constantly evolving to meet different markets and demands. The strategy makes use of various marketing tools in order to make the brand instantly recognisable and approachable to consumers and end users. Marketing efforts are directed towards creating awareness about the product range.





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