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GIFTING, CLOTHING, WAREHOUSING & DISTRIBUTION

## COMPANY PROFILE

CREATING BRAND FANS

SOME OF OUR CLIENTS

MISSION, VISION, VALUES

WHO WE ARE & WHAT WE DO

SERVICES OFFERED

CLIENT FEEDBACK

## FAST FACTS



### GIFTING, CLOTHING, WAREHOUSING & DISTRIBUTION

Holds the rights to distribute FIFA Merchandise throughout the continent of Africa and has been working with clients in Africa extensively since 2007.

Offers a complete finishing service on all their products, including branding, personalization and gift wrapping.

Has been producing creative gifting, clothing and eventing products since 2000.

Still services clients who started using Blue Lemon's services in 2000 including the very first client who signed off a Blue Lemon quote in February 2000.

Has built a strong supply chain globally since inception enabling them to source the widest range of products at the best prices.

Offers their clients a complete in-house stock management service for companies needing branded gifts & clothing on-hand at all times. This includes warehousing, automated stock level management and distribution all from one centralized point.



Blue Lemon was recently interviewed on CNBC Africa's Entrepreneurial Edge where Jude Daniel - Chief Blue Lemon shared his knowledge on current market strategy.

MERCH  
&  
EFFECT

*Official Partner (South Africa & UAE)*

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Blue Lemon Trading (Pty) Ltd is a creative brand communication company, specializing in corporate gifting, clothing and distribution. We are well established, well recognised and have long been known for our excellent service, client-centric ideas, global best-cost and quality sourcing and excellence in every detail.

## SOME OF OUR CLIENTS



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## MISSION STATEMENT

We are brand custodians, creating brand fans for our clients.

We passionately assist our clients to win at what they do through what we do!!

We look outside the box, set high standards and find the tailored solution for each client.

## VISION

To be the best at what we do!

To keep taking market share, nationally & internationally!

To continuously exceed expectations through consistent improvement in our levels of excellence.

## CORE VALUES

**Speed:** Focused on Delivering Faster than We Did Yesterday.

**Integrity:** Respect & Honesty to each other and our clients.

**Reliability:** Consistently Delivering the same or better quality and speed.

**Quality:** A standard of excellence – we will not deliver what we would not want to receive.

**Ease-Of-Use:** A client experience that requires no thinking – WILL REQUIRE SOMETHINKING.

**Rapport:** Upside Down Triangle – Relationship first / Deal closing last.

**Determination:** Nothing is impossible for us – Everything seems impossible until it is done – N Mandela.

Mission  
Vision  
& Values

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## WHO WE ARE

Blue Lemon Trading (Pty) Ltd is a creative brand communication company, founded in 2000. The company was started by a team of people with different backgrounds, who shared the same passion and vision to see customer service excellence and unique ideas brought to the promotional industry.

***“We are a company fueled by a passion to see clients win at what they do, through what we do.”***

We are specialists in best-cost & quality sourcing of corporate gifting and clothing merchandise. We offer warehousing and distribution globally.

Blue Lemon is a fun, innovative and passionate company determined to ensure that each client experiences creativity, quality that lasts and service that is untouchable.

***“Its about getting the right product for our clients on every brief, we make each client feel like our only client.”***

## WHAT WE DO

We promote the unique properties of each brand.

We build / strengthen relationships, both internally & externally.

We operate in the background, making our clients look good!

## BBBEE

Blue Lemon endeavours to be rated in the top 10% within the industry and is currently a level 4 contributor as scored by the independent rating agency, Criterion Empowerment Rating Co.



## GIFTING & CLOTHING

We conceptualize ideas, designed and tailored to our clients specific requirements.

Our online website has over 12 000 products to choose from.

We are a registered importer and have relationships with factories / agents around the globe. This gives us the ability to offer really unique ideas and better pricing as we deal directly with the factories.

## WAREHOUSE MANAGEMENT

Planning and design of your company's unique range.

Storage and management of your stock levels to ensure immediate availability of your branded items.

Complete distribution of branded items within 72 hours of order.

Monthly delivery and inventory report.

Continuity of your range.

Shrinkage eliminated.

## FINISHING SERVICE

We provide a complete solution from branding personalisation, gift packackaging, through to delivery.

## TESTIMONIALS

*"You guys somehow manage to save the day every time! I will definitely continue to support you as it is rare to find suppliers who are able to provide your level of quality and originality of ideas. Thank you for your commitment and support and I look forward to chatting to you in the near future."*

*"Thank you kindly for "pulling a rabbit out of a hat" once again."*



*"The bottles worked so well and looked stunning – THANKYOU. Everyone loved it."*



*"I really appreciate what you have done for us and hope you get more business in the future from us and everybody as your service is the best. You really know what you are doing."*



*"Thanks for your assistance in this regard. The service was fantastic!"*

*"Once again thank you very much for all the trouble."*



*"Thank you very much for the great service – it was really good interacting with a professional and getting my goods on time without any stress."*



*"They look great and thanks for your prompt service"*



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