

National Brands wins Proudly South African Company of the Year

National Brands Limited (NBL) has been named 'Company of the Year' at the Proudly South African Homegrown Awards for the second year in a row.



Say CEO Cliff Sampson, "It is truly an honour to win this prestigious award for the second year running. It is a difficult task to stay in the winner's seat and we are extremely pleased that our ongoing commitment to Proudly South African continues to receive recognition of the highest stature. We count it as an achievement that we are able to serve as a role model to other companies in supporting the campaign and its objectives."

The 'Company of the Year Award' singles out a leading business that personifies the Proudly South African ethos and implements its principles in terms of employment creation, quality products and local content promotion.

The awards were bestowed at a gala dinner held on 22 April 2006 at the Theatre on the Track in Kyalami and attended by the Minister of Trade and Industry, Mandisi Mpahlwa, and other leading figures in business, government and the wider community.

The panel of judges found that of the corporate entrants, NBL had excelled at all the criteria and proved to be a true custodian of the Proudly South African brand. The company had also shown that it had integrated and communicated the Proudly South African concept to every part of its business, from factory floor to its national and international customers and suppliers.

NBL is one of South Africa's leading FMCG companies and is known for its quality Proudly South African brands, such as Freshpak, Frisco, Bakers, Ellis Brown and Willards, among many others. The company prides itself on constant innovation, focus on quality and the highest international standards.

NBL's loyalty to Proudly South African extends back to the early days of the campaign, when it was the first FMCG company to carry the Proudly South African logo on their products. Last year, NBL was not only named 'Company of the

Year' but also the 'Employer of the Year' at the Proudly South African Homegrown Awards.

The Proudly South African Homegrown Awards, which are endorsed by President Thabo Mbeki, were introduced to showcase South African companies and organisations that are innovative, that promote pride and patriotism and are committed to transformation. These companies have in turn, contributed to economic growth, employment creation and enhanced the reputation of South African products and services.

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