

The StoreQuip Group: offering turnkey solutions for fitting out retail spaces and maximising storage for warehouses and back of stores.

Supermarket & Retailer talks to
Torren Krupke, Sales Executive, KK Shelving.



The Storequip Group is a leading manufacturer of shelving, racking, shopfitting and other related equipment. We offer turnkey solutions for fitting out retail spaces and maximising storage for warehouses and back of stores. Our comprehensive product range is manufactured to the highest quality utilising our three factories spanning over 57 000m² under roof.

S&R: What sets your company apart from competitors in your industry?

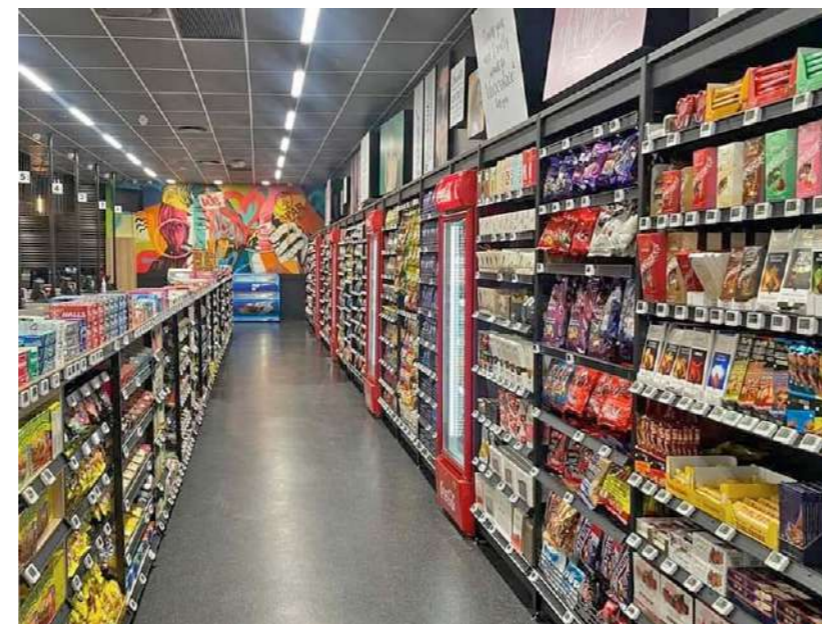
The capacity and knowledge of the group is our major differentiating factor. Having the largest manufacturing premises, which have been built up over the last 60 years, gives us the ability to execute on very large volume orders and be able to commit to project lead times. Our vast product range sets us apart as we can supply the customer with the full range of equipment necessary for opening a store.

S&R: How has your company evolved to maintain leadership in the industry?

The company culture is fast paced, agile and high performing. Constantly finding ways to improve, whether it's a manufacturing process or our information systems.

S&R: What are the key challenges currently facing your industry and how is your company addressing them?

The pressure of Imports and specifically China is a growing challenge. This external pressure is one we monitor closely. We are standing by our product and firmly believe in the quality of our offering. Retailers value time very highly and every project is executed as per a plan, every hour the store isn't trading is revenue lost. We put great emphasis on quality project management with highly skilled staff, because we understand the importance of service delivery in our industry.



S&R: How does innovation play a role in your company's success?

Innovation has played a large role in our success and the projects we have been able to bring to life. All our Tooling is made in our state-of-the-art Toolroom, which allows us to develop products in-house.

S&R: What investments is your company making to secure future growth?

We are currently building a new 4000m² factory on our KK Shelving property which is set to open in late 2025 and is part of a greater expansion plan. New properties have been acquired, which we plan to grow into.

S&R: How do you foster a culture of leadership and innovation within your organisation?

We empower employees and encourage personal and career development. Many employees are completing university degrees and courses. There

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are upskilling programs available which gives the keen employee the opportunity to grow. We drive a solution driven attitude with an open-door policy.

S&R: In what way does your company engage with customers to ensure you stay aligned with their evolving needs?

Our sales departments are set up in a way to maximise value for the customer. We have created knowledge centres within our organisation, so key accounts and large customers have their own designated team. This makes our key account managers experts in their respective areas.

S&R: What role does sustainability and social responsibility play in your company's overall strategy?

Environmental impact is something which cannot be ignored, a 1.5-Megawatt solar project is recently completed at KK Shelving as we look to be a lasting name for years to come.

S&R: How do you leverage technology to maintain a competitive edge in your industry?

Our operations team has a forward-looking approach to technology and its extensive benefits. The factories are equipped with cutting edge machinery, a fully automated powder coating plant and various Laser and Tube Laser machines. Management continuously assesses global trends and new developments.

S&R: What is your vision for the company's future in the next 5-10 years and what key milestones are you focused on achieving?

We are aiming to expand our offerings to more international markets and move higher into Africa. We look to grow our team and continue improving the retail and storage industry.



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