



A comprehensive service from start to finish

Supermarket & Retailer talks to Michael Murray, Sales Director for Tombake.



For over 18 years, Tombake has offered premium baking and hot foods equipment to the South African and African markets. With our experienced management team, we pride ourselves on providing superior advice and service excellence to every customer.

We are proud to offer a holistic service, providing crucial advice on equipment and how to maximise space. Power usage, water supply, drainage points which are all part of the planning stage.

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

Our biggest advantage is the relationships we have built with our customers through our industry knowledge, experience and the fact that we always strive to give our client the best advice. This is followed up with service excellence and the speedy service is what has built our business. We are a proudly South African company.

S&R: How has your company evolved maintain leadership?

We are continuously evolving due to ever changing challenges, for example, the Eskom load shedding crisis and the ever-increasing price of electricity.

Tombake have developed software to work with our rotary rack ovens to manage energy saving with great results. Other options are using paraffin, gas or diesel for alternative energy.



S&R: What are the key challenges facing your industry?

Higher startup and input costs, limitations on production floor spacing, higher running costs, limited and deteriorating skills.

Tombake have looked at various methods to assist in overcoming these challenges with smaller equipment and smaller footprint options. A focus point has been to teach operators good practises when working with equipment and the importance of preventative maintenance.

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

Our energy management ovens play a critical part in our success, as it offers customers a way to save money and run efficiently in a very tough market and economy. This also differentiates us from our competitors. Tombake continues to innovate and



improve on manufacturing processes to help us evolve and thrive.





S&R: What is your vision for the company's future in the next 5–10 years?

- Enlarge Tombakes market share within Southern Africa, there are expansion plans to increase exports over the next 6-8 months.
- We aim to implement more sustainability goals, sourcing materials responsibly and preparing a more sustainable operational model.

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

Tombake has recently decided to re-invest in people and to continually train our staff to strengthen our sales force and services to cover areas we have not covered before. Local and export markets will be key focus points. We also have plans for factory expansions to make the manufacturing of equipment even more competitive.

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

Tombake is placing more focus on brand awareness to maintain and enhance our reputation, which we feel will increase brand loyalty and attract customers who value and share our ethical practices. Another focus point is always cost saving and value-added advice. Implementing these sustainable practices lead to efficiencies and cost savings, such as reduced energy consumption.

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

Our leaders invest their time and experience into the next generation by fostering confidence within the organisation.

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

Tombake have various ways to engage with our clients, from our newsletter, social media content, participating in publications which inform and show the clients our exciting new ovens and other equipment. Now with a bigger sales force present within the market sector we feel that we will be able to reach out more in the months to come.

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

Our digital marketing keeps the market informed about our new innovations and new exciting product offerings. Continuous learning is important to better understand our client's needs and current market trends.

- Embrace digital technologies to stay competitive.
- Continuously look to enhance customer experience through personalised services to build loyalty and customer satisfaction.
- Keep investing in employee growth, ensuring a skilled workforce that is prepared for future challenges through training and development programmes.
- Maintain and grow profitability and financial stability, ensuring that we can invest in growth opportunities and weather economic fluctuations.



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