

Getting to know our customers...

Bantam Distributors has been one of our Consumer, Industrial and VRM customers for more than 20 years. Livio Lazzari, Local Buyer at Bantam, tells us more about this company

Customer snapshot

Known in the market for reliability and quality, Bantam Distributors distributes and markets top brand names in adhesives, chemical products and hand tools, among other products. Their portfolio includes our brands: PONAL, PATTEX, LOCTITE, TEROSON, WD-40, TANGIT and SISTA.

In a nutshell, what is Bantam all about?

Bantam is well-known in the tool and hardware trade throughout Southern Africa. Our business was established in 1896, making us one of the oldest companies of our kind still operating in the field.

We represent importers and manufacturers, one of which has been with us since 1896. Over the years, we have introduced the market to many well-known brand names of world-renowned manufacturers. We focus on raising awareness, promoting and distributing the products of our principals (clients) in South Africa, Namibia, Mozambique, Botswana, Zambia, Swaziland, Zimbabwe and Angola.

Years' experience gained in our business means that we guarantee our customers 'good value for money' merchandise. Having sold brands known around the world, we continue offering quality products which customers return to purchase time and again.

How big is your team?

Bantam is a small medium enterprise (SME), which punches above its weight. Our staff complement of around 35 sees opportunities in many sectors. Despite trying economic times, our team develops products and services to cope with the challenges.

What are your biggest challenges at the moment?

Slow economic growth, global market uncertainty and a declining rand are the main obstacles to increasing business.

How is Henkel strengthening your market position and contributing towards your future success?

Henkel is a 'world brand', which we strongly believe in. Such brands can be sold with confidence by merchants to the trade. In the workplace, they are viewed among the best available for required applications. By working with Henkel, new and different markets also become accessible to us.

What drives your business and how can we at Henkel assist you in achieving your end-goal?

We focus on providing service, quality and goods that offer value for money. What would assist us enormously is help with training customers and their staff. Customers would be even more interested in our range if their employees knew the purpose and uses of various items. We have seen that when store staff know their products, they



Livio Lazzari with Bonghi Luthuli are strong believers in our products reliability and quality



Livio Lazzari and wife Terri Lazzari in front of some LOCTITE products

are eager to be of assistance. They tend to avoid products which they don't know enough about. As a result, customers may be lost to inferior options because price becomes the main factor. This is why demonstrations are a must.

What would people be surprised to learn about your company or industry?

A great deal of effort is put into investigating new products and items, as well as whether they will appeal to the market.