

## THABO MOOKETSI

### PRODUCT NAME: Macadamia Nut Oil

---

#### BACKGROUND

Thabo Mooketsi is an entrepreneur from Soweto in Johannesburg. He is the owner of Lentibex (Pty) Ltd. In 2013, Thabo joined the Design Institute programme with a product using macadamia nuts.

#### PRODUCT

Amacwa is one of the products that are produced by Lentibex (Pty) Ltd.

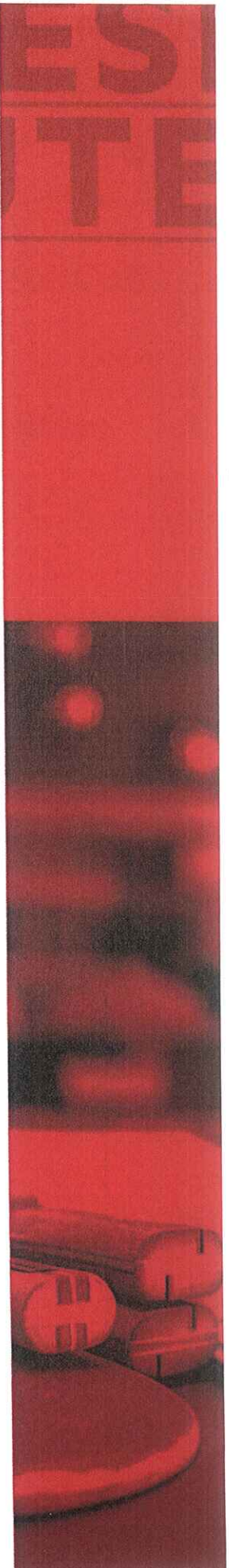
The products are all made using macadamia nuts. Amacwa has a range of products including nuts oil and nuts butter.

#### SUPPORT

Thabo came to the Design Institute with a product that was not tested and properly packaged for the market. The SABS Design Institute assisted in ensuring that proper processes are followed in testing his products as well as ensuring his business case was clearly defined, marketing, branding and packaging improved. By applying the design process a new retail strategy was defined to assist the SMME to increase sales. In addition to unlocking more revenue, the downstream effect on the main supplier of the raw product was the creation of more job opportunities to meet the new demand.

#### SUCSESSES

Amacwa products are now available in four Spa supermarkets and Thabo is in a process of getting the product to sell at Dischem and Pick n Pay.



## PRODUCT DESIGNS

MACADAMIA NUT OIL  
BOTTLE & PACKAGING



# SABS DESIGN INSTITUTE

## ABEL CHETTY

### PRODUCT NAME: TUGO

---

#### ○ BACKGROUND

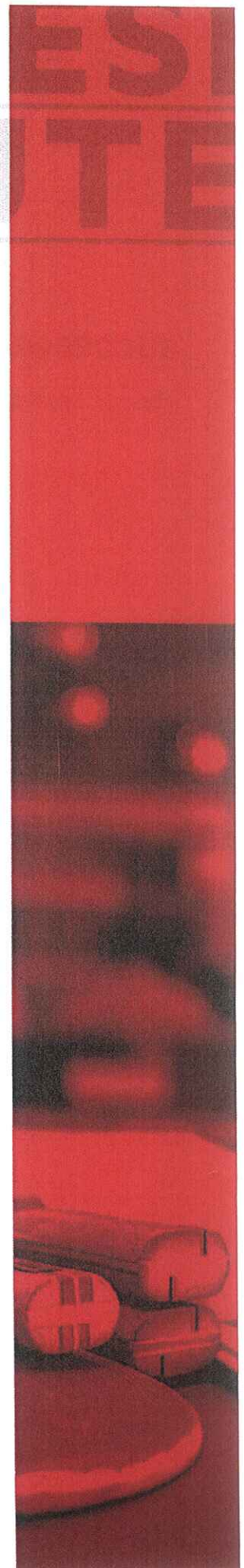
Abel Chetty is an entrepreneur from Gauteng with an Accounting qualification. In 2012, Abel joined the Design Institute program with the intention to improve a construction toy for children.

#### PRODUCT

Tugo is a revolutionary new construction toy that combines the concepts of play and education in one environment to develop lateral thinking, concentration, gross and fine motor coordination as well as cognitive skills in children at early stages. The versatile building pieces allow children to build many everyday forms such as cars, trucks, bridges, houses, tables, chairs, and much more. Tugo also promotes recycling by facilitating the use of cardboard. Furthermore, the components are made entirely from non-toxic, recyclable materials.

#### ○ SUPPORT

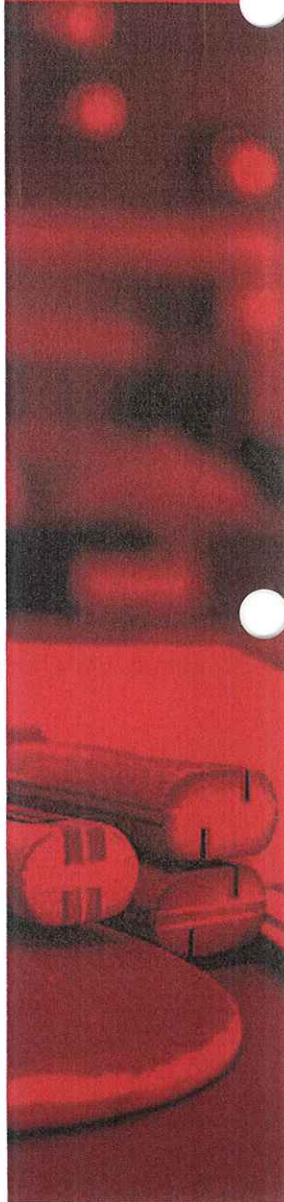
Abel came to the Design Institute to improve the configuration of his product and to improve marketing and branding of his product. By applying the design process a new retail strategy was defined as well as an improved brand and marketing strategy to assist the SMME to increase sales. In addition to unlocking more opportunities the design process ensured the success of closing a R4 million deal with a reputable retailer as well as a partnership agreement with a packaging company.



## SUCCESSSES

Abel has been actively trading online and at retail stores.

## PRODUCT DESIGNS



# SABSD DESIGN INSTITUTE

## SIYANDA MBELE

### PRODUCT NAME: PINDA

---

#### BACKGROUND

Siyanda Mbele is an entrepreneur from Umlazi, KwaZulu-Natal, with a Bachelor's degree in Interior design.

In 2014, Siyanda joined the Design Institute programme with a product that has not sold any units despite having previously displayed at the Design Indaba Expo and needed assistance in redesigning his product to improve his business.

#### PRODUCT

The business has to date created hand-painted furniture inspired by the uniqueness of South African cultures. The business model is to create high end furniture pieces for individuals with a love for high design and African aesthetics.

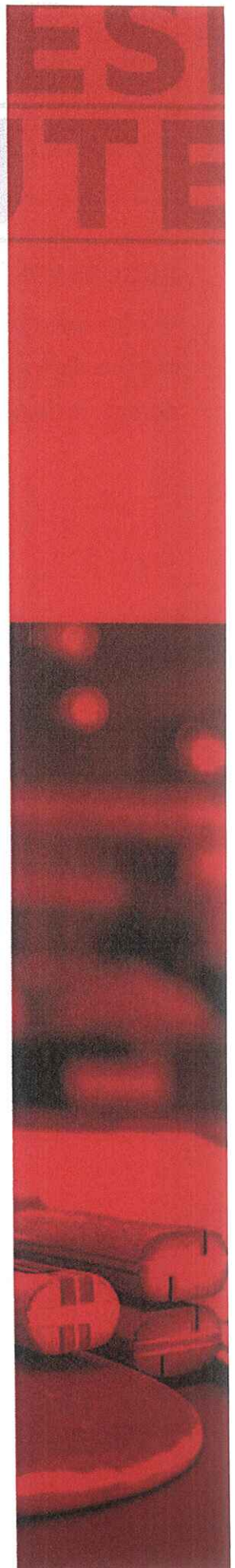
His designs provide an unexpectedly modern variation of African furniture and incorporate South African cultural references in the design.

His differentiation is using Ndebele, Venda and Zulu patterns in the product which interpreted in a novel aesthetic design which also influences the shape of the legs.

#### SUPPORT

Siyanda came to the Design Institute with a business model that was not sustainable which created an unprofitable product and poor ability to upscale.

By applying the design process a new retail strategy was defined to assist the SMME to improve his business model and increase sales. In addition, his product was redesigned with the appropriate manufacturing cost and with sustainable mass production construction.



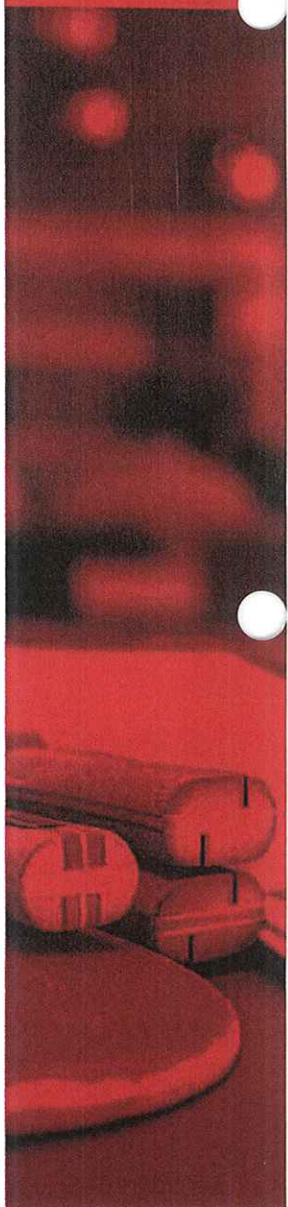
## SUCCESSSES

Siyanda has been featured at various platforms such as Design Indaba Expo, Mail and Guardian, article in Cool hunting and linked to the Foschini Group. He is currently in negotiation with Mr Price Home.

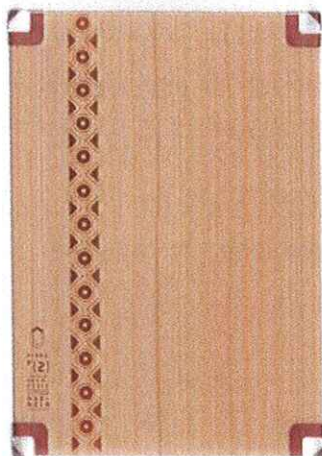
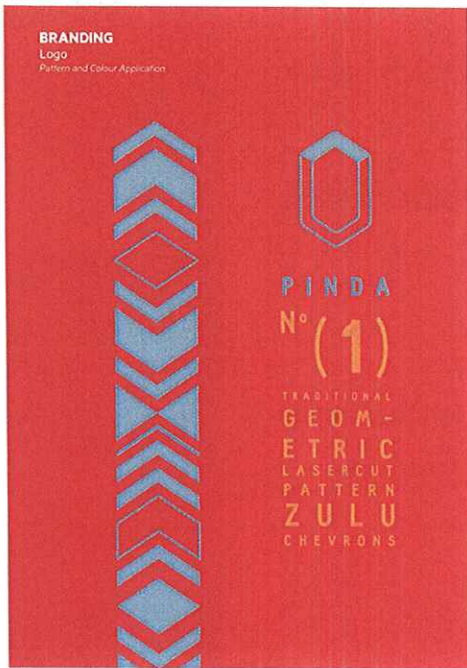
## RANGE



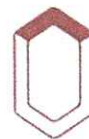
EXPLODED VIEW OF ASSEMBLY 



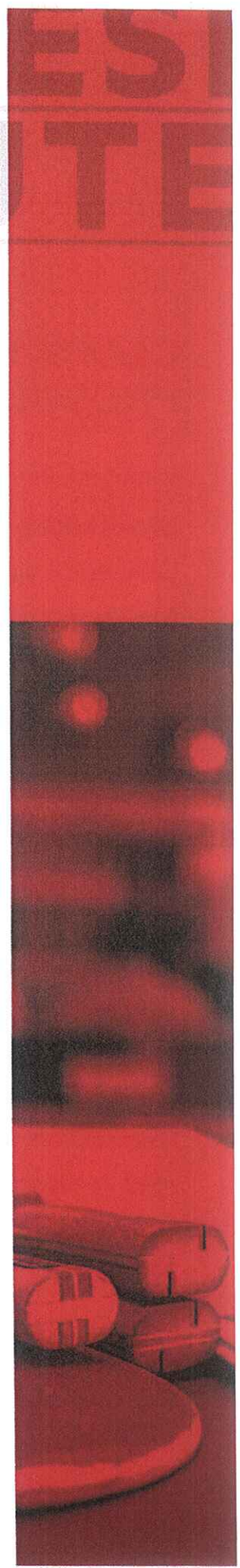
# PATTERN DESIGNS



PATTERN APPLIED TO TABLE (LASER ETCHED)



**PINDA**  
N° (2)  
TRADITIONAL  
GEOM-  
ETRIC  
LASERCUT  
PATTERN  
NDE-  
BELE  
ADORNMENTS



CLAIRE REID

PRODUCT NAME: Reel Gardening

---

### BACKGROUND

Claire Reid is an entrepreneur from Blairgowrie in Johannesburg. She is the owner of Reel Gardening (Pty) Ltd.

### PRODUCT

Reel Gardening is. A pre-fertilized seed tape which encases seed and fertilizer at the correct distance apart and depth. Reel Gardening enables everyone to grow their own vegetables using minimal land and up to 80% less water.

### SUPPORT

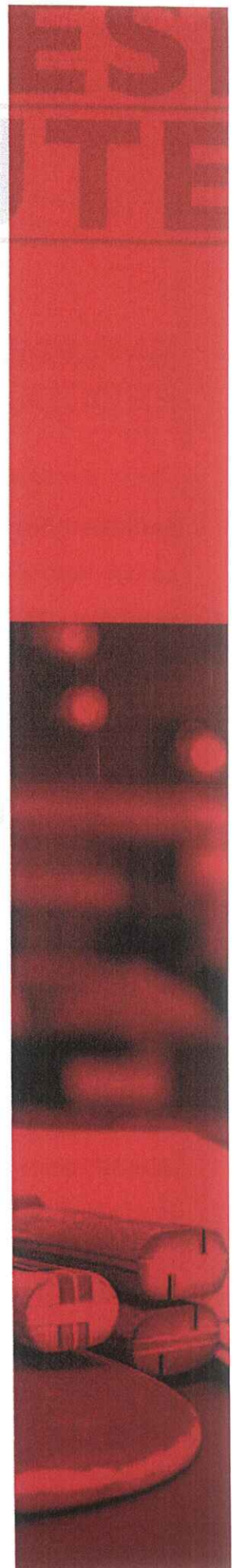
Claire came to the Design Institute with a product that was not tested and properly packaged for the market. The SABS Design Institute assisted in ensuring that proper processes are followed in testing his products as well as ensuring his business case was clearly defined, marketing, branding and packaging improved. By applying the design process a new retail strategy was defined to assist the SMME to increase sales. In addition to unlocking more revenue, the downstream effect on the main supplier of the raw product was the creation of more job opportunities to meet the new demand.

### SUCSESSES

Reel Gardening products are now available in stores in the USA, the UK and in South Africa.



PRODUCT DESIGNS



# SABS DESIGN INSTITUTE

## KATLEGO MOKOKA

### PRODUCT NAME: Suki Art Toys

---

#### BACKGROUND

Katlego Mokoka is young Male entrepreneur from Garankuwa in Gauteng. He is an expressive artist and enjoys experimenting with materials.

#### PRODUCT

Katlego designs and creates expressive, artistic figurines using found objects (recycling items to art).

#### SUPPORT

Katlego is on course towards establishing himself as an accomplished practitioner. He has what it takes to realise most of what his potential promises even though at times he seems to easily lose focus. He has made some progress during the course of the programme in terms of him understanding what changes he needs to make in his business to make in work. We derived a new product from his already established and recognisable animated artistic style. We recommend the product be in a form of 'Figurine' made from recycled and up-cycled material.

#### SUCSESSES

- Exhibited at Brooklyn Design Square
- Selling in galleries across Pretoria and Johannesburg

## STAGE

Figurines still in development.

## PRODUCT DESIGNS



What better way to have a cool collection than with branded merchandize jus as well made as the toys themselves

## KHANYA VILAKAZI PRODUCT NAME: Lactoless

---

### BACKGROUND

Khanya Vilakazi is young female entrepreneur from Gauteng. She owns a company called Sliiek (Pty) Ltd

### PRODUCT

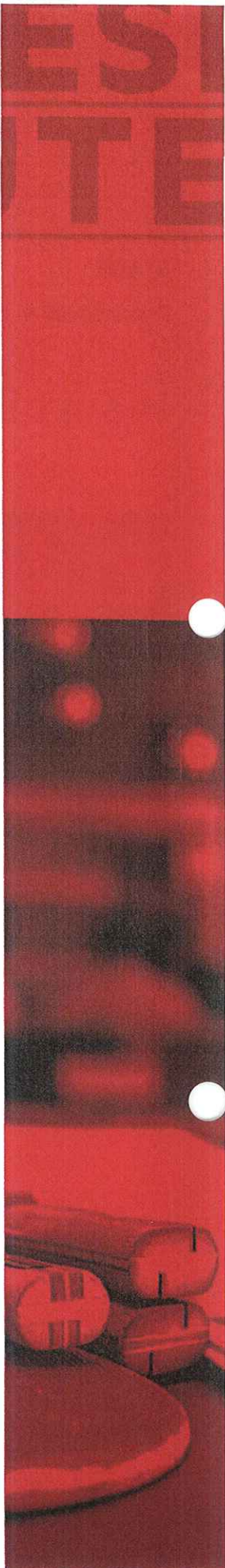
Sliiek has produced a Lactoless milk product. The Lactoless product is developed through a process technology to make an enzyme that addresses lactose intolerance in the general population.

### SUPPORT

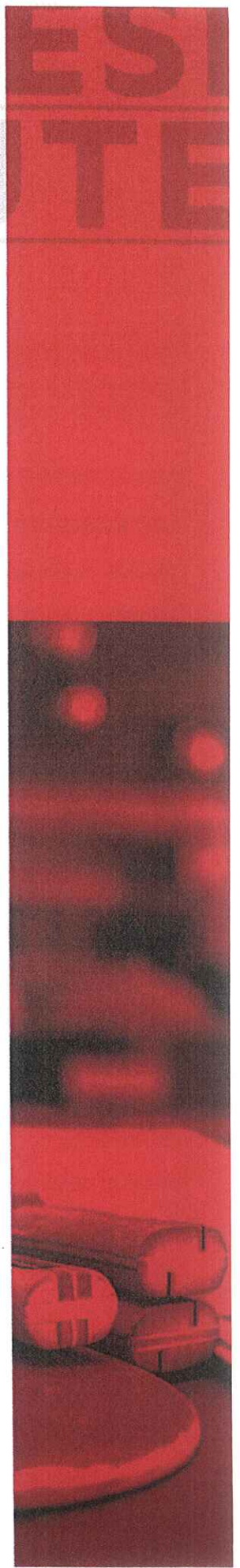
Khanya approached Design Institute through Seda with product that required market positioning, branding and design. The Design Institute assisted the business by positioning the product into appropriate market segment. Secondly, the Institute assisted the business to develop the brand name of the product *Lactless*.

### SUCSESSES

Through the support of the Institute, the business was able to secure investment from funding institutions to the value of R11 m.



PRODUCT DESIGNS



# MZUKISI MBANE

## PRODUCT NAME: Imprint

---

### BACKGROUND

Mzukisi is young male entrepreneur from Capetown in the Western Cape. He owns a company called Swagger Diaries (Pty) Ltd

### PRODUCT

Mzukisi produces accessories and shoes using a material that is usually associated with the 'Chinese' shopping bags and which tell a South African story in themselves. The distinctive print used in these items is a way in which the candidate could establish himself and his brand in the fashion industry. The products on offer will be a regular belt (for men and women), a figure belt for women, laptop bags/sleeves and flip flops, all of which will incorporate the bag material into their design. He can later expend the range to include ladies pumps and other types of bags, amongst other things.

### SUPPORT

Mzukisi came to the Design Institute through DAC with a concept and product that needed to be positioned accordingly in the market from which we could develop an appropriate business model. Branding was also developed for the business.

### SUCSESSES

- Design Indaba
- Featured in Mail & Guardian
- Linkages to Foschini Group Director
- Next Generation Industrialist Fair

- Cape Town International Jazz Festival
- Kamer Cape Town Autumn 2015 market
- Marie Claire Trunk show

## PRODUCT DESIGNS

