

Van Dyck Floors expands footprint in Zimbabwe

South African carpet manufacturer, Van Dyck Floors, has extended its global footprint with the launch of an operation in Zimbabwe. With its head office in based in KwaZulu-Natal, Van Dyck Floors is owned by PFE International, the holding company of the Zarrebini family.



Pictured at the official opening are from left: Scott Smith (operations director, Van Dyck Floors Zimbabwe), Jonathan Pairemanzi (J. Link Carpets), Dr. Mehran Zarrebini (MD Van Dyck Floors), Louis Mudzongo (Classic Carpets), Dion Yatras (MD, Van Dyck Zimbabwe), Stuart Dearnaley (export manager, Van Dyck Floors) and Kuda Duri (account manager, Van Dyck Zimbabwe).

Although the company had a previous foothold in Zimbabwe, the operational challenges proved too much and an alternative working solution was sought. They have subsequently established a new partnership that "benefits all parties involved".

The official opening, which took place at the manufacturer's Harare premises on Tuesday, 20 August, welcomed some of the country's top contractors, architects and designers for an interactive networking session.

Leadership

Van Dyck Floor's Zimbabwe operation is being run by Dion Yatras, a Zimbabwe-born chartered accountant with extensive retail experience and strong business acumen. Alongside this latest venture, Yatras runs a number of businesses including a Hilti agency and a shopfitting organisation, Design UP Zambia and Design Up Zimbabwe with his partners Scott Smith and Gordon Smith.

"With the country experiencing a tough economic environment compounded by severe service delivery issues, many businesses in the retail sector are finding it difficult to predict future performance. However, Yatras has a thorough understanding of the local market and his positive relationships with many in the industry have placed Van Dyck Floors in a favourable retail position," Van Dyck Floors said in a statement.

The new premises is located in Msasa, Harare. From here, Van Dyck Floors will be able to supply premium tufted carpeting for high-end residential markets as well as needlepunch and tufted broadloom and carpet tiles for use in residential, hospitality and commercial applications. The outlet also has an overlooking machine which means the Zimbabwe market will benefit from Van Dyck Floors' premium range of rugs as well.



Van Dyck Floors, Nouwens Carpets consolidate operations

9 Apr 2019



Secured contracts

"We are very excited about this new international initiative which will see the citizens of Zimbabwe benefitting from the quality-made flooring products of Van Dyck Floors," said Dr Mehran Zarrebini, CEO of Van Dyck Floors. "Our dynamic team has already worked hard to establish us as a trusted supplier, securing a number of high-end flooring contracts in a short space of time. We look forward to a productive business venture, expanding our footprint within Zimbabwe by offering superior craftsmanship with every project."

The team has secured a number of contracts including the re-fitting of commercial carpeting at banks, courts and Government buildings. The company's biggest contract is the carpeting of 26 floors at the Reserve Bank in Zimbabwe, using, among other materials, a specially manufactured carpet from Belgium.

"While we will be focusing on niche markets, the long-term plan is for consistent growth in residential and commercial locations," explained Zarrebini. "We have always had a good presence in this sector and will continue to supply the existing client base, with more of a focus on refurbishments for private residents."

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