



COMPANY DNA

EXPAND YOUR BRAND



OUR STORY...

Established in 1987, XCO Group offers an extensive range of services designed to help our clients achieve their marketing goals and propel business growth...in short, we exist to "EXPAND YOUR BRAND"!



1987

SPORTORIA
Sports Retail Store



1990

SPORTORIA
Wholesale started with
27 schools



1994

SPORTORIA
Started a factory, screen
printing & embroidery studio



1998

CRICKET DIRECT opens a
specialised cricket shop &
supplies to the TITANS



1999

BLUE BULLS merchandise
and rugby shop



2000

Official supplier of
GAUTENG NORTH



2023

GIFT PLUS software to make
corporate gifts come alive
EVENTICK event & inventory
manager



2022

35 year
Anniversary



2020

New XCO Digital
marketing division



2019

VIMBELA the first material
face mask branded
by XCO



2018

1 Million Team Kits
supplied by XCO
4000 schools serviced
by XCO



2015

XCO launches the
ZUCO Brand

With decades of experience, a comprehensive product and service mix, a Level 3 B-BBEE status, and a formidable sales network and staff force exceeding 200 people, we are well equipped to meet and exceed our clients' expectations.



2002

Official supplier of TEAM SOUTH AFRICA

2006

XCO SPORT starts institutional wholesale, largest representative network in South Africa

2006

PWI the 1st Cricket pick-up weight measuring device created

2007

Xco Group achieved level 3 B-BBEE Status

2008

XCO develops 6 sports specific brands



2014

PROUDLY SOUTH AFRICAN is awarded to the manufacturing unit

2014

XCO launches 4 divisions: Sport | Corporate Workwear | Exposure

2013

XCO launches a dealership in Botswana

2010

XCO launches a dealership in Namibia

2009

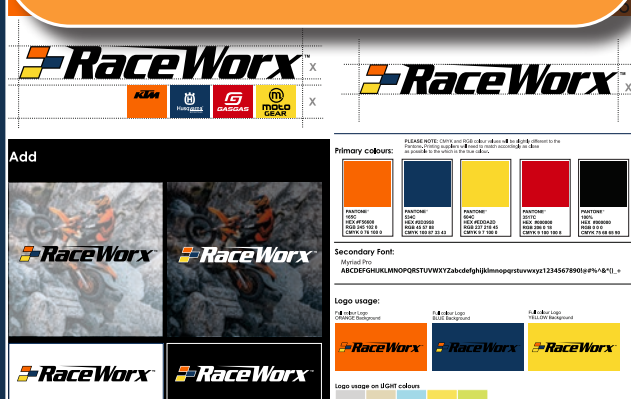
XCO develops DESIGN-ONLINE, the first online design software in South Africa

EXPAND YOUR BRAND



1 BRAND IN A BOX

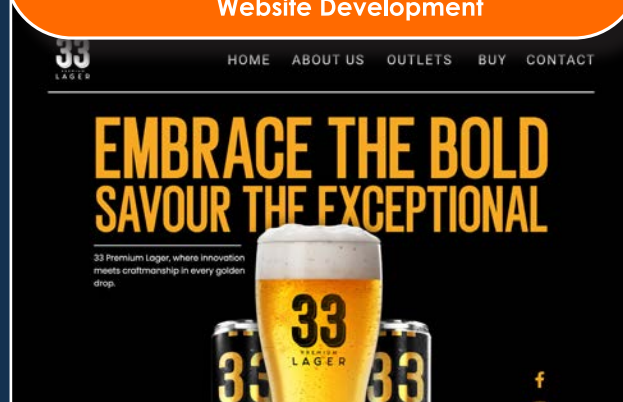
Logo Design
Brand Creation
Campaigns Creation



Take control of your biggest asset, your brand. Brand in a Box provides a range of logo designs and brand creation packages. Entice, Excite and Engage your customer, with brand aligned campaigns.

2 XCO DIGITAL

Social Media
Animation
Video Marketing
Website Development



Everyone needs brand awareness. XCO Digital offers an integrated digital strategy that aligns marketing and sales. Communicate, engage and convert leads through video, animation, digital marketing and social media. Your clients are all operating in a digital space, so should you!



3 XCO CORPORATE

Staff Clothing
Gifts
Promotional Products
Lifestyle Ranges



XCO's Corporate clients know it's all about looking the part. We have an unmatched range of corporate clothing, promotional items and gifting solutions. Custom-made identity ranges aligned with your brands DNA - because we know that in business, to be different is to be geared for success.



4 XCO EXPOSURE

Gazebos
Banners
Inflatables
In-store Point of Sale



Make first impressions last with XCO's Exposure unique indoor and outdoor branding solutions. Boost your brand beyond the clutter with a standardized, professional brand image. The only way to really stand out is to be geared for distinction.



5 XCO WORKWEAR

PPE
Protective Clothing
Essential Products



When it comes to health & safety or the red-tape of heavily-regulated industries, XCO Group Workwear provides an approved catalogue of high visibility products, protective footwear, protective outerwear and hospitality ranges. In an industry where aesthetics meets practicality & XCO Workwear is yet to meet its match, we bring you a workwear solution.



6 XCO SPORT

Customised
Teamwear and Sport
Equipment



We not only specialise in custom made sport apparel for individuals and groups. We are also the official supplier of National and Provincial athletes. XCO Sport also supply a comprehensive range of technical equipment, mass participation packages & training aids.

CLIENT SHOWCASE

At XCO Group, we have honed our abilities to develop and grow brands to unprecedented heights. Choose XCO Group as your trusted marketing partner, and together, we will embark on an exhilarating journey to "EXPAND YOUR BRAND".



CORPORATE

SPORTING

EDUCATIONAL

MUNICIPAL

GOVERNMENTAL

NON-PROFIT

OUR DIFFERENT SECTORS



A SUBSIDIARY OF ALTRON

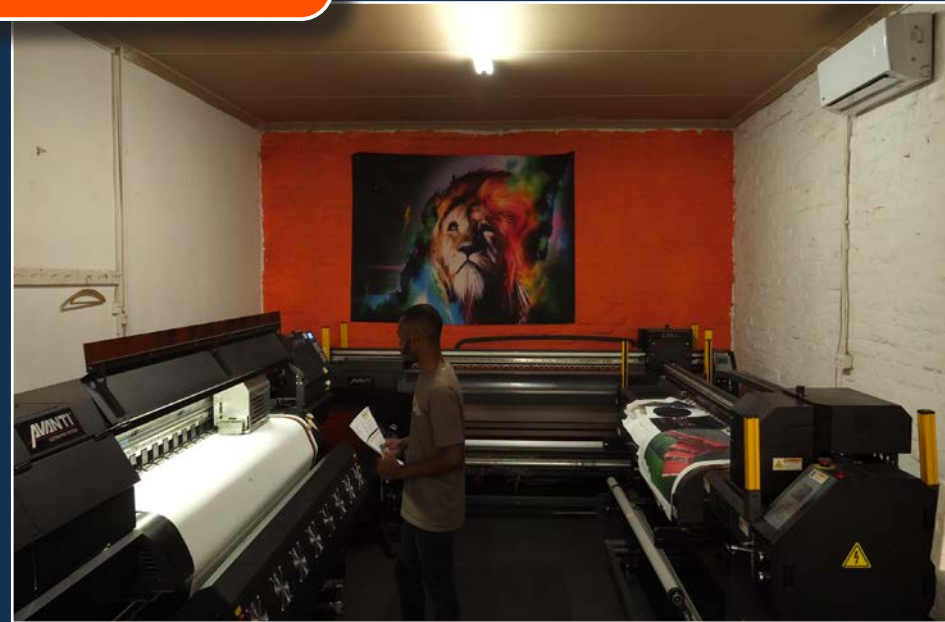


MANUFACTURING

In-house control of quality and delivery. XCO Manufacturing does apparel, exposure, printing and embroidery. We own a state of the art sublimation plant and our factory is set up for customization and small quantities. XCO Manufacturing was certified as Proudly South African in 2014. Our own factory is truly geared for customization.



IN-HOUSE
MANUFACTURING



Our dedicated sales team ensures comprehensive support for our customers across Africa.

SALES TEAM & INTERNATIONAL FOOTPRINT



<p>SENIOR SALES CONSULTANT Amanda Maree</p>	<p>INTERNAL SALES CONSULTANT Chevaughn Van Zyl</p>	<p>INTERNAL SALES CONSULTANT Christelle Zietsman</p>	<p>NATIONAL & PROVINCIAL SALES - Corne Terblanche</p>	<p>SENIOR SALES CONSULTANT Dave Tippett</p>	<p>INTERNAL SALES CONSULTANT Humphrey Langa</p>
<p>SENIOR SALES CONSULTANT Johan van Schalkwyk</p>	<p>SENIOR SALES CONSULTANT Karljen Erasmus</p>	<p>INTERNAL SALES CONSULTANT Karljen Van Vollenhoven</p>	<p>SENIOR SALES CONSULTANT Jorne Du Plessis</p>	<p>INTERNAL SALES CONSULTANT/TENDERS Kere Kodisang</p>	<p>NATIONAL & PROVINCIAL SALES Lineze Wilson</p>
<p>SENIOR SALES CONSULTANT Koenkie Mokwa</p>	<p>SENIOR SALES CONSULTANT Marlize Lemmer</p>	<p>SENIOR SALES CONSULTANT Mike Erasmus</p>	<p>INTERNAL SALES CONSULTANT Maria Selamolela</p>	<p>SENIOR SALES CONSULTANT Misha Joyce</p>	<p>INTERNAL SALES CONSULTANT Mashudu Nyase</p>
<p>SENIOR SALES CONSULTANT Nadia Deane</p>	<p>MANAGING DIRECTOR Martin Ferreira</p>	<p>NATIONAL & PROVINCIAL SALES- Nicole Cannoo</p>	<p>INTERNAL SALES CONSULTANT Noudean Swart</p>	<p>SENIOR SALES CONSULTANT Rico De Wet</p>	<p>INTERNAL SALES CONSULTANT Rikus Du Toit</p>
<p>GENERAL MANAGER Rudi Kotze</p>	<p>INTERNAL SALES CONSULTANT Sanelisiwe Mtolo</p>	<p>INTERNAL SALES CONSULTANT Tanya Van Zyl</p>	<p>INTERNAL SALES CONSULTANT Tuane Labuschagne</p>	<p>SALES CONSULTANT Nicol Pappas</p>	<p>SALES CONSULTANT Stefan Loots</p>

OPERATIONS & FINANCE SOLUTIONS

XCO has a total Warehouse and Supply Chain staff of more than 100 people for effective stock control, picking, packing, quality control and dispatch.



XCO WAREHOUSE



SUPPLY CHAIN TEAM



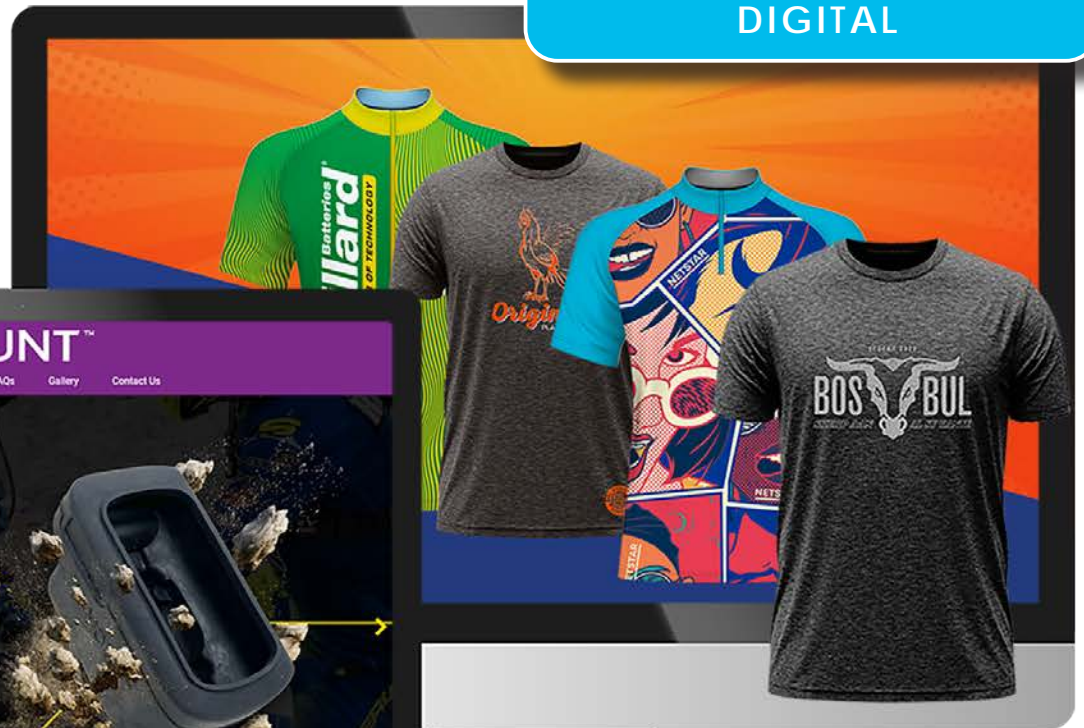
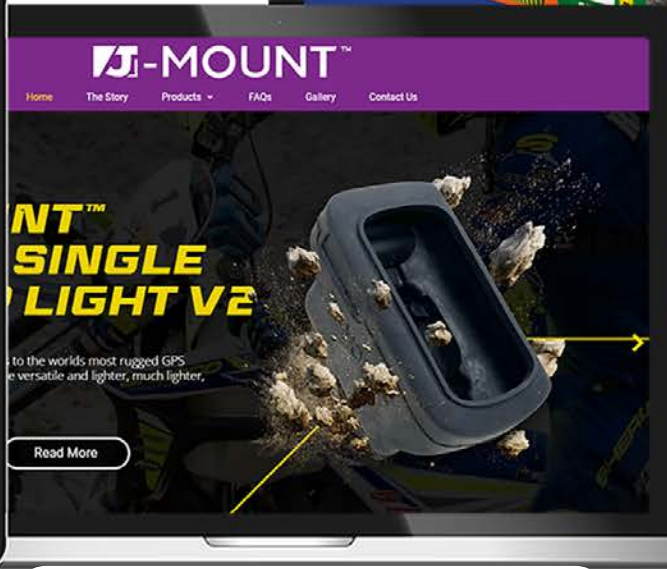
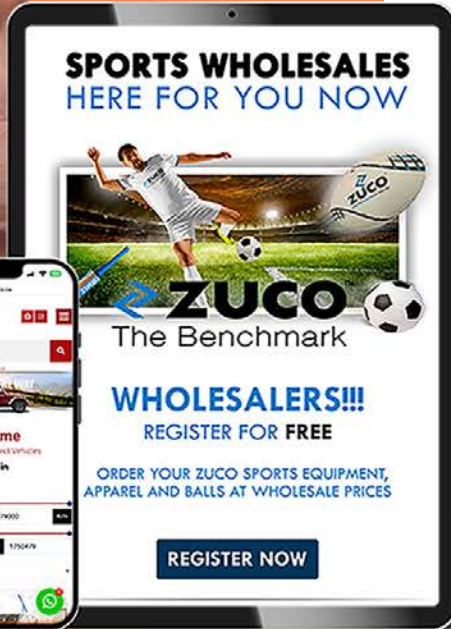
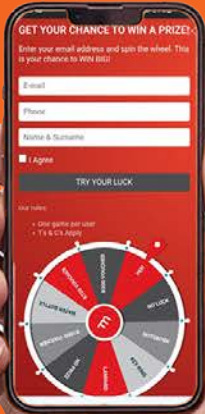
XCO's in-house courier company can deliver nationwide.

Distribution & Delivery

XCO's fleet consists of more than 20 vehicles & drivers available for long & short distances.

IN-HOUSE DESIGNERS & DIGITAL

DIGITAL MARKETING



SOFTWARE TOOLS



GO DIGITAL

Let us manage your brand & products online



ORDER • DESIGN • PLANNING • LOGISTICS • MANAGEMENT • REPORTING



SOUTH AFRICA

📍 101 Sovereign Drive,
Route 21 Corporate Park,
Irene, Pretoria

☎ +27 86 192 6776

✉ info@xco.co.za

WWW.XCO.CO.ZA

NAMIBIA

📍 3 Calcium Street, Prosperita,
Windhoek

☎ +264 61 254 175

✉ info@xco.co.na

BOTSWANA

📍 Plot 22049, Unit 3, Gaborone
West, Industrial

☎ 00267-3112614

✉ info@xco.co.bw

