

our people



**OXBOW & BYTES -
GREATER TOGETHER**

**OXBOW & CHILLED BEV -
PAVING THE WAY**

**OXBOW SAVES THE DAY FOR
AKACIA MEDICAL**

**OXBOW WINS THE HEARTS OF
DARLING ROMERY**

**OXBOW
LOCKDOWN DIARIES**

oxbow
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DID YOU KNOW?

XEROX IS LEADING THE WAY IN THE FIGHT AGAINST C-19

For many years Xerox has defined the modern work experience, starting with the copier, which changed the course of history.

The recent pandemic challenges inspired the Xerox scientists, researchers and engineers to collaborate on ways to support the fight against COVID-19. Xerox employees led initiatives to produce low-cost disposable ventilators, thousands of gallons of hospital-grade sanitizer, and personal protective equipment for healthcare workers using our iGen 5 printer filter within cloth masks.

Oxbow's focus will be to maintain just as lasting of an impact for years to come.



XEROX iGEN 5



XEROX DISPOSABLE EMERGENCY VENTILATOR



XEROX HAND SANITIZER

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MESSAGE FROM SALES MANAGER, OXBOW AFFINITY

JON-PAUL AKAL



How often can a company boast that one of their brands has become so synonymous with a product - that it's become a household name and an expression? In the United States of America, they casually use the term "Xerox it" when referring to the action of making a copy. Xerox was started in 1906 in Rochester, New York City. One hundred and fourteen years later and 7803 miles between Cape Town and New York - I find myself working for more than just a company - it is a legacy - the largest concessionaire of Xerox in Africa. Oxbow has a long history - but it also has a bright future and after starting at Oxbow in January 2020, I cannot wait to be part of that.

Late one night, whilst sipping on a glass of whiskey with my father when I was a mere nineteen years old - I remember he told me "you don't have to see the whole staircase, just take the first step". So I did. And so I sold paper products out of a tiny office in Woodstock and used every opportunity as a springboard to something bigger and better, adding more skills to my toolbox along the way, listening to those who wrote the game and eventually, after six years, worked my way up to the Crème de la Crème of businesses.

Oxbow is to office solutions, what Porsche is to German engineering, (or what Christian Louboutin is to shoes - for the ladies). With a natural prowess for sales, enthusiasm for modern technology and mastery of tailor making office solutions I have finally found my place in the industry. I am the manager of Team Affinity - a name I chose because of the natural draw I have to the world of tailor-making business solutions that a company like Oxbow created, founded and perfected.

Let's face it, 2020 thus far, has not been easy for anyone. "There is no education like adversity" they say. With everyone speaking of little else other than the COVID-19 outbreak - I came to realise just how incredibly adaptive Oxbow is as a company. The way that we have risen to the challenges faced in an unprecedented situation shows the inner makings of a robust company, forward thinking leadership from our Managing Director, Brett Furlong, and an unbreakable team spirit that is quintessential to Oxbow and its success.

There may be other companies who offer the kinds of services and products that we do, but never forget that people say "Xerox it" and not "Lexmark it". I am honoured to be a part of this company. It's not just a telephone - it's communication with customers. It's not just a printer - it's a catalogue in your customer's hand that can take your business to the next level. They're not just office solutions and bits of plastic - they're where careers start, where dreams come true, where legacies are born. We are more than just office solutions; we are the purveyors of building blocks for success in a modern world.

Jon-Paul Akal
Sales Manager, Oxbow Affinity

OXBOW AND BYTES - GREATER TOGETHER

"GREAT THINGS IN BUSINESS ARE NEVER DONE BY ONE PERSON" - STEVE JOBS



Cape Town based Oxbow and Bytes Document Solutions aim to boost productivity, efficiency and image quality for its customers by collaborating on projects that combine each companies' specialities in order to deliver the very best in Xerox Technology. The focus is on the overall printing solution. In that way, the co-operation between the two Xerox giants create a completely different and better-equipped offer than other printing solution companies. This means we can guarantee professional corporate service and printing solutions.

"For specialist companies across the country; consistency, quality, accuracy and reliability are non-negotiable", says Oxbow Managing Director, Brett Furlong. "We work closely with our customers to make sure the machines we sell and configure for them are purpose-built, then let them get on with doing the great work they do. This allows us to push the creative boundaries for our customers and create even better products than they initially envisioned. It's all about using the best equipment possible to help us make a real statement with our products, and ultimately that's what our customers come to us for."

Bytes Document Solutions (BDS) is Africa's leading document management technology and services company and the largest Xerox distributor in the world. It is the authorised Xerox distributor in 26 Sub-Saharan countries offering the complete range of Xerox document equipment, software solutions and services. Bytes Document Solutions forms part of the Telecommunications, Multi-Media and Information Technology (TMT) organisation of Altron, the parent holding company.

Oxbow Office Equipment (Pty) Ltd is the largest reseller of Xerox equipment in Africa. We offer a wide selection of Xerox machines for all requirements, from small offices to commercial printers complemented by our professional technical support. Our affordable solutions ensure our customers enjoy the very best in Xerox technology, Telecommunications, CCTV, Eco-Energy, Video Conferencing and the latest addition to our service offering is the Temperature Screening Solutions all on a monthly rental contract, including free insurance, without any upfront costs.

Aside from the tangible benefits, the relationship between Oxbow and Bytes Document Solutions is the real differentiator when choosing a printing partner.

Wizardz Design and Print has more than doubled its production volume since investing in the Xerox Colour 1000 digital colour press from Oxbow and Bytes Document Solutions (BDS). Brett Furlong, managing director at Oxbow, believes Wizardz' experience shows that digital printing is fast maturing and can only get better.

"It's a symbiotic relationship between supplier and customer," says Bytes Production Systems Sales Manager, Stuart Daniels. "We simplify how work gets done so customers can focus on what matters, helping them identify new business opportunities and discussing technical specifications that can help the staff configure the machines to match their needs."

Oxbow Managing Director Brett Furlong concurs: "Often, success in this business owes as much to the staff operating the equipment as it does the equipment itself. It's our responsibility to ensure our customers are not only trained in every aspect of the equipment we sell them, but continue to receive support, feedback and additional training to help them grow and develop their own business opportunities."

OXBOW AND CHILLED BEV - PAVING THE WAY



Oxbow is the first in Africa to install the Walk-Through Temperature Scanner!

Chill markets and sells unique beverage ranges, only uses highly reputable ingredients from the best global sources, introduced the first range of sugar-free mixers to consumers in Southern Africa and employs sophisticated manufacturing processes which ensure that Chill is highly regarded by various national and multi-national companies.

With a range of new products on offer to assist businesses during this C-19 environment we can proudly say that Oxbow is paving the way for implementing solutions that will help all businesses easily adhere to regulations and guidelines set out to protect the workforce of South Africa so that we can get back to business as usual and start making some money again.

With advanced detectors and algorithms, the Temperature Screening Thermographic Cameras are designed to detect elevated skin-surface temperatures, and can thus be used for rapid and preliminary temperature screening in office buildings, factories, stations, airports and other public places, with accuracy up to $\pm 0.3^{\circ}\text{C}$.

With a whole range of Temperature Screening Packages, Oxbow is adapting and transforming our offerings so that we can be a part of taking the lead in the rebuilding of our economy by assisting companies with affordable, sensible solutions accompanied by financial relief options. This is the time for everyone to take ownership in looking for innovative and creative ways of moving forward.

This is the new normal. Follow our lead.

OXBOW SAVES THE DAY FOR AKACIA MEDICAL

Akacia™ Medical (Pty) Ltd is dedicated to providing a comprehensive range of quality medical products to the healthcare industry specialising in urology, respiratory, surgical disposables and specialized emergency equipment.

They urgently needed a solution that would help avoid down-time when load shedding occurs as they can lose up to R140 000 per day with no power. There is also the risk of poisonous gas leakage from medical equipment when the power supply is cut.

One of Oxbow's Senior Account consultants, Damian Head, along with a master electrician, surveyed the site together and were adamant to find a quality solution as fast as possible. Damian helped find the only 500kVa generator in the country (due to demand) and, ironically, the day after Oxbow finalised the installation the substation down the road blew and Akacia said they could kiss Oxbow! Damian has happily offered to accept this gift on our behalf - masks on!

Well done for supplying another successful solution to a fellow South African business.



OXBOW WINS THE HEARTS OF DARLING ROMERY



Darling Romery is a family-owned business established in November 1991 on Alexander Fontein, a farm near Darling in the Western Cape. Today, their raw milk is supplied by farmers from Darling, Malmesbury, Porterville and Vredenburg, with products distributed throughout the Western Cape, Eastern Cape, Central Region and even as far as Gauteng.

Oxbow and Kyocera were the only two businesses that could offer the Hosted Platform that Darling Romery were seeking. The decision came down to the relationship formed between our Account Manager and the directors at Darling Romery, but what really caught their attention is that Oxbow offers a 12-month maintenance and licensing fee free of charge for the first 2 months, which is what put the cherry on top when the tough decision had to be made between the two suppliers.

“At Darling Romery our communication system is essential and down time is not an option with the fast moving pace we run at on a daily basis. After we have lost a number of calls due to the copper lines being stolen in the analogue system, we had to move in a different direction for a better solution. After a few months of investigation on the best possible solution for our group, we made the decision to take hands with Oxbow to our new future in the communication world.

We have held numerous planning sessions, discussions and technical meetings from start to finish to ensure we are never off line. With the trusted dedication from Oxbows side there was surety that everything will proceed as normal throughout the installation. Oxbow worked around the clock with our IT-guys to get the Head Office up and running over a weekend. Thereafter completed other group entities in Darling the following week.

We received point on communication from the administrators at Oxbow that helped us on the planning and scheduling of the installations at our five depots country wide. Oxbow scheduled with their offices nearest to the depots to send out technicians to assist our IT guys with the installation. We planned our days for the installation at the depots well in advance and from start to finish everything went according to plan and no down-time was experienced.

After a major installation with a total of 121 telephones, together with the Video Conferencing installation we are proud to say that Oxbow did very well. We are satisfied with the promises made which they also fulfilled.

We want to give a huge thank you to Sonia Cupido, Thinus Rossouw, Leon van Staden, Shayna Wood and Aqielah Yen for all the hard work and due care on the installation of our communication systems.” says Regard Beukes, Financial Accountant at Darling Romery.

OXBOW LOCKDOWN DIARIES



EBRAHIM

"In this uncertain time with Covid-19 being the pandemic that took the world by storm and disrupted our economy, the true certainty you can depend on is YOU and YOUR attitude towards life and success. Only you can change your circumstances. Do 99 % of what others could, but don't do. Use every waking moment to strive for what you believe in. Nothing is unreachable."



JESSICA

"It's been tough, however, I can't help but see some positives coming from this crisis, too.

Reflecting on this moment has been a learning opportunity for me and for all of us - a chance to focus more on what matters and to think about living life differently going forward."



VERONA

"I learnt that less is more. To cook with whatever is in store. To sitting quietly or chatting with my boyfriend. To gazing over a quiet sales floor, knowing that everyone is out there fighting their own silent battle. It's the little things that keep us going in life. It took some invisible being, a virus, a lockdown in a 65m² flat to realize all the truths of being one step closer to a happier life."



ANTONIA

"During Lockdown I learnt Patience and Gratitude.

I learnt that when you are centered your emotions cannot hijack you, so I used the time to push the restart button and used my strengths to work on my weakness to ultimately find the best version of myself."



CARIN

"Never thought I'd find myself in the kitchen. I have so much time to attempt trying new pasta's and even baking banana bread.

I've also realised how dependant I was on Uber Eats and can't forget Wi-Fi. I'm just really grateful for the small things, big things and everything in between."

WAYNE

"Everybody has a bit of hustle in them, it just depends who wants it the most. And I got that hustle!

I became more creative with my deals and come to realise that there is always a deal to be done. You have to dig deep and realise that nothing will be done for you. Adapt, or fall off the wagon."



GURSHWIN

"During lockdown I've learned to be more grateful and to not take anything for granted.

I got to spend some quality time with my daughter (2y ears old) and learned to be patient and refocus myself so I can build a future not only for myself but for my family no matter what the challenge."



MEGHANN

"Lockdown chronicles... new lessons were learned; having to adapt, turning an area in my home into a productive work space, being creative - thinking outside the box and time management skills had to be taken to the next level.

"Create great habits and become slaves to them."



SALMAAN

"It's taught me that I need to appreciate my life and my health because as I received it, it can be taken away.

Nothing in this life is permanent.

I need to value the life I have and spend it in the most positive way possible."



ROBERT

"Lock down was a very interesting time. Full of life lessons. Lessons about the people around me, but more importantly lessons about myself. Taking ownership and responsibility. Even though Covid-19 was to no fault of my own but rather a worldwide pandemic, only I was in charge of my destiny. Covid brought the fight out of this dog, so my choice is clear... Can you say the same?"



OXBOW AT THE HOCKEY SUPER FIVES

You miss 100% of the shots you don't take.

Oxbow joined in on all the fun and festivities at the Oxbow Super Fives Club Festival in Rondebosch, to support our Managing Director, Brett Furlong, who has been an avid player for many years. Oxbow have been the Official Sponsor for the annual event since its inception in 2015. And we love it because it's South Africa's most exciting and fast-paced hockey format (and hockey players are cute!).

This event caters for all hockey players from Grand Challenge to Grand Masters. It's so easy to get a team together, whether its from a few clubs or just your club team and join in on the fun and camaraderie!

We had great fun last year and players from all over Cape Town shared in an entertaining few days of hockey and socialising. That's why we keep coming back, and 2020 was even better than 2019.

Because Super Fives is such a dynamic game we highly recommend you have ten players in your team and join in the fun as soon as we are able to host another event... add in a few alcoholic beverages over the course of the two days and you can see why Oxbow loves the Hockey Super Fives.

We have five Ladies leagues and five Men's:

- Grand Challenge
- Town Challenge (2nd Division)
- Social
- Masters (Over 35's)
- Grand Masters (Over 60's)

Well done to Brett's team for kicking some butt out on the field - your staff REALLY love to watch you run around, sweating a bit, and letting your hair down.



OXBOW'S FIERCE ASSET FINANCE MATRIARCHS



From left: Chemay Dorfling, Twanette Engelbrecht, Carlynn Blanchard and Dorian Stoffels - Oxbow Asset Finance Team

The Asset Finance Office is where you will find "The Queens of Oxbow."

This department is the heart that pumps the blood through Oxbow's veins. Well isolated from the noisy Nerve Centre and Sales floors, these ladies spend their days liaising with different finance houses; motivating deals, obtaining approvals, and ultimately making sure we get money in the bank. Without approvals there will be no pay-outs, so the function of this department is priority number one! Without the hard work and long hours that this team dedicate to their responsibilities within this division Oxbow will not be where we are today, and every other day - on top!

Chemay is our Head of Asset Finance (AKA – Queen of All). Twanette, second in charge, is responsible for new applications, feedback and managing franchises. Dorian manages our settlements and queries and Carlynn is in charge of tracking statistics, our BPO Champion as well as manages pay-outs.

To be as good as they are at what they do it takes unique qualities like above-average attention to detail, accuracy, business acumen and patience – with emphasis on patience! They hustle hard behind the scenes. A large part of being as successful as they are is pristine time-management. They work long hours and are here well before and long after the majority of everyone else. They have a passion for finance, after all, passion is the key to success, and they are shining examples of that. But be warned Sales People, DO NOT ENTER without the correct paperwork, or else...

Since the start of the C-19 pandemic, our Asset Finance team can clearly point out a change in the relationship with our Finance Houses and specifically the unprecedented time it now takes to get deals approved. Chemay "Queen Bee" implemented the Covid_19 form which our sales people must now include with every deal needing financing, but just like our fellow South African – and the world – we must find new ways of doing things and practice patience as we meander this challenging time together.

All we can say is that this is one area where woman power is displayed in its fiercest form within Oxbow Town.

This team of exceptionally intelligent, dedicated, passionate and beautiful ladies are the real asset of Oxbow.

STAFF PROFILE

JUDY EILERD

Title: Oxbow Receptionist

WHAT MAKES YOU THE HAPPIEST?

What makes me happy is being in control of my happiness. I realized that my happiness is not dependent on external things, but a choice I make in every moment. I practice being happy every day, it didn't just happen. Even when things are going badly, I can still be a happy peaceful person.

WHAT IS YOUR BIGGEST FEAR?

Death and Zombies

IF YOU HAD A SUPER POWER, WHAT WOULD IT BE?

Immortality

HOW MANY LANGUAGES DO YOU SPEAK?

Two; Afrikaans and English

WHAT DID YOU WANT TO BE WHEN YOU WERE LITTLE?

Psychologist

WHAT WAS YOUR WORST JOB EVER?

Working in a gym, having to wake up at 04h00 the morning to pack people's weights away working six days a week and no off weekends.

WHAT'S YOUR BEST CHILDHOOD MEMORY?

Going to my Grandparent's farm over school holidays.

IF YOU COULD LIVE ANYWHERE, WHERE WOULD IT BE?

I won't want to live anywhere but in Cape Town, but want to travel everywhere.

WHAT ARE YOU CURRENTLY WATCHING ON TV?

Rick and Morty - Season 4

DO YOU HAVE ANY SECRET OBSESSIONS?

Yes, but it's a secret.

IF YOU COULD CHOOSE A NEW NAME FOR YOURSELF, WHAT WOULD IT BE?

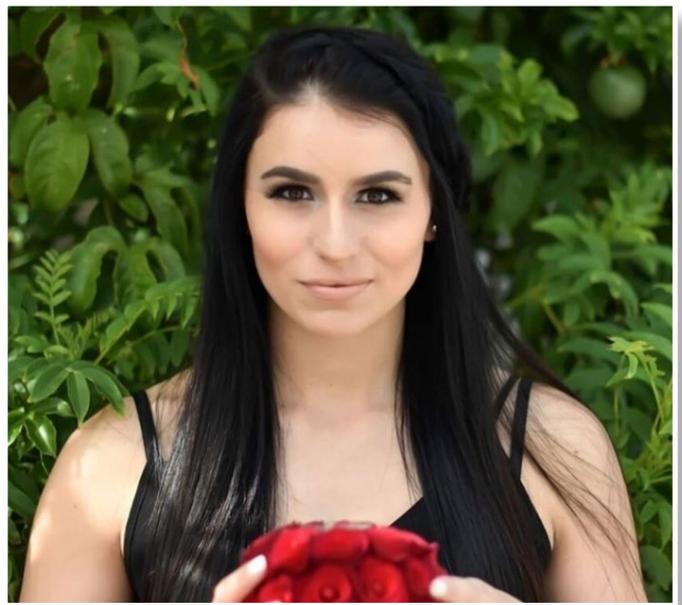
Juju

WHAT'S YOUR GO-TO SONG TO SING IN THE SHOWER?

I want to sing in the shower but don't want my family thinking I'm being murdered.

IF YOU WERE A BISCUIT, WHAT WOULD YOU BE?

Fortune Cookie



MOST EMBARRASSING MOMENT EVER?

Getting sick at a festival while it's day time and having strangers come up to me asking if I want water. (I was not drunk)

IF YOU WERE SENT TO AN ISLAND WITH ONLY 3 THINGS?

1. Yacht
2. Tom Hardy <3
3. Sunblock

WHAT IS YOUR FAVOURITE FOOD?

Sushi, pizza, donuts, meat, veggies, fruits.... Well, all food.

WHAT IS NEXT ON YOUR BUCKET LIST?

To travel anywhere or to go on a cruise ship.

WHO ARE YOUR HEROES?

My whole family.

THE BEST COMPLIMENT YOU EVER RECEIVED?

That I'm always happy and positive. A happy and positive mindset makes any human beautiful inside and out.

MOST IMPORTANT LESSON YOU'VE LEARNT SO FAR?

Don't hesitate when you should act

There is an old Roman proverb that people often quote – "Carpe diem" – meaning "Seize the day". More often than not, we fail to act due to lack of confidence or courage. This hesitation keeps us from moving forward and puts us in a cage of wondering what might have been. Whenever you feel it's time to act, take action. No matter the outcome, you will end up smarter than before.

WHERE DO YOU SEE YOURSELF IN 5 YEARS TIME?

Having my own apartment on the beach and having travelled to at least three different places in the world.



MANAGERS BONDING TIME AT PLANET XANCARA

WHAT HAPPENS IN XANCARA STAYS IN XANCARA...





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