

our people



oxbow
NOVEMBER 2020

x 
EDITION 3/2020 OXBOW PEOPLE

DID YOU KNOW?

COVID-19 AND PRINT MATTERS

According to leading doctors and scientists across the world, there have been no positive COVID-19 virus cases confirmed where COVID-19 was transmitted from a print newspaper, print magazine, print letter or print package.

Early scientific research on virus transmission suggests porous surfaces such as paper carry the lowest potency for the shortest period of time.



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Message from the editor

Hello readers,

It gives me great pleasure to be a part of such a powerful organisation, one that pushes boundaries when it comes to company culture, staff development, giving back to our community and offering the best technology available to assist our customers grow and sustain their businesses.

This edition of the Oxbow Newsletter, the third for 2020, is a story of how Oxbow survived the COVID-19 pandemic thus far as well as how we pulled together to help those around us.

I hope you enjoy reading this as much as we enjoyed creating it.

Jessica van Zyl
Head of Marketing, Oxbow



MESSAGE FROM OXBOW ACCELERATE DIRECTOR SONIA CUPIDO



October 2020 already, needless to say time has flown BUT, that happens when you're having fun, right?

When I joined this dynamic business back in 2012, there was a staff compliment of 25 people. Since then we have grown in leaps and bounds, in fact 2019 our staff compliment was 165 strong! Opportunities were presented to any individual who was willing to roll up their sleeves and get their hands dirty. I made a decision then that I wanted to be part of an organization that was, and still are trail blazers within the industry.

My journey started as an Account Consultant with no industry experience (yes, the bottom of the sales food chain). I was determined to work both hard and smart to prove my worth to my new employer. Two years down the line, I was promoted to Sales Manager! This promotion provided me with the perfect platform to empower my sales team. I achieved this through sharing my knowledge, skills, business ethics and integrity I had learnt and honed over the previous two years from my boss and mentor, Brett Furlong.

So where to from here, after successfully fulfilling my role as a Sales Manager? For just over a year, I was awarded the opportunity to be an entrepreneur, the start of Oxbow Accelerate. Being the first and only female director in a male dominated company and industry I have NOT enjoyed my successes without challenges. However, armed with a strong will and a never-give-up attitude together with the support of key staff within the business, I'm still kicking!

The beginning of 2020 was exciting with promising ROI for the year ahead. Then a financial Tsunami hit the world. The Covid-19 pandemic is one of the greatest challenges our business has faced. It is a global emergency affecting us all, without distinction. It is evident that the impact will be unprecedented in every area of life. We have found ourselves in uncharted waters - a lockdown for an indefinite period of time. The good news is that at Oxbow one of the many positive characteristics we possess is the ability to adapt and innovate. We have navigated our way through the storm and although we are only 65% into this ultra marathon race, together we will rise and be stronger than ever. We have and continue to move forward as a united front armed with this "like a phoenix we will rise from the ashes, refreshed, renewed and rejuvenated" attitude.

We introduced a new way of working, the "NEW NORM". This meant new ideas that coincided with the way business was evolving. We have successfully launched our Private Finance division, allowing individuals and companies to work remotely as well as providing them with the tools needed for gearing themselves to adapt to the new way forward such as video conferencing, virtual hosted Telecommunication solutions, Thermal Screening equipment and payment holidays to assist local businesses to survive this new world.

I am proud of everything Oxbow has achieved over these past few months.

With this being said, the rest of 2020 is only going to be what we make of it. At Oxbow we continue to strive for Excellence. "A pessimist sees the difficulty in every opportunity, an optimist sees the opportunity in every difficulty"

Now, let's get to work and make some MONEY!!!

Sonia Cupido,
Franchise Director, Oxbow Accelerate

INTRODUCING - OXBOW ALPHA

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



From left: Daniel, Gavin, Ebrahim, Aqielah, Edmiran, Jaryd, Timothy, Ebrahim II, Mikail and Farouk - Team Alpha

Oxbow's latest franchise, Oxbow Alpha, is the fourth franchise to be launched within the Oxbow group. At Oxbow, we pride ourselves in giving each and every staff member the opportunity to grow. Ebrahim Hendricks, now Director of his own business, has an interesting history which has guided him to the point where he is today. Ebrahim, who we know as Ebbie (or Super Man) is a very interpersonal human you will feel the comfort of his ability to connect with everyone by the way he walks around the office each morning to personally greet each staff member with a giant Super Man hug and ask you how you are doing. Ebrahim, who once sold PlayStations for Ster Kinekor, is now a giant within the Oxbow empire.

In 2012, Ebrahim stepped into a management position. The money was not the same, but the chance to teach many others to make money for their families and assist others was the value he sought out in life, and Alpha offered the perfect opportunity. A charitable human, always smiling, happy and sharing the love wherever he goes, and this is the formula to make a company great, and this is what makes the world a better place. Ebrahim was guided by what he saw in Brett, and strives to reach the calibre of persona that Brett, our MD, embodies daily. Simple acknowledgement, like knowing the names of every person that joins the massive Oxbow family – that's special!

When he was introduced to the Office automation industry, Ebbie saw an opportunity to make mind-blowing commission but also learnt that there are backstabbers at every corner, only looking out for themselves, and this is where he saw an opportunity. This is what makes Oxbow stand out from the crowd. We are not a team that only considers our own return on investment, but rather, we look after each other – and this philosophy is taught to us by the way we are lead - our leaders want each of us to be the best version of ourselves. Ebrahim had a different path set out for him, he has never only been in it for the money. The sales environment can be a tempting one to be selfish and just focus on making money - but to be truly successful, it takes much more than that.

Ebrahim elevated his management by taking on a bigger portfolio which he says has given him more freedom to keep the momentum going. Like they say – you have to keep your eyes on the prize. At the end of the day, each of us are working so that we can have financial stability, gain individual growth, move from Junior to Senior and hopefully team leader or the entirely achievable goal of business owner.

The company and the person choose each other. It's much like choosing a life partner – you must believe in the relationship which will allow you to spread your wings. Ebrahim confesses that Oxbow promised him growth, loyalty and support. Five years after joining the family – he is the proud Director of his own chapter of the Oxbow story. Confident in the choice he made, he reminisces on the incredible (and tough) journey he has been on when making that first decision to get on board the Oxbow Train.

"It's the energy, the vibe, enthusiasm, the drive of the Oxbow People that makes this mythical beast so beautiful – not neglecting the mountain of challenges faced along the way, it's been so worth it – and this is the beginning of a whole new journey for me. I want to teach my staff how to reach 150%, it takes character and hype – you must have that within yourself. And if they struggle to find that – I will never give up leading by example. When you experience that tangible result of giving 150% every day – in spite of the challenges we are faced with personally and professionally – that reward is what gives us life, it is the air that we breathe – and I can't wait to continue sharing my experience and knowledge with my team so that they can too experience this joy of growing from strength to strength."

OXBOW SOLAR - SMARTEST ENERGY CHOICE UNDER THE SUN!



Oxbow Warehouse, Century City Business Park - solar installation

If only there was some kind of infinite power source that was free to use all day every day... oh wait...

Oxbow Eco Energy division is expanding rapidly due to added pressure to save money, getting off the grid and keeping our business doors open. Our new economic environment is forcing us to adjust and make new plans for saving money in order to survive the ongoing effects of the Covid-19 pandemic as well as load-shedding. Oxbow is not excluded from any of these challenges, so we make use of the same products that we sell for the same reasons that our customers do.

With the state of affairs in South Africa, we are amidst a Solar Frenzy. The question that most people have on their minds is, “How close is South Africa to a total blackout?”. This is a real crisis, evident by the current load-shedding. Energy expert Ted Blom says, “If a team at the control centre in Simmerpan goes to sleep for a single second, and demand exceeds supply, it will be like putting a spanner into your bicycle wheel, the whole system will just collapse”. These are the facts, as scary as it may sound.

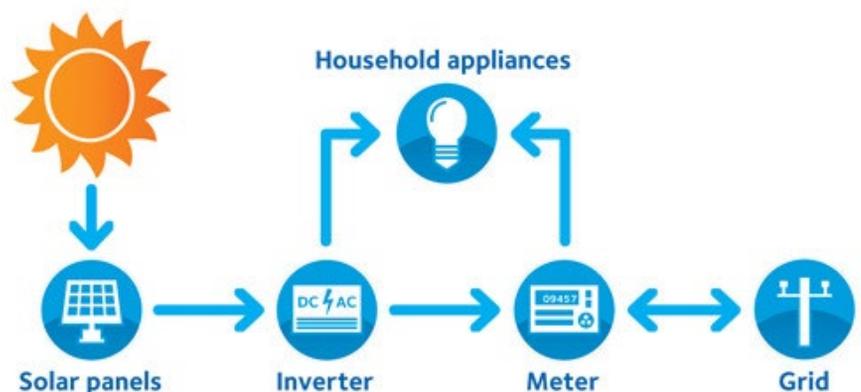
“If preventative measures like load-shedding prove to be insufficient, the national grid will collapse. This is what is known as a blackout. It’s an unforeseen circumstance, and therefore, no announcement could be made in advance. Any national blackout would have ‘massive implications’ for the country.” – Eskom Statement

So, what are your solar ambitions? Is solar right for you and how much power do you need to power all your appliances? This is where Oxbow comes into the picture. With our qualified electricians we can set you up at home and at your business so that you won’t even know you have load-shedding when it hits. You can start small and your system can expand as you grow your business or home set-up.

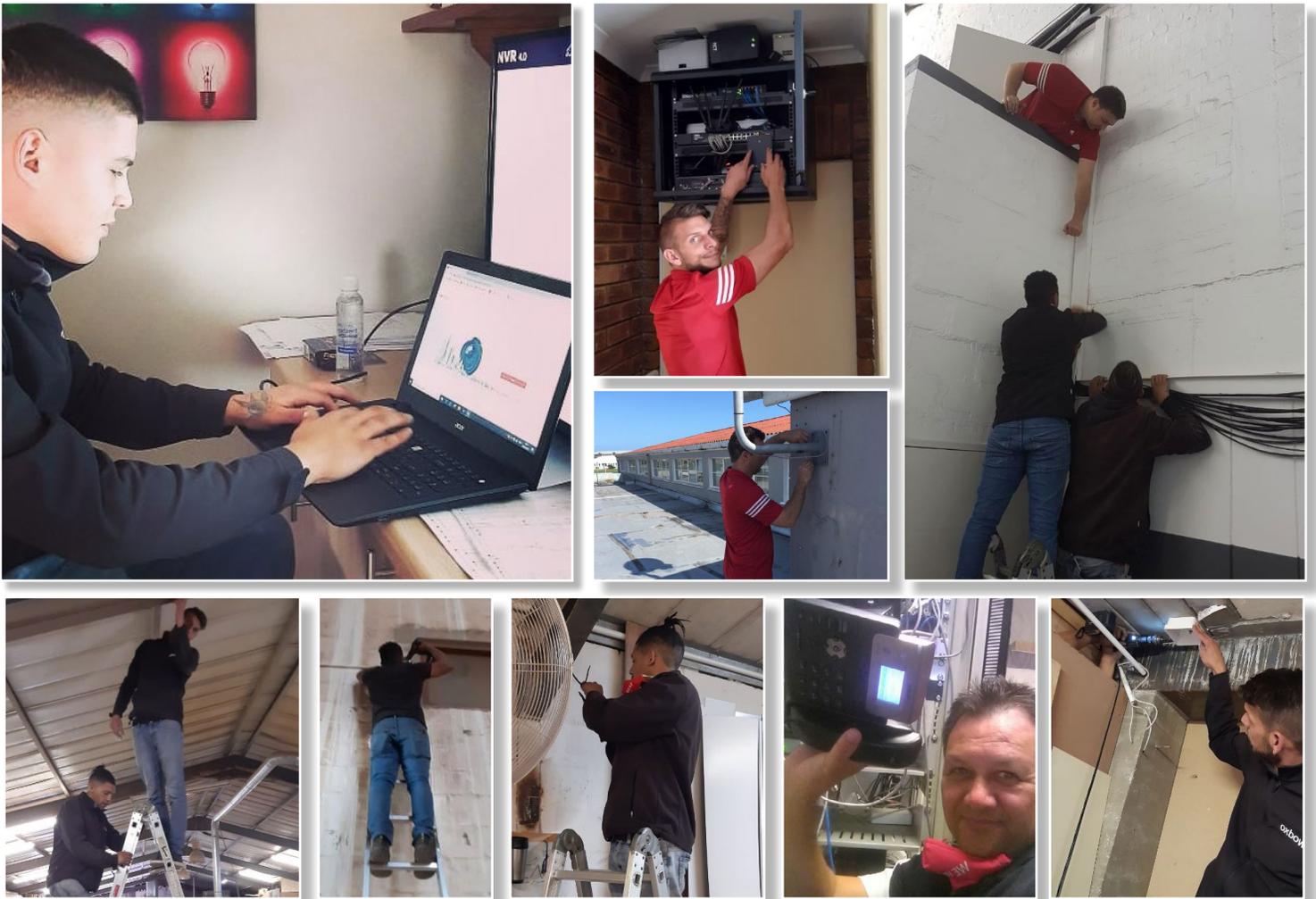
Africa receives many more hours of bright sunshine during the course of the day than any other continent on Earth, with many of the planet’s sunniest places situated right here. This source of energy is a cleaner, and due to increasing affordability and the wide range of benefits, many people are choosing to move to solar.

“I’d put my money on the sun and solar energy. What a source of power! I hope we don’t have to wait until oil and coal run out before we tackle that.” ~ Thomas Edison, 1931

HOW SOLAR WORKS



AN ODE TO THE OXBOW SERVICE DEPARTMENT...



Our hard-working boys in action - making Oxbow Customers happy each and every day!

What makes a business stand out from the crowd? The answer is, and always has been, the after-sales service of our friendly and professional staff. The Oxbow sales and support staff never get to see what these service teams are doing behind the scenes and we want to take this opportunity to recognise and applaud the hard work, long hours and dusty roofs they manage daily in order to keep our customers up and running 24/7.

Oxbow secured an Essential Workers license for our key engineers and technicians during Lockdown as we look after schools, hospitals, banks, doctors and many other essential businesses. These guys risked the virus threat and hit the road.

We are proud to receive some of the feedback we have received from our customers giving praise to the Oxbow Service Team, and we are so proud!

“Dear Etienne, John seems to work on a completely different level which has really impressed us all. His attention to detail, thorough workmanship and friendly disposition makes it a pleasure to deal with your company again. We want to officially thank him and say keep up the good work,” **Natalie-Ann – Shadowlands Wholesale Nursery**

“Hi all, Gurshwin was an absolute star, very polite and helpful! Thank you for his wonderful service!”

Bianca – Eugene Rossouw Orthotist and Prosthetist

“STOP THE CLOCK! Brilliant service as usual from Ezra,” **Adam Pitman, Spencer-Pitman Attorneys and Conveyancers**

“Good day, I would just like to say thank you to Sasha-Lee for ALWAYS going the extra mile for us. Your professionalism, friendly nature, passion and knowledge is highly appreciated. It is always a pleasure to deal with you. You are a real gem to your company. We value you. I logged a call in a panic today as our new machines ran out of toner while I was busy with a big job, I logged a call and within 15 minutes the toner was delivered, Sasha –Lee you are amazing!,” **Lynn – Tafelberg School**

“Dear Shayna, thank you so much for your prompt response to my dilemma today. I really appreciate the fact that even though this is not your department you were able to assist and within a very short period of time, my problem was addressed by Candice, who was extremely helpful and fixed everything! It is quite amazing how much trouble one tiny piece of paper can cause,”

Vivienne Varnfield, Practice Manager – Drs Krull, Tyler and Louw

OXBOW LOCKDOWN DIARIES- PART 2



JARYD

Lockdown forced a lot of lessons but the most prominent for me were: Self-Discipline – If you don't do it yourself no one will.

Hustle – make sure you don't have all your eggs in one basket.
Adapt – Understanding that change is inevitable so adapt and overcome.
Self-Belief and patience – Double barreled because you have to believe you can and be patient to allow it to manifest. And I can now make beer.



MARK

Lockdown has brought not just my family together but has strengthened me from the inside. In realizing that this has impacted the entire world, my response needed to be one of having a positive outlook in the midst of a storm. Together we can overcome this as we stand together at this time. I believe the answer lies in looking for new opportunities in the midst of these challenges, a new heart and a new fresh outlook on life.



CLAUD

No doubt that this had a devastating effect on the economy but I would like to believe that it gave everyone the opportunity to re-asses what is important in life and business. Now is the time to work together in finding ways to be more efficient through technology and forward thinking. During challenging times, the strong finds solutions, the rest will find excuse for failure - pave the way for those who follow.



TEILLER

Lockdown has taught me that life can change in an instant. It has taught me to think about what is truly important in life and treat that like gold.

In a nutshell I've learnt:

- To evaluate what is truly important.
- Practice patience.
- Embrace change.
- And live as if today is your last.



JUSTINE

I've realised we're all in the same ocean but in different boats. When I took all I had for granted, looking at the chaos now, especially the less fortunate, I realize how amazing the small things in life are, connections and being a human being. We all have one goal, and that is survival. To love and to be loved for who we are and how privileged we are. Time is what we make of it, and right now is the time. Take it. Be it. Live it.

CHEMAY

Lockdown was tough but also so rewarding. I had to work full time, while being a home school teacher, and a master chef. I appreciated the fact that I could still provide for my family. I came out of lockdown with:

- Appreciation
 - Patience (And no Purple Unicorn there is still no patience for you)
 - More compassion
 - And a new outlook on life.
- Lockdown was a much needed "factory reset" for me.



SASHA-LEE

This pandemic has brought the world to a standstill. Not only did it make me realise the value of life but also that nothing is permanent. I have learnt a lot about patience and gratitude. The mind is a really powerful weapon, but one thing I can say is that God gives his toughest wars to his strongest soldiers.

We can and we will survive this PANDEMIC!!!



JUDY

For many of us, the lockdown has brought with it prolonged periods of dullness and nothingness. While this can leave us feeling apathetic and unengaged, we also have an opportunity to take things slow and savour even the smallest of experiences in life. When the lockdown ends and things start going back to the way they were, it's important that we acknowledge the importance of taking things slow and staying in the present.



CANDICE

Almost every baby pic we have consists of myself, baby and every conceivable angle of our bed. I miss family photos, memories frozen in time, reminders of awesome moments shared with family and friends that sadly we do not have with our little one. Lockdown will always be remembered for the extra time I got to spend with my newborn. Sadly, it would also be known as the time the rest of my family could not.



JOHN

What I've learnt during Covid-19 is that I'm a fellow South African. I've learnt how to wash my hands better than my mother taught me. I've learnt that if I want to see my family and friends, I must book a taxi or a table. I've learnt how to use my elbow to meet and greet. I learnt how to use pineapples and teabags in different ways. Because of Covid I now think outside the box. I'm a new me.



OXBOW POCKET PARTIES

Pocket-size parties with man-size gees! #lockdownrules

Oxbow has a very social culture. We are accustomed to gathering at least twice a week on the rooftop balcony and letting our hair down, catching up on each other's lives and bonding through our challenges and successes. Since the National Lockdown came into effect on 26 March 2020, our lives have all changed and all of a sudden, the people, places and things that we once confided in, were gone. This has affected millions, in fact, social-distancing is leading to heightened feelings of anxiety and depression amongst the general public, across all borders.

When the president announced that we are entering Level 2, we were elated to be able to get together and share the love again. Oxbow decided to organise small pocket-sized parties for our various departments which allowed us to experience some normality again, even in small groups. It is incredible what an impact these little gatherings have had on the overall wellbeing of our staff, as it has reopened channels of communication and allowed people to remember that we are not alone in this.

Just look at these happy faces! Thank you to Brett for bringing the spirit back into the office and forging a new path for his company and his staff – especially through these unprecedented times, our leaders have passionately committed themselves to keeping the Oxbow army motivated and on course. This is the A-Team!



CHARLIE AND HIS FINANCE ANGELS



From left: Caidy Kleinhans, Mache Jacobs, Mark Choice and Meghann Stijlen - Oxbow Finance Team

Introducing the best looking Finance Department you've ever seen.

Our finance Department is supported by three major pillars , and we wanted to take this opportunity to show them off.

Pillar 1 –

Mache Jacobs, our Accounts Payable clerk, is responsible for paying the bills. Mache deals with our suppliers and customers of whom many are one in the same - at Oxbow we promote reciprocal business because it is great to encourage mutual growth than to support the businesses that support us. A wife and mother of four, Mache's soft nurturing tendencies has allowed her to build long-term relationships with our suppliers, customers and staff alike.

Pillar 2 -

Meghann Stijlen, our Accounts Receivable clerk. Meghann is responsible for securing revenue and resolving any discrepancies. With Meghann's high energy, positive attitude and always giving her heart and soul to any task at hand, she is considered a valuable member of the Oxbow team. Meghann started at Oxbow in 2017 as a Sales Administrator and because of her work ethic was soon promoted to her current position. When we see potential - we maximise it – and she is a prime example of this.

Pillar 3 –

Caidy Kleinhans, our Bookkeeper. Caidy's job is to keep record of all the financial affairs of the business. Caidy will annoy you with her permanent positivity and laughter early on a Monday morning when the rest of us are still waking up and finding our personalities. A loving wife and star employee at Oxbow for the past three years, Caidy easily collaborates between Accounts Receivable and Accounts Payable and is the key link in balancing the three pillars of the Oxbow Finance Department.

Our Finance Manager – “Charlie”

This accounting professional collaborates between Oxbow's Directors and Managers regarding budget planning and supports the executive management team by offering insights and financial advice that will allow Oxbow to make the best business decisions. He is charismatic and kind. Tough, but fair. “Charlie” is serious when it's time to crunch numbers but, fun and easy going (when it's not month-end). Not your usual Finance guy. His personality shines through with his choice of colourful socks, silly Dad jokes and cooking tips. He has made a massive impact within the department. Mark and his three angels are a dynamic team of individuals that have pushed our Finance Department to be second to none!

STAFF PROFILE

DAYLON BRANDT

Title: Asset Finance Support

WHAT MAKES YOU THE HAPPIEST?

Being around my family and friends.

WHAT IS YOUR BIGGEST FEAR?

To fail or disappoint.

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

Fire.

HOW MANY LANGUAGES DO YOU SPEAK?

Two - Afrikaans and English

WHAT DID YOU WANT TO BE WHEN YOU WERE LITTLE?

I always wanted to be a lawyer.

WHAT WAS YOUR WORST JOB EVER?

I have never had a bad or worst job ever; I make the most of it.

WHAT'S YOUR BEST CHILDHOOD MEMORY?

Playing outside until late, throwing stones onto the neighbour's roof – it's called Tok Tokkie.

IF YOU COULD LIVE ANYWHERE, WHERE WOULD IT BE?

I would not trade Cape Town for any city or country in the world!

WHAT ARE YOU CURRENTLY WATCHING ON TV?

Suid-ooster and Arendsvlei

DO YOU HAVE ANY SECRET OBSESSIONS?

I tend to play with people's ears randomly, especially when it's cold.

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

Durrin

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

I always do and choose from a playlist. But the latest one is "Purple Rain".

IF YOU WERE A BISCUIT, WHAT WOULD YOU BE?

Romany Cream

MOST EMBARRASSING MOMENT EVER?

Being so drunk that I proposed to one of my friends - lol



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

1. Food
2. Wine
3. Cell phone

WHAT IS YOUR FAVOURITE FOOD?

Burgers and salads.

WHAT IS NEXT ON YOUR BUCKET LIST?

To travel anywhere or to go on a cruise ship.

WHO ARE YOUR HEROES?

My parents.

THE BEST COMPLIMENT YOU EVER RECEIVED?

That I should never stop doing what I'm doing and being who I am.

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?

1. Own car.
2. Live on my own.
3. Be extra successful in my new job.



 @eilardjudy

OXBOW ACHIEVERS

ACHIEVERS ARE NOT BORN TALENTED BUT THEY POSSESS THE "I CAN DO ATTITUDE"

The Oxbow family celebrate and recognize our top achievers on the first Friday of every month. This is an opportunity for the whole team, from the Warehouse crew, support staff, engineers and sales to get together, reflect on the previous month.

JUNE 2020

EMPLOYEE OF THE MONTH



DAYLON BRANDT

ENGINEER OF THE MONTH



WILLIAM JEFTHA

DIVISION OF THE MONTH



OXBOW ACCELERATE

SALES PERSON OF THE MONTH



DEVIN SCHROEDER

JULY 2020

EMPLOYEE OF THE MONTH



MACHE LESAR

ENGINEER OF THE MONTH



ZARNHOFF JACOBS

DIVISION OF THE MONTH



OXBOW ALPHA

SALES PERSON OF THE MONTH



GAVIN SEPTEMBER

AUGUST 2020

EMPLOYEE OF THE MONTH



SASHA-LEE JACOBS

ENGINEER OF THE MONTH



ADNAAN NABBIE

DIVISION OF THE MONTH



CONSUMABLES

SALES PERSON OF THE MONTH



LUKE HERRING

SEPTEMBER 2020

EMPLOYEE OF THE MONTH



JUDY EILERD

ENGINEER OF THE MONTH



EZRA DAMPIES

DIVISION OF THE MONTH



OXBOW ALPHA

SALES PERSON OF THE MONTH



DEVIN SCHROEDER



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