

New kitchen showroom launched in Gauteng

A new kitchen showroom near Kempton Park has recently been opened by South African Furniture Initiative (SAFI) industry stakeholder and member, Pascal Interior Design and Carpentry Services, providing a solution for all new kitchen installations as well as renovations.

According to Pascal Hlongwane his team will support the vision of the Furniture Industry Master Plan (FIMP), as well as those of the South African Furniture Initiative (SAFI), by procuring locally sourced raw materials and creating jobs.

“As the kitchen is at the heart of every home, I believe that South Africans are ready to include the European style of modern, designed kitchens into their homes,” he said. “Focusing on the best possible raw materials, high-end craftsmanship and sleek execution takes time, so I decided my kitchen business would be founded on quality and not on volume.”

Hlongwane holds a degree in Metallurgical Engineering from the University of Johannesburg and has over 10 years’ experience in Engineering and Mineral processing. He served in senior positions at various gold, coal and diamond mines before he left the corporate environment in 2018 to pursue his business interests.

“I always knew I had an entrepreneurial spirit and with amazing mentors in my life, I co-founded Pascal Investment Holdings with subsidiaries in interior design and carpentry services, raw materials and chemicals, hygiene and chemicals as well as innovation and technology,” he said.

Through these subsidiaries, his company is involved in carpentry and design for residential and commercial properties, servicing the mining and chemicals industries with raw materials and reagents, manufacturing SABS-approved liquid hand sanitiser and business development through digital marketing, printing and branding services.

“The company is 100% youth black owned, employing more than 20 permanent employees and is part of my aim to contribute positively to the South African economy by empowering and employing the youth and fighting inequality, unemployment and poverty,” he explained.

For Pascal his motto of “hard work pays its dues and integrity sustains gains” is ingrained into his way of life, in the way he does business and how he treats his staff. “I want to be an employer of choice and by doing the right things right, I will get there,” he stated.

According to Bernadette Isaacs, Managing Director of SAFI, it is encouraging to see local furniture manufacturers supporting the sector, especially localisation via procurement as it also embraces the ideals of creating job opportunities.

“Pascal Interior Design and Carpentry Services is an example of how the furniture and design industry can be successful, while supporting the outcomes envisioned by the FIMP and the strategy of SAFI to create jobs,” Isaacs said. “We as SAFI thereby enhance the participation of SMMEs and focus on the strategic relationships with stakeholders in the value chain.”

To see more of what Pascal Holdings are doing, go to <https://www.pascal.co.za>

Issued on behalf of the South African Furniture Initiative by Panthera Media. For more information, please contact Winton Windell at Winton@pantheramedia.co.za or 071-229-5779.