

FitShelf

— Turnkey Shopfitting Solutions —



COMPANY PROFILE

*Bringing Retail Spaces to Life with
Expertise & Innovation*

2026



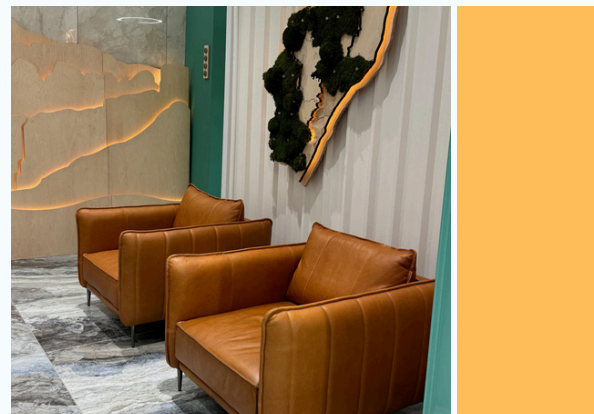
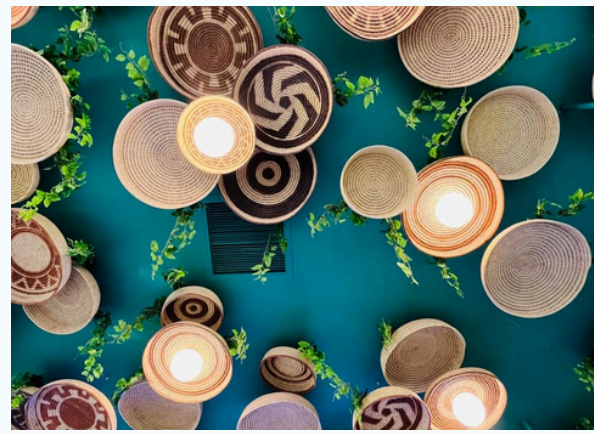
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FitShelf is a South African shop fitting company focused on creating visually engaging and highly functional interior spaces for retail and commercial clients. The business operates in the broader shop fitting and bespoke joinery industry - which involves designing, manufacturing, and installing customised fixtures and fittings for stores and commercial interiors.

Led by industry veterans Marius and Michael, FitShelf specializes in turnkey shopfitting solutions that encompass comprehensive services from shopfitting, shelving, and racking, to ceilings and partitioning. With our deep industry knowledge and hands-on approach, we turn your ideas and dreams into the perfect retail space.



A BRIEF STORY...

ABOUT US

FitShelf is a business where the owners, Michael and Marius, are not afraid to get their hands dirty when it comes to delivering high-quality, turnkey interior and storage solutions. With over 38 years of combined experience in the interior industry, we are familiar with all the latest shopfitting, shelving, racking, ceiling, and partitioning trends.

Our network is vast. From architects and builders to designers and manufacturers, we've got every step of the process covered. Our company's value lies in our integrated service model, craftsmanship focus, and ability to implement cohesive interior fit-out solutions.



CORE SERVICE & CAPABILITIES

Retail space turnkey fit-outs | Custom joinery & craftsmanship | Project management & execution | Installation services



01

Fitshelf delivers integrated shop fitting solutions by combining woodworking, metal fabrication, ceilings and partitioning, and electrical installations into cohesive projects. Their woodworking expertise covers custom joinery, cabinetry, and furniture tailored to brand identity, while their metal work includes structural steel frames, balustrades, and decorative elements that often complement timber finishes. Ceilings and partitioning are handled with precision, from suspended acoustic systems and drywall layouts to decorative bulkheads that enhance both functionality and aesthetics. Electrical work ties everything together, with safe wiring, lighting installations, power distribution, and data cabling that comply with industry standards. By uniting these disciplines, Fitshelf ensures that retail and commercial spaces are not only structurally sound and compliant but also visually aligned with client branding and optimised for customer experience.

02

We manufacture custom joinery pieces tailored to the specific brand and space requirements of each client. This covers cabinetry, shelving units, display fixtures and tailored shop fixtures manufactured in-house.

03

We specialize in full turnkey retail environment solutions, guiding clients from concept & design through to final installation. Our service aims to integrate aesthetics with practicality, ensuring functional store layouts that support merchandise display & customer experience.

04

With an emphasis on meticulous installation, FitShelf fits manufactured components into client sites, applying precision in execution for both new stores and refurbishments.



Business Focus & Value Proposition

01

END-TO-END SOLUTIONS

FitShelf offers comprehensive services that reduce the complexity of multiple vendor coordination by providing manufacture and installation under one umbrella.

02

FUNCTIONAL AESTHETICS

FitShelf emphasizes creating retail interiors that are not only visually appealing but tailored to enhance product presentation and improve customer navigation.

03

CRAFTSMANSHIP

With access to a manufacturing facility and experienced craftsmen, FitShelf aims to deliver quality finishes and durable fixtures suitable for dynamic retail environments.


04

OUR APPROACH

Communication is key. We are here for whatever you need. We will help you solidify your vision and keep in constant contact until your dream is realised.

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FITSHelf DIFFERENTIATES ITSELF BY OFFERING END-TO-END, CUSTOM-CENTRIC SHOPFITTING SOLUTIONS THAT BLEND STRATEGIC INTERIOR PROJECTS, TAILORED JOINERY MANUFACTURING, SEAMLESS PROJECT MANAGEMENT, AND PROFESSIONAL INSTALLATION, AIMED AT CREATING FUNCTIONAL, BRAND-ALIGNED COMMERCIAL ENVIRONMENTS THAT ENHANCE CUSTOMER EXPERIENCE AND SUPPORT BUSINESS SUCCESS.

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