

On a Roll

Africa is the future, says Toby Williams managing director of agri-processing and logistics company Rollex.

By Ali Barnard

You may not recognise the company's name. But you'll certainly know its products. If you eat fruit and vegetables, the chances are your fridge is packed with produce grown, cut, packaged and delivered by Rollex.

Despite the low profile, the company has had a powerful impact on southern Africa. It has developed a clear, simple and precise logic – to empower African growth by investing in its people – and that commitment has made it a champion of the African market place.

Rollex's continental scope is impressive to say the least. It has spent the past 15 years defining and redefining its focus and today stands out as a pioneer in the industry of perishable logistics. It offers a cost-effective service in air and road freight, focusing on fresh fruit and vegetables from across the Sub-Saharan region and, not satisfied with just transportation, it has expanded its involvement into implementing dozens of successful farming projects. Rollex takes responsibility from start to finish – growing, sourcing, packing and finally delivering fresh food to some of the world's biggest retailers.

Managing Director Toby Williams says: "We're primarily involved in the business of sourcing, packaging and delivering produce – vegetables, fruits, salads, organic produce, fish and a variety of cut flowers – from across Africa to a network of high-profile retail clients. These include Pick n Pay in Southern Africa, as well as the provision of services to Marks & Spencer, Tesco, Sainsbury, World Flowers, TFC Holland and Univeg in Europe."

