

However, it is Rollex's grassroots commitment to the African economy that makes it stand out from the rest. This determination to give something back to the African people is a legacy inherited from its parent company, Lonrho.

Rollex was partially bought by Lonrho in 2008, and fully acquired in 2010. Today, Rollex falls under Lonrho's agriculture division and has grown by leaps and bounds since the acquisition.

"We needed to expand and that's where Lonrho came in. They gave us the opportunity to leverage our position to put together the farming operation and the necessary developments within the business," says Williams.

"I suppose this is now a new business with a new face but it is an enlarged version of the original model which we have proven over the last 15 years."

Rollex has clearly benefited from Lonrho's input. An international company with an international scope, Rollex has emerged as a leader in its field with the help of several valuable principles adopted from the Lonrho group. Rollex and other Lonrho-affiliated companies encourage initiatives for communities to thrive on their own terms, generating significant and lasting social and economic benefits for

the region as a whole. All companies within the Lonrho group share a similar vision – to unite the continent by investing in its people.

"We grow the produce, we slice it, dice it, ship it, truck it, air freight it and everything in between," says Williams. "We also strive to provide the best cold chain in Southern Africa with the trucks, fridges and our services. That's our business and what we are trying to sell – a vertically integrated model that can provide tailor-made solutions."

As a result, Rollex has thrown itself into nurturing local communities and encouraging commercially viable agricultural businesses



Elegant Fuel

Elegant Fuel would like to congratulate Rollex on their outstanding performances over the years. It gives us great pride supplying Rollex with the best available fuel at the best price to give them the competitive edge over their competition. Rollex only demands the best fuel for their fleet and Elegant Fuel is in the unique position to access the whole petroleum grid.

We strive to diminish stock out situations and through careful strategic planning, deliver fuel in quantities and at times that suit them. We believe in building long term and mutually beneficial partnerships. The relationship between Elegant Fuel and Rollex speaks volumes in this regard.



Leading the way in fuel wholesale and distribution

The company was born from the need that existed to look after smaller users of petroleum. Elegant Fuel only delivers depot-certified product to its clients over a vast area that includes Gauteng, Mpumalanga, Limpopo and the North West province. Due to its attention to detail and personal service, the company has seen month on month growth for a few years running and is the preferred non-refining wholesaler to diesel depots, mines, garages, the agricultural sector and even public transport operators. It has even come to the rescue of branded garages when they have run out of fuel. "Drawing from hard-earned experience and a never-say-die attitude of its founders, Elegant Fuel has established itself as the foremost supplier of petroleum products in the northern provinces of South Africa."

"With a customer satisfaction mindset, it has its finger firmly on the pulse of the economic, industrial and agricultural heartbeat of the province." Through excellent strategic planning and communication, Elegant Fuel strives to deliver the best quality products to its discerning customers. Customer satisfaction is front of mind across the product range, from low-sulphur diesel to high-octane fuel. Elegant Fuel retains its logistical edge on the competition through agreements with all the major petroleum depots in the country, including Sasol Secunda, Sasol Natref, Total Waltoo, Total Alrode, Shell Alrode, Caltex Alrode and BP Waltoo to name a few.

"Through the use of state-of-the-art bulk tankers, we pride ourselves in unmatched levels of service and industry expertise gained from our industry leading partnership with Faith Wheels tankers." "Elegant Fuel always strives to put the customer first by introducing industry-leading cost-cutting measures and passing these savings on to our customers." "It is interesting to note that in these financially troubled times, Elegant Fuel is still seen as a lucrative investment opportunity with low risks and high rewards by investors from both the public and private sector." Elegant Fuel also enjoys a Level 4 BEE rating and is certified by the Department of Energy, speaking volumes of its commitment to transformation within the petroleum industry. Doing business with Elegant Fuel has now become even easier, with online orders allowing increased ease of purchase. Also available online is a list of representatives that cover the various areas.

The company prides itself on its 100% no contamination record, which speaks volumes of the quality of the products and the integrity of management. Given the integrity, expertise, passion, hard work and commitment produced by the Elegant Fuel team, our market-leading performance comes as no surprise.

