

EXPAND YOUR BRAND



COMPANY PROFILE

# intro

XCO Group first started out as a sports retail store in 1987. Today, more than 30 years later, we have a proven track record of supplying schools, corporate clients, tertiary institutions, government departments and top athletes. Our offering comprises of corporate wear, promotional items, exposure, workwear, sport team wear and equipment. The online catalogue contains more than 230,000 products and 130 brands. XCO's manufacturing, printing and embroidery units, enable us to control the turnaround time as well as quality of products.

XCO Digital offers an integrated digital strategy that align marketing and sales. Continuous innovation and utilisation of technology lead to greater convenience, speed and efficiency for our clients. XCO Group's biggest assets are our extensive marketing network, enthusiastic staff and our ability to use top products, services and technology to expand your brand identity.

# timeline

**2014**

**PROUDLY SOUTH AFRICAN**

Awarded a certificate for the manufacturing unit

**2017**

**30 YEARS**

We celebrate 30 years in the industry

**2019**

**XCO DIGITAL**

Launch of XCO Digital with Headlight Media

**2020**

**BRAND IN A BOX**

Launch of XCO Group Brand in a Box

**2014**

**XCO GROUP**

Launch 4 divisions: Sport, Corporate, Work wear & Exposure

**2011**

**ETAİL**

Launches Online ordering & Brand Management Tool

**2009**

**XCO NAMIBIA**

XCO Sport launches a dealership in Namibia

**2009**

**DESIGN-ON-LINE**

Developed first online design software in SA

**1999**

**BLUE BULLS**

Blue Bulls merchandise and rugby shop @ Loftus

**2000**

**GAUTENG NORTH**

Appointed as official supplier of Team GN

**2002**

**TEAM SOUTH AFRICA**

Appointed as official supplier of Team SA

**2006**

**XCO SPORT**

Starts Institutional wholesale company

**1998**

**CRICKET DIRECT**

Specialised cricket shop @ Supersport Park

**1994**

**SPORTORIA**

Factory, screen-printing & embroidery studio founded

**1990**

**SPORTORIA**

Wholesale started with 27 schools

**1987**

**SPORTORIA**

Sports retail shop founded and operates in Pretoria

# info

<b>4798</b>	Schools
<b>1060</b>	Corporate Clients
<b>89</b>	Tertiary Institutions
<b>78</b>	Government Departments
<b>5000</b>	National & Provincial athletes

**BBBEE LEVEL 3**

**Over 200 staff members**

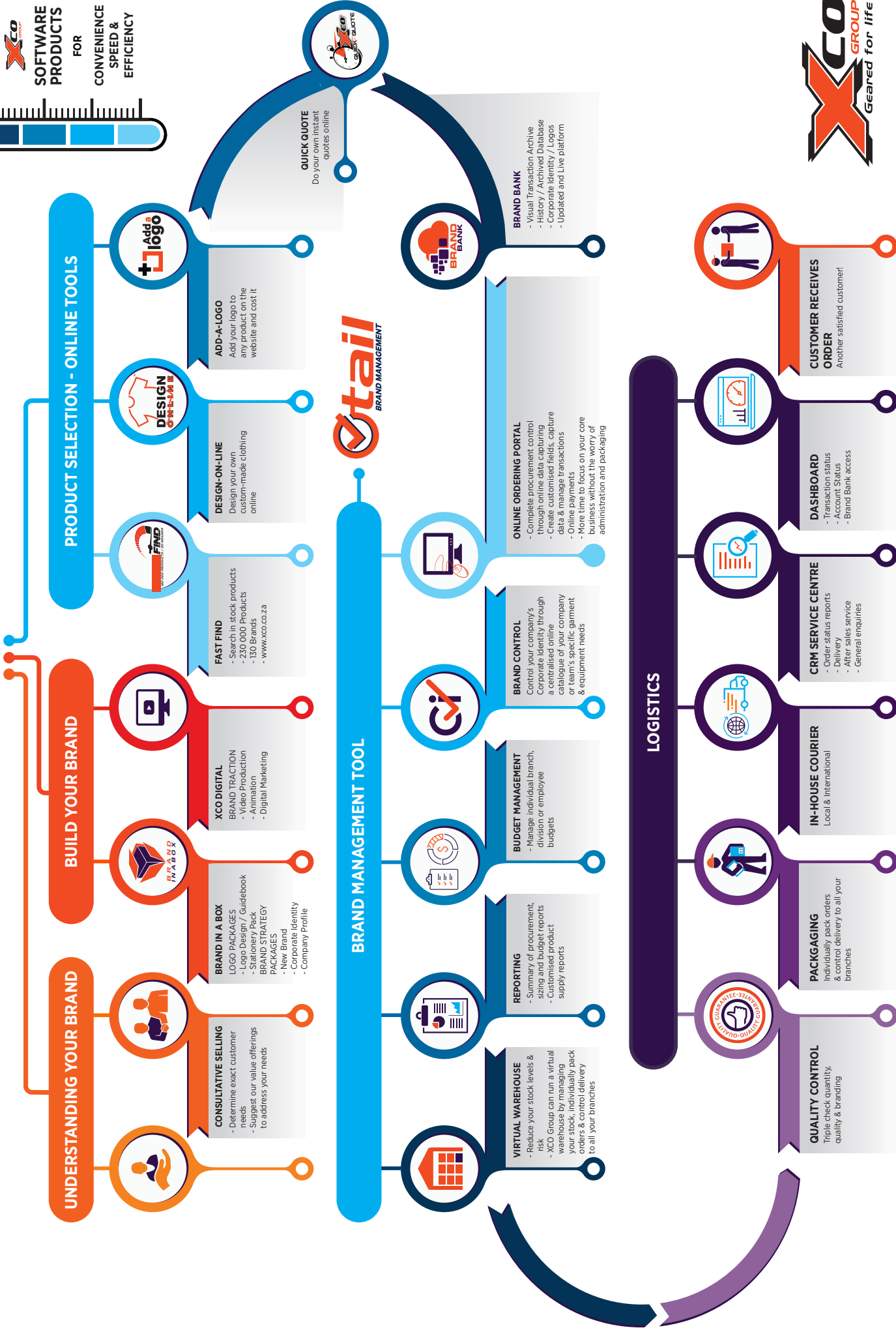
**Our website**

230 000 products and more than 130 brands

# our clients



# XCO GROUP - TRANSACTION PROCESS FLOW





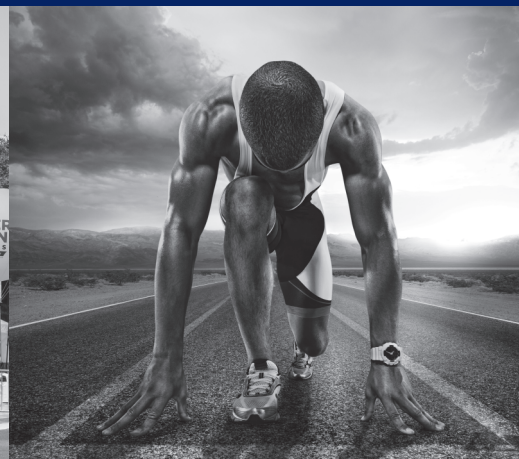
# 1 CORPORATE

XCO's Corporate clients know it's all about looking the part. We have an unmatched range of corporate clothing, promotional items and gifting solutions. Custom-made identity ranges aligned with your brands DNA - because we know that in business, to be different is to be **geared for success.**



# 2 EXPOSURE

Make first impressions last with XCO Exposures' unique indoor and outdoor branding solutions. Boost your brand beyond the clutter with a standardised, professional brand image. The only way to really stand out is to be **geared for distinction.**



# 3 SPORT

We not only specialise in custom made sport apparel for individuals and groups. We are also the official supplier of National and Provincial athletes. XCO Sport also supply a comprehensive range of technical equipment, mass participation packages & training aids. XCO Sport is **geared for victory.**



# whatwe do

# 4

## WORKWEAR

When it comes to health & safety or the red-tape of heavily-regulated industries. XCO Group Workwear provides an approved catalogue of high visibility products, protective footwear, protective outerwear and hospitality ranges. In an industry where aesthetics meets practicality & XCO Workwear is yet to meet its match, we bring you a work wear solution **geared for performance.**

# 5

## DIGITAL

Everyone needs brand awareness. XCO Digital offers an integrated digital strategy that aligns marketing and sales. Communicate, engage and convert leads through video, animation, digital marketing and social media. Your clients are all operating in a digital space, so should you! **Geared for engagement.**

# 6

## BRAND IN A BOX

Take control of your biggest asset, your brand. Brand in a Box provides a range of logo designs and brand creation packages. Entice, Excite and Engage your customer, with brand aligned campaigns. **Geared for design.**







# manufacturing

In House control of quality and delivery. XCO Manufacturing does apparel, exposure, printing and embroidery. We own a state of the art sublimation plant and our factory is set up for customization and small quantities. XCO Manufacturing was certified as Proudly South African in 2014 our own factory is truly **geared for customisation.**

# support divisions

## technology

convenience, speed & efficiency



non-profit organisation





## SOUTH AFRICA

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