



Company Profile of Postwink

Making Recycling Easy

POSTWINK® contributes to a Sustainable Now. We focus on ensuring effective waste separation at source, with our extensive knowledge and experience in the industry, and our wide variety of products. Unlike purchasing your recycling bin from a store, we can guide, customise, brand and train; resulting in less of your recyclable materials ending up at landfill.

Founded in 2007, we have helped over 4 000 organisations, schools, hotels and individuals set up recycling initiatives to date. Our unique product range includes large igloo-type recycling bins ('recycling banks'), steel recycling units, colour-coded wheelie bins and a range of fully recyclable recycling bins of various sizes, suitable for either an office, home, school, hotel or public spaces.

In 2021, the online store ShopPostwink.co.za, aimed at helping South African households to live a zero waste lifestyle, was relaunched as WAWO (*pronounced [wah-woh]*). With WAWO.co.za at their fingertips, we hope South Africans will recycle and compost more and reduce their waste altogether.

Postwink is a Level One (1) B-BBEE Contributor and is a Value-Adding Supplier in terms of the Department of Trade & Industry's Code of Good Practice.

OUR PRODUCTS

In order to have a range of products of high quality, Postwink has teamed up with reputable companies that manufacture some products specifically for us or for whom we are their sole distributors. In other words, the majority of our Postwink product offering is unique. Apart for the Sesame Sensor-touch recycle bins and selected household products, the rest of our products are manufactured in South Africa. Furthermore, via our WAWO e-commerce platform, we offer many products which are made by a wide range of creative South African entrepreneurs.

OUR SERVICES

Apart from customised design services specific to one's recycling project, Postwink offers practical recycling training as part of our offering, as well as specialised consulting services for specific corporate recycling initiatives. Postwink also has a range of recycling bins available for long-term rental or for renting out at events (currently for Cape Town clients only).

OUR FOOTPRINT AND "GIVE-BACK" CONTRIBUTIONS

We deliver our products anywhere in South Africa and beyond our borders. However, Postwink is aware that transporting goods has a negative impact on the environment. This is why we support the tree planting programmes implemented by various Non-Profit organisations. In the process, we reduce our carbon footprint as well as improve the lives of many disadvantaged community members. To date, we have contributed over 650 trees and bamboo plants to such programmes.

INTELLECTUAL PROPERTY

Our INOX stainless steel units, EcoCylinders, the Bishop, Recycle Lid, Postwink's 85L Pedal bin, the Recycling Igloo, the Recycling POD, the wheelie bin labels, recycling icons and posters (as shown in our full marketing material) are Postwink's intellectual property. Postwink is the owner of the various literary and artistic works embodied in its designs, brochures and website, as determined by the Copyright Act, 1978. Any unauthorised reproduction, adaptation or publication of the work is strictly prohibited. The Postwink igloo, Bishop, Recycle Lid, Recycling Pod and EcoCylinder recycling bins have moulds which are jointly owned by Postwink and its manufacturing factory. The Postwink Igloo design has also been registered with the South African Design Office (Design registration number F2011/00148). As such, Postwink is entitled to enforce its rights in the Design against any person who makes, imports, uses or disposes of any article which embodies or is similar to the Design. Other products included in this brochure are our supplier's intellectual property and hence similarly cannot be recreated or copied without consent. Postwink is also the sole distributor of the Leather-touch MAXI and MEDI range of recycling bins, the NineStars Sensor bins, and the brand owner of WAWO. Postwink® is a registered trademark.

