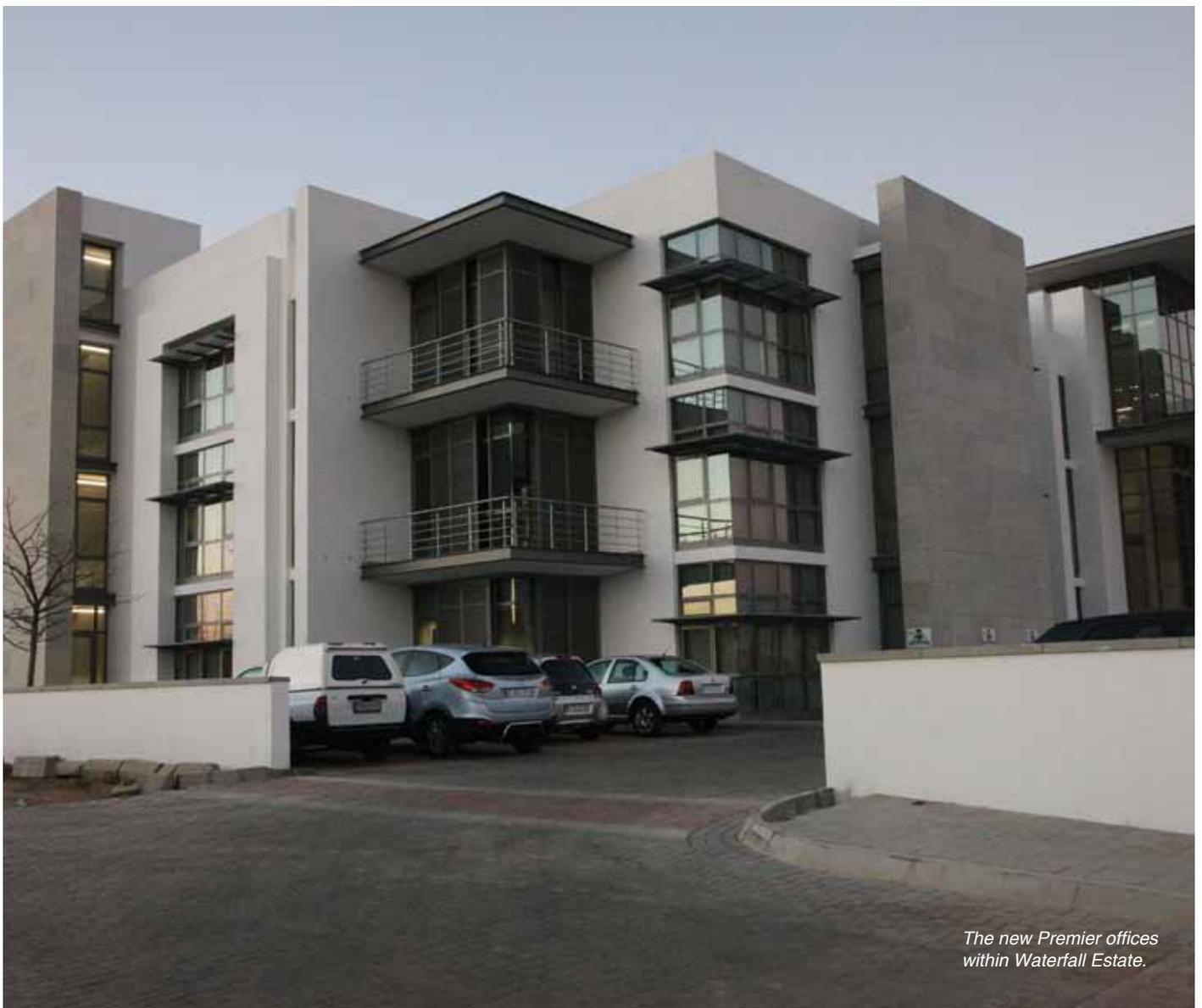


PREMIER selects **WATERFALL ESTATE** as their office home

After more than 130 years in business, food company Premier has celebrated a new direction and a new logo, by moving into new offices too.



The new Premier offices within Waterfall Estate.

The revamping of Premier's operations has been perfectly complemented by the relocation of its staff to a new head office at Waterfall Estate, where everything has a sense of new possibilities.

Premier was previously renting premises near OR Tambo Airport, says group marketing executive, Siobhan O'Sullivan. "The lease was about to expire, we were running out of space and ready for a new environment to complement our new strategy," she says.



The Blue Ribbon meeting room.

WE WERE REQUIRED TO FIT IN WITH THE ARCHITECTURE OF THE ESTATE, BUT WE WERE ABLE TO CREATE THE INTERIOR LOOK AND FEEL TO SUIT THE CULTURE OF OUR COMPANY.

“We are no longer just a food company, but participate in the broader FMCG category after our recent acquisitions of Manhattan and Lil-lets. We looked all over for new premises and decided that Waterfall Estate is the most central and we really liked the development of the whole area.”

Premier used its DHK design consultants to create the interior of the building to meet its needs, going for a lot of open space and big windows for a light and airy atmosphere.

“We were required to fit in with the architecture of the Estate, but we were able to create the interior look and feel to suit the culture of our company. We have a lot of history because we are more than 130 years old, so we have elements of our history in the building and features of natural wood and stone and some modern finishings as well,” O’Sullivan says.

On the ground floor is the Xpresso Café, the canteen and a social area. A speaker system has been installed for functions and presentations. There are plants in the canteen, while outside a complete garden area has been landscaped

and is slowly growing into restful relaxation space.

The meeting rooms are also on this floor, each decorated with a different theme to reflect Premier’s diverse businesses, such as Manhattan with marshmallow wallpaper, Snowflake with delicious cakes on the wallpaper and Blue Ribbon with a wheat field.

The next two floors are given over to offices that currently house 220 employees, with plenty of room for more as the company continues to grow. They are clustered around a central atrium that lets in a lot of light.

“We used a combination of new and old furniture, re-covered a lot of the soft furnishings and have really created a professional, yet homely work environment. Our corporate brand positioning is about ‘growing together’ and our environment supports this,” says O’Sullivan.

Premier has more than 7,000 employees, with 24 depots and warehouses, 16 bakeries, 5 wheat mills, 2 maize mills and 1 sugar confectionery plant situated around the country. Many of their employees are already enjoying the new premises and the ambience of the entire

Estate. Some of employees were even proactive enough to relocate to Waterfall Estate, buying housing plots and building their own homes to avoid the commute and to enjoy life within this secure environment.

“The minute that one of our executives heard that we were coming to Waterfall Estate, he sold his house in Pretoria and moved to the Estate,” says O’Sullivan. “Another manager lives on the Estate and a lot of employees are saying they love the environment with the shopping centre and the gym and they are looking to see if they should move here, too.”

To avoid traffic problems for staff with longer commutes, and to build up team spirit, Premier is also encouraging its workers to use the health and sports facilities close to the Estate, and to form running and walking clubs, to avoid the traffic congestion and stay fit.

Premier’s business goal is to play a broader role in the Fast Moving Consumer Goods market in South Africa, the rest of Africa and other selected geographies. The key brands include: Blue Ribbon, Snowflake, Iwisa, Lil-Lets, Manhattan and SuperC, amongst others. 🚀