

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

ETAIL

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

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

BBBEE LEVEL 3

Over 200 staff members

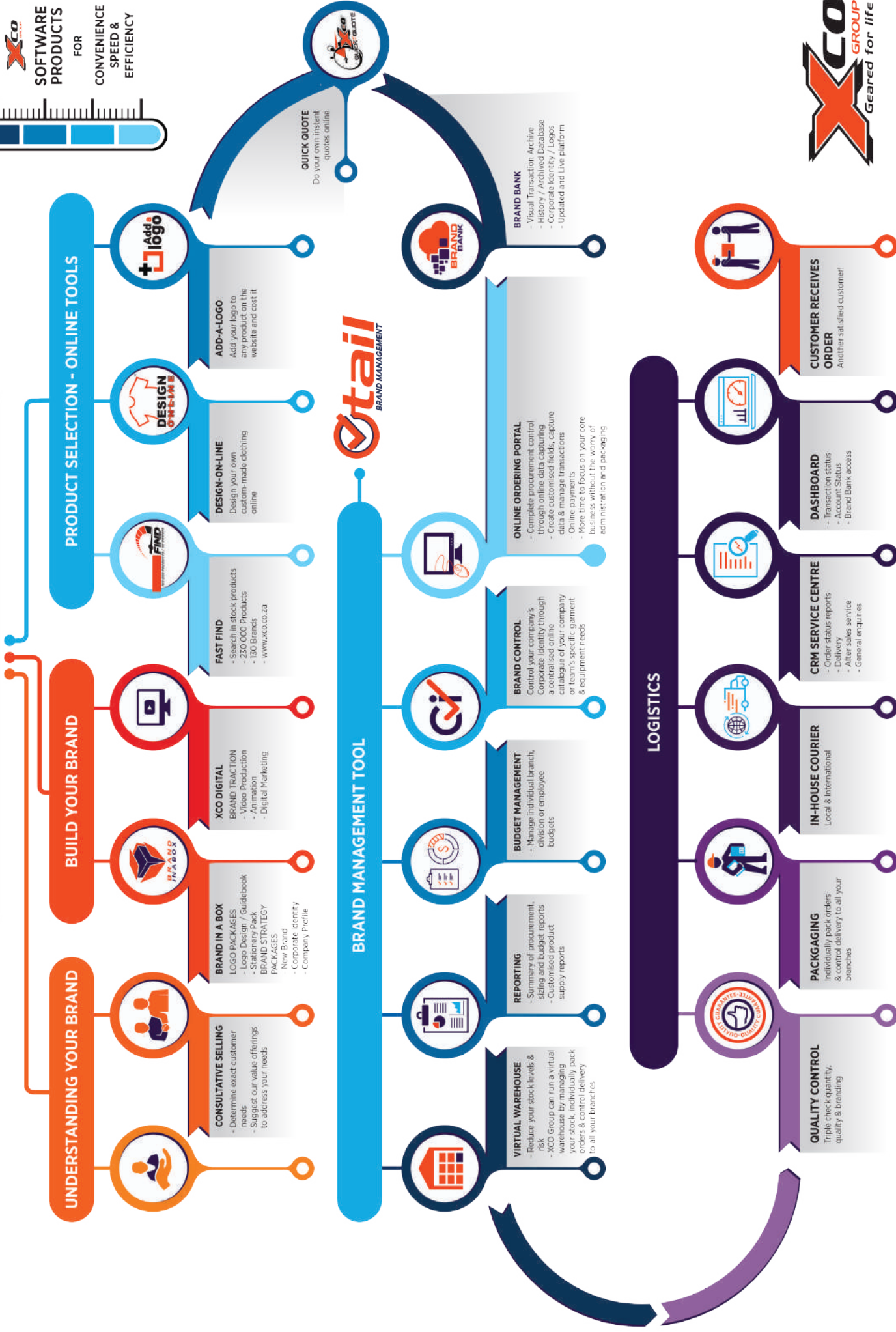
Our website

230 000 products and more than 130 brands

our clients



XCO GROUP - TRANSACTION PROCESS FLOW





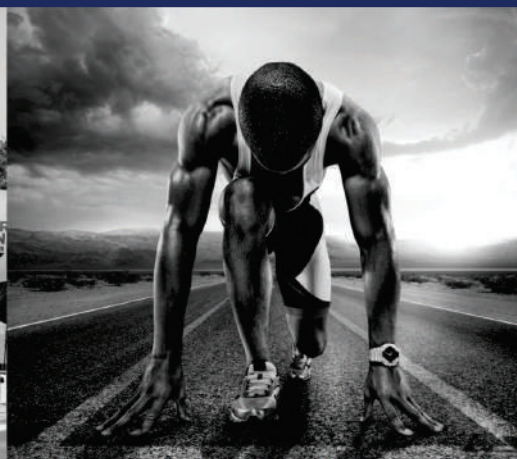
1 CORPORATE

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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GIFTING



CORPORATE



WORKWEAR



BRANDING



SPORT



DIGITAL

WWW.XCO.CO.ZA