

Advertising Feature



# WE ADD CHARACTER TO YOUR VEHICLE

## Leading the way in the leather industry

FROM the humble beginnings of a four square metre room in Rodepoort with only two machines, Handel Street Upholsterers has grown to be one of the largest independent aftermarket leather interior companies in southern Africa.

With 35 years' experience to his credit, owner and founder of the business, Fazel Ismail has implemented the latest computer technology in the motor trimming industry.

With quality being the keyword in the business, the working team is totally committed to quality workmanship. As proof of this each job comes with a 12 month unconditional guarantee.

To support the upliftment of the South African economy, only locally produced and supplied materials are used.

All work is completed in-house from the start of a project right down to the very last stitch.

The entire seating conversion of a vehicle's interior is done by Handel Street Upholsterers.

Handel Street supplies solely to motor manufacturers and motor dealers and does not take on any individual jobs. It is totally committed to providing the necessary back-up assistance to all motor manufacturers and dealers.

### Company Mission

"To continuously lead in the automotive interior industry and to provide innovative products to our clients, excelling in service and becoming not only an asset but a major role

player in the South African economy."

### BEE Status

In line with business trends Handel Street Upholsterers is BEE compliant and is rated as a level one contributor on a BEE level, scoring a total of 106% in a rating by various manufacturers.

### Vehicle Interior Seating

South Africa is a pioneering country in the manufacturing of leather seating for the automotive industry. Leather seating is a status symbol for vehicle owners and manufacturers like Audi, BMW and Mercedes Benz were some of the first manufacturers to introduce leather seating into their vehicles on a commercial basis.

Leather is a natural product cured from cowhides and is extremely hard wearing.

At Handel Street Upholsterers the highest level of expertise is used in the selection and manufacturing of its leather seating.

All leather used by Handel Street conforms to automotive specifications so as to provide its clients with products of quality craftsmanship.

### Quality Certification

Handel Street Upholsterers has achieved the internationally recognised quality certification of ISO 9001:2000.

All leather seating and interior component trims manufactured by Handel Street Upholsterers are subject to the strict controls of ISO 9001:2000 quality procedures.



### Research and Development

Handel Street Upholsterers is a South African leader in being the first aftermarket supplier to various manufacturers to have been independently verified and tested in conjunction with the South African Bureau of Standards and

for airbag (documented seam) technology.

To prove this Handel Street Upholsterers has in place an industry-leading R52 million per occurrence insurance policy, ensuring you, the client, has peace of mind selling its leather interiors. Feel free to ask any of Handel Street's sales people for an educational video outlining Handel Street's airbag testing facilities and certificates. Through continuous research and development, four ranges of ergonomic and aesthetically pleasing leathers have been created to make any interior a driving pleasure.

### Classic Range

This range provides an elegant yet classic ambience within the interior of any vehicle. This is unmistakable luxury in the form of high quality premium rand automotive leather capable of dealing with the demands of a loving family and faithful friends.

### Enzo Range

Young, energetic, sporty – these are the adjectives used to describe the urban stylistic features that characterise these leathers.

### Daytona Range

Eye catching international style are elements that add appeal to any interior fitted with this leather.

### Williams Range

These leathers are designed to create an overall appearance of unmistakable luxury found in the likes of automotive marques in the upper echelons of society.

## Choosing your interior

### Embroidery

Every client is unique at Handel Street Upholsterers therefore it has created a number of standard embroidery choices for its clients. Alternatively feel free to send Handel Street your design, preferably in Microsoft word font or in a high quality resolution photo, for Handel Street to create an unmistakable masterpiece which suits your clients needs.

### Personalised Sewing Colours

Create your very own unique interior by choosing a contrasting seam colour unique to the vehicles interior



GT Interior

### Evolution Interior



Executive Interior



Heat Seeker Interior



Burnout Interior

### Contact details

Handel Street would like to thank its KZN clients for their support in 2007 and wishes them a prosperous New Year.  
Contact Handel Street at 37 Cato Street, Durban or call 031 332 6025 or 031 332 6029.  
Head office: Corner of Plein and Handel Street, Rodepoort.  
Tel. 011 766 3142 or 011 763 8068  
Visit [www.handelstreet.co.za](http://www.handelstreet.co.za) for more info

## Tips for consumers

HERE are a few handy tips for consumers when buying a new vehicle with leather interiors:

□ Make sure that the supplier is approved by the manufacturer. When a non-approved supplier is used, the customer's warranty is placed in jeopardy and the manufacturer's warranty will be null and voided. Sales persons do not inform the consumer of this important piece of information – so ask when purchasing your vehicle.

□ Find out if the supplier is compliant with manufacturing standards and complies with the manufacturer's selection criteria. Procedures of manufacturing are not documented and therefore warranties by the manufacturer, and in some cases the dealer, cannot be verified when you use a non-approved supplier.

□ Ensure that the leather used in the make-up of the leather interior is compliant with specifications set down by the manufacturer and have been tested. Ask the sales person to provide a test certificate from the supplier.

□ Consumers should specify to the salesman that they want full leather. When sub-standard material is used in the make-up of the leather seating, you will notice the following problems occurring:

- ◆ Fading of the leather within a period of three to six months;
- ◆ the leather is of an inferior quality and therefore tears at the seams within the first three months of installation;
- ◆ the leather colour rubs off onto an individual's clothes;
- ◆ in the event of a cigarette falling onto the seats, it would burn through and damage the seating area. Therefore it could be more of a fire hazard than a comfort or solution;
- ◆ the general appearance of the interior would deteriorate and look shabby, and installation is of a poor quality.

□ Consumers should be given the option of various colours, ranges, colour combinations, logos, etc when customising their new vehicles.

## Manufacturer approvals

Handel Street Upholsterers is approved by most vehicle manufacturers in South Africa. Listed are just a few of the manufacturers whom Handel Street Upholsterers is approved by for leather fitment. For an updated list of manufacturers do not hesitate to contact a sales representative.

