



EUREKA

30th Birthday!



Before 1985

The dark ages.
Fasteners are sold by the kilogram.



The time required to measure
the small quantities for
each customer
outweighed the money made
on the sale



1985

EUREKA!!! The concept is born.
Fasteners are sold in prepacked bags.



1993 - 1998

Upgrade to modular stands and packaging.



1990

Prepacked fasteners make retailing
and buying easier.
For the first time the fastener
department becomes profitable.



2007

Eureka expands into the
current premises



2014

Eureka introduces a new
product line - MustHaves



30
YEARS!

2015

Eureka celebrates 30 years

EUREKA

You've Got It!

FORT KNOX



really good locks

EUREKA DRILL BITS

MustHaves
EUREKA

MAX[®]
DURATA

BRAINBOOSTERS
learning is child's play

The year is 1985 and Hendrik Marais is busy in his paint and hardware store with the tedious task of purchasing nuts and bolts, screws, and nails in large quantities from wholesalers.

This, unfortunately, was only the first step in a very time-consuming exercise because back in the day, fasteners were sold loose - either by weight or quantity.

When a customer came into the store to buy fasteners, hardware store staff spent a lot of time weighing or counting off fasteners which were then sold for a relatively small purchase value. Often this prevented them from spending time on building relationships with customers, giving advice, and focussing on tasks that were more profitable.

Then, one day during 1985, Hendrik had his EUREKA moment!



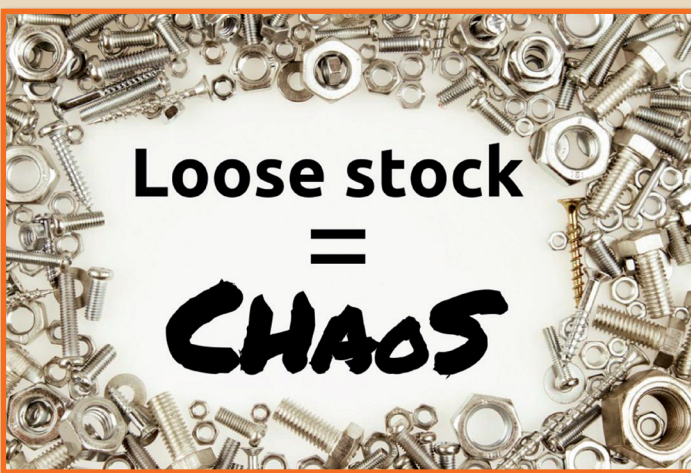
He decided to pre-pack, during off-peak periods, a complete range of fasteners in ideal quantities which enabled his staff to quickly and efficiently help customers looking to buy fasteners. Hendrik quickly realised that his concept was exactly what every handyman and woman were looking for - a quick, self-help fastener range.

It wasn't long before Hendrik started receiving requests from other retailers to pre-pack fasteners for them as well - and so EUREKA was born.

At first, a number of people had their doubts about the EUREKA concept and many even said it was a bad idea, but over the past 30 years EUREKA has made fasteners easier and more enjoyable to stock and sell, and most importantly - they made it profitable!

EUREKA was at the forefront of the struggle for a win-win partnership whereby retailers and customers alike would benefit. The EUREKA concept meant retailers no longer had to buy fasteners in bulk, which then would require storage space and ultimately increased warehousing costs. Gone were the days of messy stock takes and time-consuming transactions - and for the first time, retailers could make a profit from selling fasteners.

Apart from the profit gain, the retailer also gained something even more important, namely, satisfied customers.



Loose stock
=
CHAOS



EUREKA
DIY SOLUTIONS

The EUREKA concept would signify the first time consumers could help themselves to a vastly expanded fastener range.

In the on-going process of refinement EUREKA concedes that they have made every mistake in the book. However, they have learnt from this and undertake to work hard and improve in order to bring you good quality fasteners.

As EUREKA reaches this milestone, they wish to thank everyone for their trust, loyalty, and support.

Each and every partnership is valued, because - let's face it - all were participants in the struggle and without it, EUREKA would not have been the 30-year "overnight" success it is today.



4074 Eureka DIY TN DPS Aug'15 30 Years!