

Lovell

CELEBRATING **50** YEARS



Lovell Industries celebrates 50 years of packaging excellence

IN the heart of South Africa's plastics packaging industry, Lovell Industrial Holdings is marking its 50th anniversary with a rich history that dates back to 1973. As it celebrates this milestone, PPM takes a closer look at Lovell Industries' journey and its enduring legacy in the sector.



Lovell Industries began its journey in Boksburg, South Africa, back in 1973. It was a partnership between Robert Lovell and Gino Rovieri, focusing on the manufacturing of moulds and dies for various industries.

In 1980, the company became a family-owned and run business when Frank Lovell joined, taking over from Gino Rovieri. Since then, Lovell Industries has remained a family-owned enterprise. The third generation of leadership entered the company in 2006, with Kyle Lovell joining the ranks.

Over the years, the company has made significant strides, transitioning from a jobbing foundry mould-making facility to a production environment.



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Diversification and expansion

Lovell Industries' journey has been one of diversification and expansion. It ventured into manufacturing aluminium die-cast castings for high-tension cable joints, making significant acquisitions such as Alpha Manufacturing (disposable cups, bowls and plates) with HIPS extrusion capabilities.

The purchase of a property outside of Bronkhorstspuit in 1991 marked a pivotal moment, as the company moved from rented premises in Boksburg to its own land in 1995. This pattern of growth continued, including the acquisition of Hyperquip Contract Packaging, now known as Berry Pack, in 2004. Lovell Industries invested in CNC capabilities for tooling production and founded Arengo Plastics in 2007, an extrusion and recycling plant, ensuring responsible management of PVC and PET waste materials.

Innovations and technological advancements

Throughout its five decades, Lovell Industries has been at the forefront of innovation and technological advancement in rigid plastics packaging. The team introduced standardised clamshells with custom inserts, real-time ERP management systems, quality management systems and international FSC 22000 food safety management systems.

The company's commitment to sustainability and environmentally responsible practices is evident in on-site recycling of waste materials, improving water quality and utilisation of alternative energy sources. It has strived to involve communities and create sustainable jobs, all while light-weighting packaging to reduce environmental impacts.



Lovell through the ages

We look at the highlights and milestones of Lovell Industries over the years.

1973

Lovell Industries starts trading in Boksburg, manufacturing moulds and dies.

1980

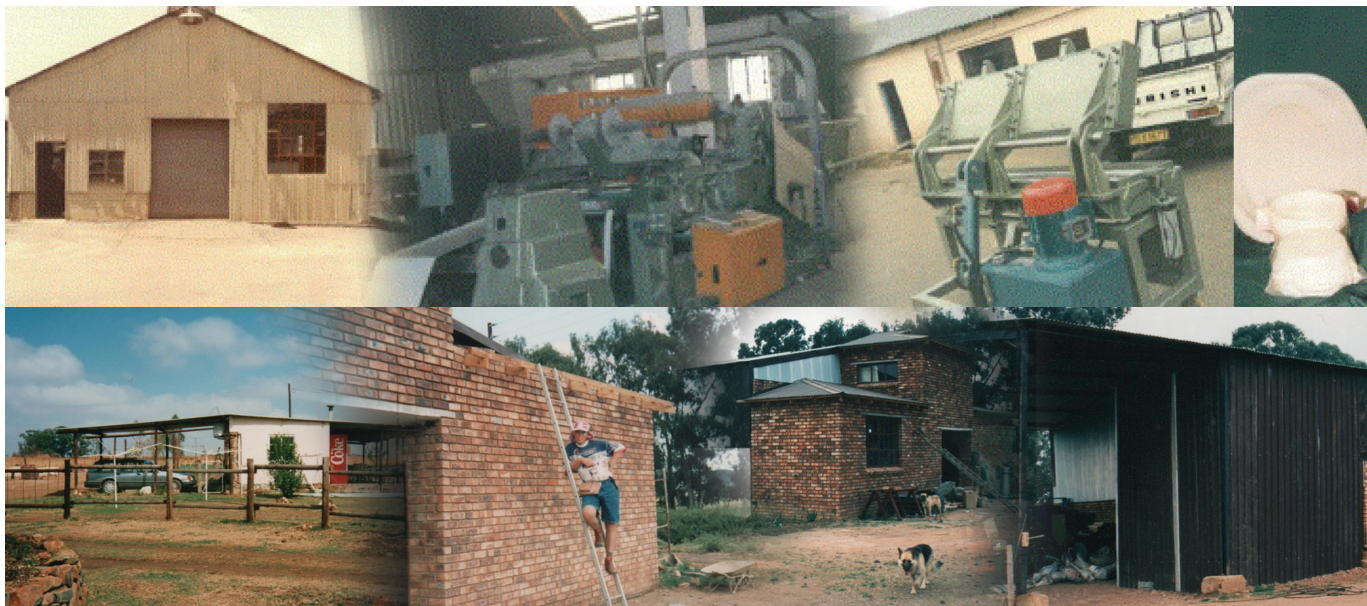
Frank Lovell buys out Gino Rovieri to create a solely owned and family-run business.

1991

Lovell purchases a property outside of Bronkhorstspuit.

1995

Lovell Industries moves from rented premises in Boksburg to rural Bronkhorstspuit with six original staff members.



2010

Lovell purchases Terbo Plastics Water Treatment and Water-Cooling's filtration division.

2013

Lovell establishes an in-house PET extrusion plant.

2015

The company sets up a food plastic packaging division.

2016

Lovell buys Sebenza Pack in Pomona and moves part of its operation to the Pomona factory. Brian David Lovell (previous managing director of Sebenza Pack) and his son Tyrone Robert Lovell join the Lovell Group of companies.

2004

The company acquires its first Kiefel inline former and Hyperquip Contract Packaging (now known as Berry Pack), moving into form and seal blister packaging.

2006

Third-generation Kyle Lovell (current group managing director) joins the family organisation. Lovell transitions from a jobbing foundry mould-making facility into a production environment and starts manufacturing aluminium die cast castings for Stone Stamcor for high-tension cable joints for Eskom. Lovell also acquires Alpha Manufacturing disposable cups, bowls and plates with HIPS extrusion capabilities.

2007

Lovell purchases an extrusion plant to manufacture and recycle its own raw materials. Arengo Plastics is formed and continues to supply the bulk of Lovell's production of PVC, PET, PS and ABS extruded sheets.



2017

The business receives its new Woolworths IBL Green Status, achieves FSSC 22000 certification and purchases its first new PET twin screw extrusion line.

2020

Implements a real-time ERP management system.

2022

Separates its two main extruded raw materials and thermoforming plants to allow each division to specialise in its specific target markets.

2023

Moves Arengo Plastics into new premises in Bronkhorstspuit in February. Purchases ultrasonic equipment for cylinder welding and its first new four-station former.

Why Blue? It's stable, calm and collected.

We LOVE what we do and make sure it shows in our approach to every day.

Our name is everything. That is why the logotype says it all! Filled with character and style, just like us.

The smiling "e" of Lovell. We want to bring smiles to our customers.

The ideal "v" signifies our commitment to consistently delivering the highest quality and service.

The circle is a symbol of protection. Our packaging safeguards your products and ensures high visibility, it also represents the importance family and employees.

Friendly "L"s because we are a friendly company and we strive to always be professional but personal.

Rooted in generations of knowledge and expertise and to continue innovating packaging that perfectly serves our clients needs.

Packaging for Generations

CELEBRATING 50 YEARS

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RAWMAC TEAM
congratulates
and wishes many
more years of
successful family
growth for the
business and
family and staff!

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Commitment to excellence

The core business philosophy of Lovell Industries is built on making the best decisions with the available information, sustainability and a strong family-oriented foundation. Honesty, integrity and respect for employees are the cornerstones of its values. The business maintains a culture of safe learning, emphasising education and training for all levels.

Its culture has also fostered strong relationships with customers and partners in the South African packaging industry. Employees listen to customers' needs, create cost-saving solutions and maintain mutual respect with a win-win philosophy.



The future for Lovell

Looking ahead, Lovell Industrial Holdings is laying a solid foundation for future growth, with the transition to the third generation now complete. The management team aims to uplift and empower employees, contribute to reducing unemployment and continue its commitment to recycling and environmentally responsible practices, contributing to the circular economy.

As everyone celebrates this significant anniversary milestone, Lovell Industries thanks its customers for their support, employees for their dedication and management for their commitment to service, quality and innovation.

The company's legacy of honesty, integrity and trust will undoubtedly pave the way for another successful 50 years in the South African plastics packaging industry.



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De Denker Consulting was established in 2017 with the aim of providing professional business process consultation and optimization. De Denker Consulting specializes in implementing ERP business software solutions. The company is based in Pretoria, South Africa and provides local and international consultation services.



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