

SOUTH AFRICAN

HOME

OWNER

R37,95 (VAT incl) Other countries R33,29
SEPTEMBER 2008

PRETORIA
VIRTUAL HOME

MOTHER
NATURE'S
BATHROOMS

SPECIAL SUPPLEMENT

INTERIORS



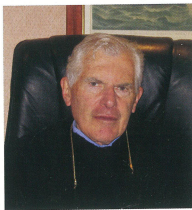
Charles Graham

Decor Wallpaper Company

Charles Graham, managing director of Decor Wallpaper Company, entered this vibrant industry in the early 1960's when he decided to create a company specialising in wallcoverings. "At that time wallcoverings were at the height of fashion," says Charles.

Gaining his vast experience from his appreciation of good form, colour and design, Charles's knowledge is also based on previous business acumen in contemporary porcelain, stainless steel cutlery, weaves, hand-painted pottery and glassware, which accentuated his enjoyment of good design and taste.

One of Charles's greatest work-related achievements includes being the first



company in South Africa to introduce residential vinyl wallcoverings, decorative wall cork and textile wallcoverings. "The introduction of these products, relatively new to South Africa, established our company as a leader in the industry, the reputation of

which has been widely recognised over the last three decades," says Charles.

To remain abreast of current wall fashion trends and introducing products which portend the future trend in the industry are part of Charles's future goals for the growth of Decor Wallpaper Company. "After decades of decline, wallcoverings have been regenerated by the acceptance of their place in the decorating environment and are now recognised as creating an imposing background which offsets the concept of what the designer and decorator wish to create.

Our growth complements the revival of this industry, in keeping with the prosperity of an increasing number of middle and high-income groups, in addition to the growing acceptance of wall coverings in the commercial environment," concludes Charles.



Wayne Russell

In-Style Bathrooms

Wayne Russell was initiated into the bathroom and tile industry through working for his brothers' company in the UK, to garner much needed experience in an industry as cut-throat as this.

He brought his extensive experience back to South Africa and opted to work on

a sub-contractual basis for a few years before making the bold move of opening his own bathroom renovation and tiling company, today known as In-Style Bathrooms.

When faced with the tough question of what his biggest work-related achievement is, Wayne responded: "My pride goes into every bathroom we renovate, and that's why every new successfully completed project is regarded as a personal victory!"

The one aspect he really enjoys about his work is the fact that every one of his clients has different design and style requests, and therefore no two projects are alike, which provides new challenges for him on an ongoing basis. "I enjoy the challenge of my clients' diverse tastes and styles and always strive to fulfill their visions and needs," he says.

Growth and development plans for Wayne and his company comprise learning more about the industry and providing his staff with skills that will contribute favourably to the success of his business.

Pete Jordan

Property Development Projects

Pete Jordan has always had a fascination for renovating homes, and together with his wife Audrey, who is an interior decorator, has renovated all the homes the couple has ever owned.

"When I left my 20-year corporate career, I was looking for a business opportunity in which I

could use my business management skills and align them with my interests – through this and much coaxing and support from my friends, I tested the business model on two of them with great success," says Pete. Making the transition from being a corporate businessman to starting and productively running his own business, is one of Pete's greatest work-related achievements.

Future goals for growth and development for Pete and Property Development Projects (PDP) include continuing to build and develop a professional and sustainable residential construction project management business by offering an alternative to potential clients who are considering major renovations or new builds. "Property Development Projects has been created to deal with the ever-increasing demand for the building of or the improvements to residential property, and to offer an alternative to address the management and control of the project, the rise in costs of building works, and the associated anxiety of undertaking a building project," concludes Pete.

