

# JUSTpaper going from strength to strength

New paper products manufacturer, JUSTpaper, situated in Epping Industria, Cape Town has a pioneering business philosophy that is taking the company from strength to strength. JUSTpaper has gone from employing four local previously disadvantaged people to boasting a strong workforce of 14 in just seven months by investing in the communities in which it operates.



macfly via [pixabay.com](https://pixabay.com)

The company has also made a commitment to donate 12 boxes of paper to local schools monthly where the children are often not able to do their homework because of a lack of paper.

Co-founder of JUSTpaper, Nicole Rosenbaum comments, "We wanted to start a business where our employees were proud to work. I came from a profession where I dreaded going into work, so it's extremely important for us to create a working environment which not only empowers its employees, but one in which they feel happy to be here."

Rosenbaum also credits the success of the company to its new customers, some of which include Conquest Paper, Mass Mart, Giant Hyper supermarkets, Maynards Group, MultiMart as well as exporting to Namibia.

JUSTpaper has committed to plant one tree for every box of paper sold through its alliance with Greenpop.

For more, visit: <https://www.bizcommunity.com>