

The IDC re-launches Glodina Towelling in KZN

Glodina Towelling has been re-launched by the Industrial Development Corporation (IDC) in Kwa-Zulu Natal.



From left to right- IDC CEO, Mr. Geoffrey Qhena; Chief from Xinba Community, Chief Zibuse Maba; KZN Economic Development, Tourism & Environmental Affairs MEC, Sihle Zikalala; EThekweni Municipality Mayor, EThekweni.

The manufacturer of superior quality towels has a long history as a preferred supplier to the hospitality industry and national retailers. Glodina is one of the successful businesses in Kwa-Zulu Natal that have been supported by the IDC recently and has created much-needed jobs while continuing to contribute to the local economy.

Positive impact on the creation of employment

IDC has invested R150m in Glodina to help the business acquire assets, have working capital, and source raw materials. IDC CEO, Mr. Geoffrey Qhena, said the growth and operational success of the business is expected to have a positive impact on the creation of employment in the province, "Now that the factory is open, our projection is that more than 200 people will be employed at the Glodina plant over the next three to four months, as the company continues to increase its production capacity to reclaim its esteemed position in the market," he said.

"IDC's investment in Glodina was motivated by the business' position as a recognised supplier of towels to the local retail and hospitality sectors, and its significant prospects of job creation and growth. We continue to support businesses which manufacture locally, especially those like Glodina, which has set a standard through production of their high quality and strong brands," Qhena added.

Kwa-Zulu Natal MEC for economic development, tourism and environmental affairs, Mr Sihle Zikalala, cut the ribbon during the launch event held at the company's premises in Hammarsdale. The business' production plan will see priority being given to the manufacturing of the Glodina Marathon towel range, which has been designed for the hospitality industry. The Marathon brand has a long history of being the towel of choice in hotels throughout Africa, and despite strong competition from outside South Africa, demand for the products is still high.

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