



ENTEELIZE WORKWEAR AND MANUFACTURING (PTY) LTD

ENTEELIZE WORKWEAR & CRYOGENIC PRODUCTS

COMPANY PROFILE



www.entelize.co.za

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About Us.

Introduction

Established in 2000 and proudly based in South Africa, **Entelize Workwear** is committed to promoting safety, quality, and professionalism in the workplace. We specialise in durable, functional, and stylish workwear that meets the demands of South Africa's diverse industries.

With a passion for workplace safety and a focus on service excellence, Entelize has grown into a trusted name across the country. Our founder brings a rich and varied career background, grounded in two decades of leadership in sales and customer service. Her unwavering commitment to ethical business practices and client satisfaction has been a driving force behind the brand's success.

We are proud to be 100% black owned and rated BBBEE Level 2, and we strive to make every client feel valued and unique—whether you're outfitting a small team or an entire workforce.

At Entelize Workwear, we don't just sell workwear—we build confidence, protect teams, and help businesses look their best while staying safe.



Executive Summary

Entelize Workwear is your trusted partner in high-performance workwear and PPE solutions. We supply industries such as construction, logistics, mining, and manufacturing with durable, compliant, and comfortable safety gear designed for the real demands of the job.

Our wide range includes protective clothing, footwear, gloves, and hard hats—crafted with advanced materials and ergonomic design. We focus on quality, fast delivery, and custom solutions to meet your team's specific safety requirements and branding needs.

With competitive pricing, responsive service, and a commitment to excellence, Entelize Workwear ensures your workforce is protected, presentable, and ready to perform. Let us help you maintain a safer, more professional, and more productive work environment.



Mission & Vision.

MISSION

Our mission at Entelize Workwear is to provide high-performance workwear and safety gear that goes beyond protection. We are committed to delivering tailored solutions that combine innovation, compliance, and contemporary design, backed by cutting-edge materials such as smart fabrics, weather-resistant coatings, and breathable PPE technologies. Through consistent service excellence, rapid delivery, and strong client partnerships, we help businesses protect their most valuable asset—their people. Whether in construction, mining, logistics, or manufacturing, we strive to keep every team safe, stylish, and ready for the demands of tomorrow's workplace.

VISION

Entelize Workwear envisions a safer, smarter, and more sustainable future for every worker across South Africa and beyond. Our goal is to become the leading name in innovative protective clothing and gear by merging state-of-the-art textile technologies, ergonomic design, and environmental responsibility. We aim to set the benchmark in workwear by offering solutions that not only meet industry standards but redefine them—ensuring every individual on-site is equipped with confidence, protected with precision, and empowered through comfort and durability.



Our Philosophy.

At Entelize Workwear, we believe that every worker deserves to feel safe, confident, and valued. Our business is built on the philosophy that quality workwear is not only about protection—it's about pride, performance, and purpose. Whether on a construction site, in a warehouse, or on the road, the right gear can make all the difference.

We are passionate about combining the best in safety innovation with local insight and personal service. By embracing the latest in fabric technology, ergonomic design, and smart sourcing, we provide workwear and safety gear that truly meets the needs of modern industries.

Our commitment goes beyond products. We actively support local communities through job creation, skills development, and sourcing from South African manufacturers whenever possible. We believe in building from within—investing in people, training, and employee wellbeing to create a business that uplifts everyone it touches.

At the heart of Entelize Workwear is a promise: to deliver service excellence, foster strong client relationships, and champion a culture where safety is not just a requirement—it's a shared responsibility. Together, we protect, empower, and elevate the everyday heroes of the workforce.

The Organization.



MRS MAHITI
BUSINESS OWNER



MRS STEYL
MANAGING DIRECTOR



MRS COETSEE
CORPORATE
ACCOUNT EXECUTIVE

Marketing Plan.

Our marketing strategy focuses on positioning our company as a trusted supplier of quality workwear, safety gear, corporate gifts, and branded items. We combine targeted digital marketing, direct B2B sales, and active participation in trade events to reach our audience effectively. Seasonal promotions, client loyalty incentives, and custom branding solutions help us build long-term relationships and increase repeat business.



PRODUCT

Entelize Workwear supplies high-quality, durable workwear and safety gear designed for tough industries. Our range includes protective clothing, footwear, PPE made with advanced materials as well as Cryogenics product requirements.



PRICE

We offer competitive pricing with value-added options like bulk discounts and custom packages. Our aim is to deliver premium safety gear without exceeding budgets.



PROMOTION

We promote through social media, digital ads, and industry events. We also build trust through partnerships and direct client engagement.



PLACE

Our products are available in catalogues and through direct business supply. We deliver across South Africa and offer tailored consultations for larger clients.

www.entelize.co.za

Entelize Workwear and Manufacturing (Pty) Ltd

 +27 82 809 1796

 info@entelize.co.za

