



**Connecting  
Brands**  
to markets nationally

# Who We Are

We connect the brands consumers know and trust across South Africa. Every day, we move products people rely on with care, consistency, and a genuine belief in partnership.

## Our purpose is simple:

Making business easier for our partners across every customer, channel and consumer.

Committed to  
your success



# End-to-End Distribution

From collection at your manufacturing facility to placement on shelf, we manage the full journey with precision and accountability.

- Stock transfers into our ownership upon collection.
- Inventory managed as owned stock and not on consignment.
- National warehousing and distribution infrastructure.



Reliable, accurate, scalable execution. We ensure seamless product flow across South Africa's retail landscape.

# National Reach Across All Channels

What differentiates Diplomat is our ability to service the full retail spectrum.

We service:

- All major modern trade retailers
- Over 35,500 traditional and informal trade stores

This gives our partners meaningful reach across South Africa's complex and dynamic consumer base.



# Strategy Meets Shelf

- Our consumer and trade marketing, sales, and merchandising teams translate commercial strategy into disciplined in-store execution.
- We deliver:
  - Shopper-led campaigns
  - In-store activations
  - Strong retailer partnerships
  - Consistent brand visibility
  - Optimised availability across channel
  - Marketing that translates brand strategy into meaningful market presence
- We turn strategy into real, visible moments in the market.



# Our People. Your Growth.

- Behind every delivery, campaign, and stocked shelf is a highly skilled team committed to excellence, integrity, and partnership.
- If you are looking for a full-service distribution partner that understands brands, channels, and execution.
- Let's connect.



**DIPLOMAT**  
SOUTH AFRICA

## Contact Us:

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