



ISAACSON LADDERS  
A STEP AHEAD

# Importer's Guide

## SAFETY FIRST

DEFENSE — FOR YOUR SAFETY  
READ CAREFULLY

### INSPECTION

1. Inspect the ladder before use. Do not use if damaged or if you are unsure of its condition.
2. Make sure you are using the right ladder for the job.
3. Check for any damage to the ladder before use.
4. Do not use the ladder if you are unsure of its condition.

### PROPER CLIMBING AND USE

1. Always use the ladder on a level surface.
2. Do not overreach or carry heavy loads while climbing.
3. Do not use the ladder as a step or a platform.
4. Do not use the ladder on uneven ground.

### PROPER CARE AND STORAGE

1. Store the ladder in a dry, well-ventilated area.
2. Do not store the ladder near heat or moisture.
3. Do not store the ladder on its side.
4. Do not store the ladder in a way that could damage it.

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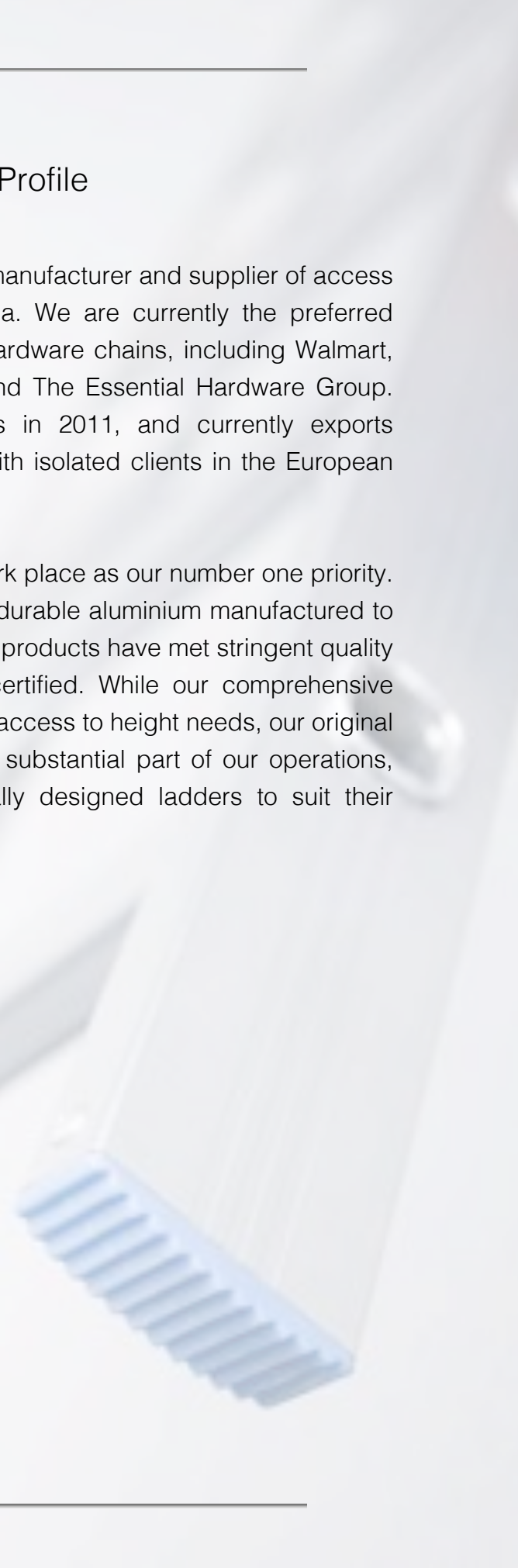


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## Corporate Profile

Isaacson Ladders is the fastest growing manufacturer and supplier of access to height technologies in Southern Africa. We are currently the preferred supplier to several industrial and retail hardware chains, including Walmart, The Spar Group, Jacks Paint, Agrinet and The Essential Hardware Group. The company began export operations in 2011, and currently exports throughout Africa and the Middle East with isolated clients in the European Union.

Isaacson Ladders places safety in the work place as our number one priority. Our products are made of a high grade, durable aluminium manufactured to an aesthetically modern design. All of our products have met stringent quality control standards, and are all EN131 certified. While our comprehensive range is specifically designed to meet all access to height needs, our original equipment manufacture division forms a substantial part of our operations, supplying numerous clients with specially designed ladders to suit their needs.



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## Why Isaacson's?

### *Territory Benefits*

Based in Johannesburg, South Africa, Isaacson Ladders enjoys a favourable economic climate. This is due to a combination of factors, including free trade agreements with several foreign territories,<sup>1</sup> a weak rate of exchange<sup>2</sup> and a highly competitive labour market. A primarily English speaking country, South Africa is also a signatory to most international agreements ensuring that intellectual property and contractual rights are protected within the republic. As an exporter, South Africa is ideally placed, sharing a similar time zone with much of Europe while offering very competitive transport times and costs to most major markets.<sup>3</sup> Isaacson Ladders is a proudly South African company and is committed to our nation's goals of transformation and sustainable development.

### *A Step Ahead*

In its relatively short history, Isaacson Ladders has built a strong reputation as a market leader in Southern Africa. Our core emphasis on efficient production practices has resulted in the company consistently winning market share within the SADC region. As the fastest growing ladder supplier, we understand that what separates our offering from those of our competitors is our solid focus on excellent customer service. We are consistently able to accommodate the needs of our customers in the agreements we reach, including extending credit facilities and assisting with clearing and forwarding our products to your territory. We pride our modern approach to research and development, always striving to add value for our customers.

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<sup>1</sup> Please see annexure A






<sup>2</sup> Please see annexure A

<sup>3</sup> Please see annexure A

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## The Big 5

*Our 5 Biggest Sellers...*

ILSH006	<p>The versatility of our 6 step, heavy duty A-Frame ladder has made this ladder a very fast moving item. It is perfectly suited to outdoor and indoor, industrial and household needs. At 1.6 meters, it reaches most day-to-day heights.</p>	
ILE210	<p>Our most popular extension ladder, the 2 X 10 stepladder reaches 4.9 meters fully extended. It can also fold into a double sided A-Frame, standing at 2 meters.</p>	
ILE310	<p>Reaching nearly 7 meters, the 3 X 10 extension ladder is very popular item in the industrial market.</p>	
ILT106	<p>The versatility and efficient storage capabilities of the Telescopic Ladder have ensured this item's popularity. It is one of the few ladders to sell almost equal numbers to both household and industrial customers.</p>	
ILML404	<p>Our Little Magic Ladder has proved very popular with customers who appreciate a high quality, multi-functional product that adds value to their tasks.</p>	

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## A-Frame Ladders

ILS004	Single sided; 4 step; light duty (95KG)
ILS006	Single sided; 6 step; light duty (95KG)
ILS008	Single sided; 8 step; light duty (95KG)
ILSZ004	Single sided; 4 step; platform with handrail (95 KG)
ILSZ006	Single sided; 6 step; platform with handrail (95 KG)
ILSZ008	Single sided; 8 step; platform with handrail (95 KG)
ILSH004*	Single sided; 4 step; heavy duty (135KG)
ILSH006*	Single sided; 6 step; heavy duty (135KG)
ILSH008*	Single sided; 8 step; heavy duty (135KG)
ILSH010*	Single sided; 10 step; heavy duty (135KG)
ILSH012*	Single sided; 12 step; heavy duty (135KG)
ILSH014*	Single sided; 14 step; heavy duty (135KG)
ILD004	Double sided; 4 step; medium duty (115KG)
ILD006	Double sided; 6 step; medium duty (115KG)
ILD008	Double sided; 8 step; medium duty (115KG)

\*Also ANSI Certified (specific to heavy duty ladders)

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## Extension / Utility Ladders

ILE107	Single piece; 7 step; lean-to; 190cm; (135KG)
ILE110	Single piece; 10 step; lean to; 270cm; (135KG)
ILE210	Two piece; 2 X 10 step; 288cm (collapsed) – 490cm (fully extended); (135KG)
ILE308	Three piece, 3 X 8 step; 210cm (collapsed) – 420cm (extended); (135KG)
ILE310	Three piece; 3 X 10 step; 288cm (collapsed) – 690cm (fully extended); (135KG)
ILDPO06	Single piece; dual purpose (A-Frame / Extension); 2 X 6 step; 180cm – 360cm; (135KG)
ILT106	Telescopic; lean to; 90cm – 390cm; (115KG)
ILML404	Little Magic Multi Function Ladder*

## Other Products

- Isaacson Ladders has created a successful original equipment manufacture (OEM) division, and can make most access to height tools to spec.
- Please enquire about our range of castors & fiberglass ladders.

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\*Please see website (details below) for full specifications.

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## Conclusion

In Isaacson Ladders you will find a competitive, long-term partner in access to height technologies. Our progressive approach to quality products and excellent customer service will ensure you receive the hardware solution tailor made to your requirements. We value your interest in Isaacson Ladders, and should you have any queries regarding any part of our offering, please feel free to contact us at the details provided.

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## Annexure A

### South Africa's Competitive Advantage

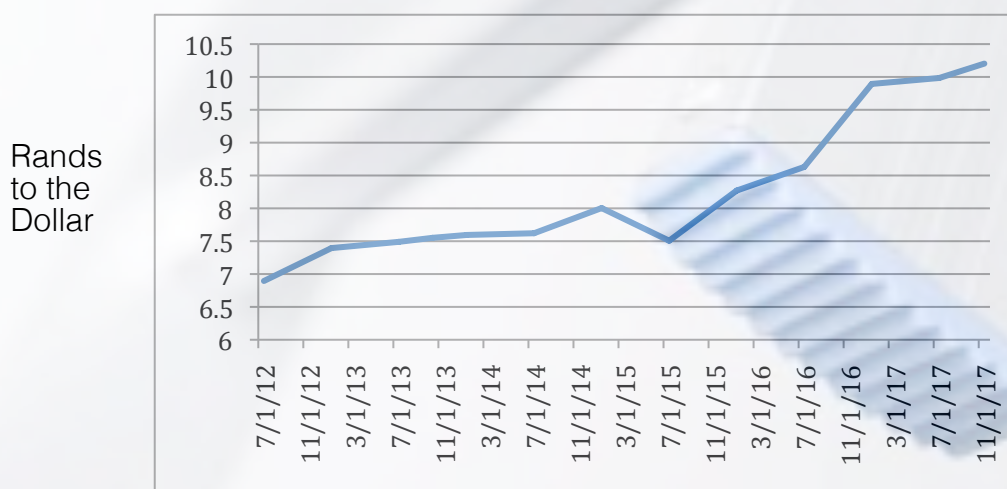
#### *Free Trade Agreements*

South Africa – European Union Trade, Development & Cooperation Agreement (TDCA)	Under this agreement, manufactured products originating from South Africa, such as ladders, do not incur any duty when imported from the EU.
South Africa – United States Generalized System of Preferences (GSP) African Growth Opportunity Act (AGOA)	South Africa is a beneficial exporter under both agreements. Ladder products imported into the United States are duty free.
South Africa – Other African Countries Southern African Development Community (SADC)	The 15 countries making up the SADC enjoy a free trade area.

#### *Exchange Rate Statistics\**

*USD – Rand*

2008 – 2013



February / June / October

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*Euro - Rand*

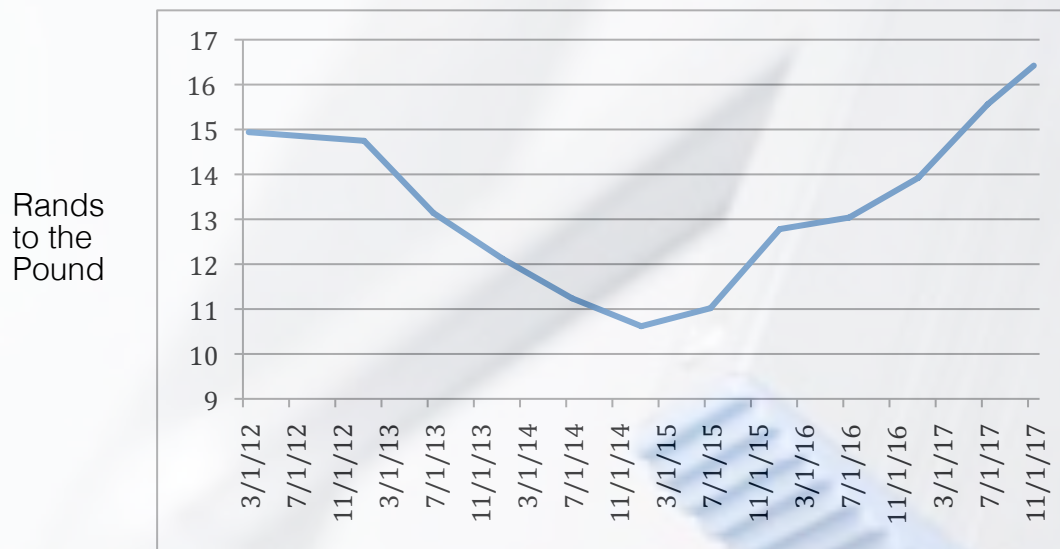
2008 – 2013



February / June / October

*Pound Sterling – Rand*

2008 – 2013



February / June / October


\*Source: Standard Bank of South Africa

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*Competitive Transport Time's: Averages\**

SA – USA (East Coast): 23 days  
SA – UK (Felixstowe / Tilbury): 20 days  
SA – Germany (Hamburg): 25 days  
SA – UAE (Jebel Ali): 13 days  
SA – Israel (Ashdod): 25 days



\* Please note times may be longer or shorter depending on shipping routes, rerouting and port of entry used.

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