



COMPANY PROFILE

POWERING YOUR FUTURE





Vision

Our vision is to be the preferred supplier of lead acid automotive batteries in the Southern African replacement market.

Mission

By continually building quality products, caring for the environment, giving our customers excellent service and selling our products at competitive prices we are confident that we shall achieve our vision. Dixon Batteries is an Equal Opportunity Employer with a firm commitment to employment equity.

A Brief History

Dixon Batteries has a proud record of over 56 Years in the industry. Founded by Edward Leslie (Les) and Mable Dixon, the company produced it's first batteries in 1955 in a small shop in Leslie Street, Vereeniging.

Today the business is housed in a modern factory on Johannesburg Road, Vereeniging. Richard and his son Russell now run the company, making Dixon Batteries a third generation company.

Quality Control

The Dixon's realized from the outset that a locally manufactured battery could only succeed if exceptionally high quality standards were maintained. This applied both to the products as well as the level of service.

Quality control at Dixon Batteries forms an integral part of the manufacturing process. The most up-to-date equipment and well trained experienced staff manufacture batteries certified to ISO 9001 by AfriCert.

Dixon Batteries carries the SABS mark of approval and have a performance and life span that will stand proud against any competition.

Our Team

One of our core competencies consists of highly motivated employees, from the floor sweeper to the director. Our motivation is based on the following statement.

There is little difference in people, but that difference make a big difference. The little difference is attitude. The big difference is whether it is positive or negative. :
: W. Clement Stone.

Many company employees have long service records ranging from 10, 20 and 30 years.

Modern Technology

Dixon Batteries is committed to an on-going policy of technological improvement. This ensures that we continue to remain competitive within the local market, and that our battery assembly technology is of world standard.

Local Content

An average motor car battery contains in excess of 85 components and a Dixon Battery contains no less that 90% local component content.

Battery Recycling

It is our company environmental responsibility to recycle batteries efficiently and in so doing we are contributing towards a greener South Africa by ensuring that for each new automotive battery produced by Dixon, one used battery has been removed from the environment. Dixon Batteries has embarked on the development and implementation of environmental and health & safety management systems that are based on the ISO14001 and OHSAS18001 standards respectively.

INJECTION MOULDING



HOLE PUNCHING



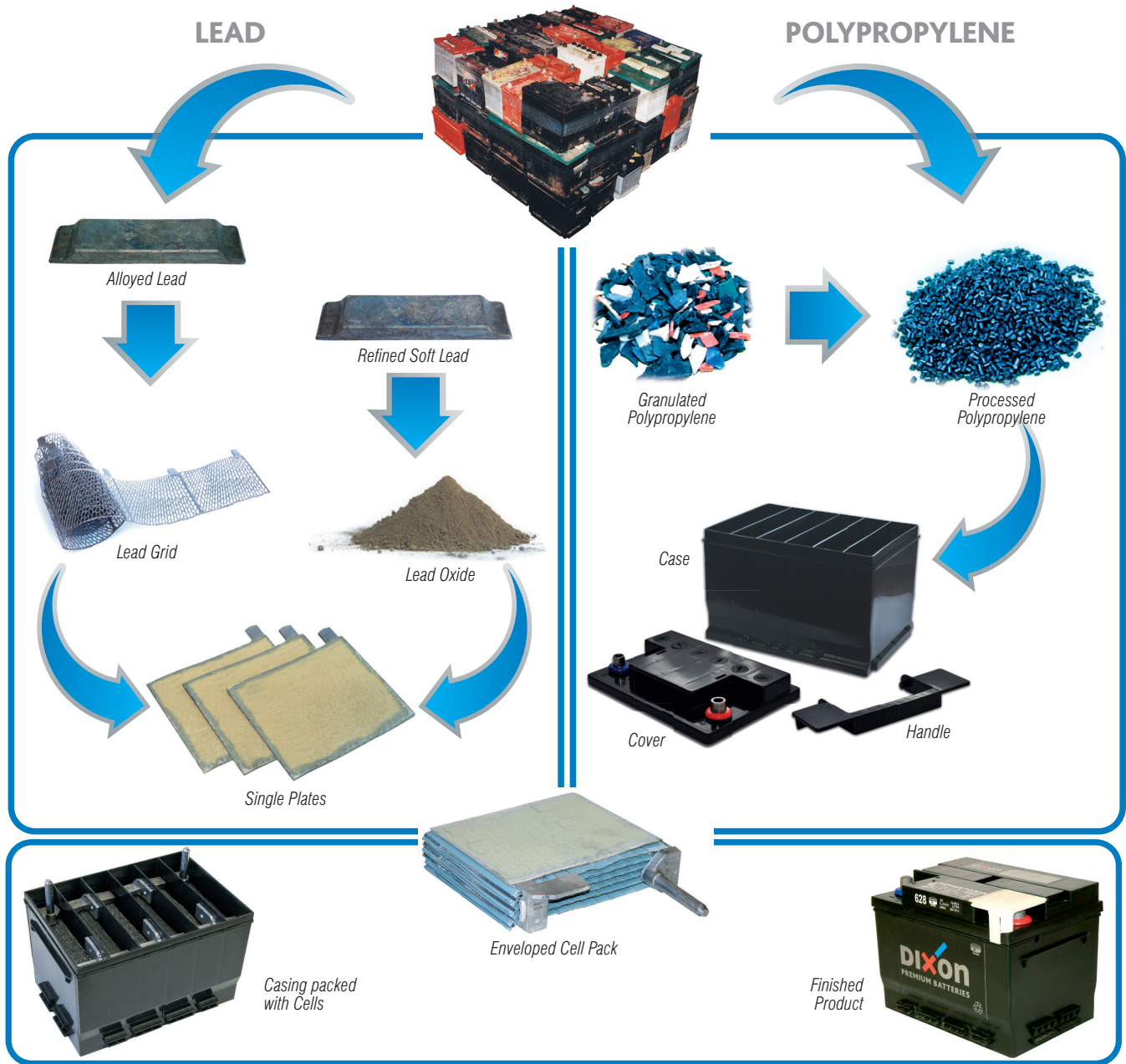
GRID CASTING



MANUFACTURING AND RECYCLING PROCESS



Dixon Batteries are amongst a handful of battery manufacturers in the world whom are capable of successfully recycling the complete battery. Currently, the only waste products from the recycling process are used separators, and used electrolyte. A future challenge includes the recycling of the electrolyte.



Point of Sale Advertising

A selection of point of sale material is available for in-store use, including display stands, mobiles, posters & stickers.



COMPREHENSIVE RANGE

The company manufactures a full range of batteries for all cars, trucks, tractors, boats and caravans, which are sold throughout South Africa, Botswana, Zambia and Namibia.



Accessories

We supply a complete range of battery and related accessories including Hawkins battery chargers, inverters and testers.



Hydrometer



Dual Battery
Charger (36/10 G)

Battery Charger
(12/10 G)



Smart 6 Battery
Charger

Inverter
(12V DC In; 220V AC Out)



Battery Load Tester

Heavy Duty
Jumper Cables
3 metres in length

POWERING YOUR FUTURE

HEAD OFFICE DIXON BATTERIES
JOHANNESBURG ROAD, DUNCANVILLE
P.O. BOX 81, VEREENIGING 1930
TEL: 016 450 6600 • FAX: 016 422 4759

DIXON BATTERIES SANDTON (PTY) LTD
UNIT B4 THE STABLES, 13 THIRD STREET, LINBRO PARK
P.O. BOX 407, BERGVLEI 2012
TEL: 011 608 4893/5/6 • FAX: 011 608 4235

DIXON BATTERIES CAPE (PTY) LTD
UNIT 11 BOULEVARD PARK, TIENIE MEYER DRIVE, BELLVILLE
P.O. BOX 452, GOODWOOD 7459
TEL: 021 930 9321/3 • FAX: 021 930 9322

DIXON BATTERIES NATAL (PTY) LTD
398 NORTH COAST ROAD, BRIARDENE
P.O. BOX 35229, NORTHWAY 4065
TEL: 031 563 0003/22 • FAX: 031 563 0229

DIXON BATTERIES PORT ELIZABETH (PTY) LTD
53 WORRAKER STREET, NEWTON PARK, PORT ELIZABETH
P.O. BOX 7883, NEWTON PARK 6055
TEL: 041 364 1241 • FAX: 041 365 0081

DIXON
PREMIUM BATTERIES