

Ackermans shines at AskAfrika Kasi Star Brands Awards

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The AskAfrika Kasi Star Brands Awards has recognised leading value retailer Ackermans as one of the top brands in the South African township sector.



The awards seek to acknowledge high-quality brands that provide the most value for money, whilst empowering and uplifting its customers. Results were tallied through a nationwide comprehensive survey, where brand usage was compared on over 1,000 brands in more than 100 product categories.

Ackermans achieved Kasi Star Brand Status as the winner within the survey's Clothing Retail: Children's category.

According to AskAfrika, the brands recognised do more than simply satisfy wants and needs, they become symbols and contribute to the way township consumers define their status and their personalities. These brands often become quintessential township brands and are closely linked with a sense of identity and belonging.

"We are honoured and proud to have received this award. For over 100 years we have remained committed to adding value to the lives of our customers, and so it is fantastic to be acknowledged and to know that we have added value to the very customers who are the heart of our business," says Ephraim Mamabolo, marketing director at Ackermans.

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Ackermans' success story began in 1916 when Gus Ackerman opened the very first store in Wynberg, Cape Town, setting a benchmark for competitive prices that few could match. Today, with more than 380 outlets in Southern Africa, including Namibia, Lesotho, Swaziland and Botswana, the business continues to go from strength to strength. Ackermans' proud heritage was built by focusing on the things that matter most to our customers; namely affordability, fashion and durability.

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