



ily

mattress ■ pillows ■ textiles



BUILDING A GLOBAL BRAND THROUGH GENERATIONS



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Our Vision

The vision of "ily" is to expand the business geographically and to build a brand not just on a local scale but on a global scale.

Our Mission

We want to supply our products at very affordable prices, to be price leaders by supplying manufacturers, wholesalers and large retail groups across Africa.

Core Values

Our values form a big part of the structure around which 'ily' is built, it includes; Integrity, Professional staff, Excellent customer care and reputable service.

From Humble Beginnings

The Nu-shop is a landmark business which forms part of the Chenia Group PTY (Ltd), located in Vereeniging, at a prime location in the Vaal Triangles business hub and is well known in the market.

The business started as a family business generations ago. At this point in time, it is over 80 years in existence and constantly improving and growing over the years, making this a heritage business and is well established. The company gains its recognition and reputation through long standing relationships with clients that makes the Nu-shop a successful business.

Our motto is to offer products and services at the lowest prices, reasonable quality and good service. It is a business that services a niche market and is unique in its products and services. The aim is to source and make products relative to our industry.

The Brand

"ily" is making an affordable basic 'economy budget mattress'. Adding to its product range will be higher-end premium mattresses for the more quality conscious customer to different market segments, including the affordable housing, travel, outdoor and baby industries.

Global Partnerships

Being in alliance with our supplier's, "ily's" core values of integrity, honesty and loyalty, are able to provide its customers and the South African foam market with a comprehensive offering of excellent foam products and services.

We are now associated with Greiner Foam International (GFI) who is regarded as Europe's most successful producer of specialized flexible polyurethane, GFI has a dense network of 43 operations in 12 European countries, expressing local presence, rapid delivery and superior quality.

QUALITY IS PRIORITY



LOWEST PRICES

What Makes **ily** Different

It is a business model that is aimed at a global market, targeting different market segments, this brand is the vision of the company's future direction.

"ily" being competitive and leaders in price in the supply of furniture textiles, components and supplies to the furniture, bed industries .

We offer a variety of upholstery fabrics and supplies to the furniture industry, namely, assorted chenilles & leather, linings, fiber, staples, webbing belts, cottons zips, decorative studs and many more. To name a few components for the bedding industry are, mattress fabric, quilting cotton, mattress tape, fibre and linings, bed legs and many more.

Manufacturing

Also part of our manufacturing division is the making of scatter inners and cushions for the manufacturing of lounge suites in the furniture industry.

In addition to "ily's" entrepreneurial ideas and activities, "ily" is offering various products suited to the gym, outdoor, bag and the automotive industries.

Foam as a Product

The foam that we offer are made from advanced and modern foam machinery in a broad range of versatile polyurethane foam including all density virgin, re-bonded and specialty ranges.

We use these to create our variety of comfortable products, which we supply to the bedding and furniture industry throughout South Africa and intended neighbouring countries.

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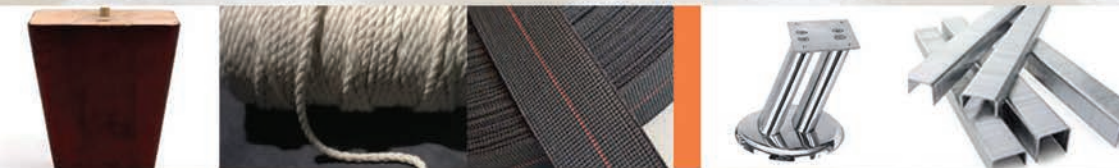
Basic Economy Mattress



Gym & Outdoor



Upholstery Fabrics and supplies



Foam Products



WHEN IT COMES TO QUALITY, WE DO IT THE "ily" WAY