

LABORA

• *SINCE 1989* •

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LABORA

LABORA boasts a world class (state of the art), proudly South African production facility based in Durban - South Africa. The **LABORA GROUP** employs over 400 dedicated employees. The company is committed to the concept - *“happy staff are productive staff”* and such, considers itself an added value employer.

With a proud history in servicing the South African industry, the company specialises in the design and production of a wide range of synthetic and leather ladies footwear, in styles that are continuously being updated to remain abreast with local and international fashion trends.



flourish ichume®

The in-house design and development ability, combined with the latest technological equipment, allows LABORA an unusual level of production flexibility. The factory is extremely adept at satisfying quick order turnaround times and can switch production lines and styles faster than most competitors. Factory capacity exceeds 240 000 pairs of shoes per month.



“WE BRING A **PERSONAL** and ‘HANDS-ON’ approach to every shoe!
We work on!”

OUR RANGE OF FOOTWEAR IS DESIGNED IN-HOUSE WITH MATERIALS SOURCED INTERNATIONALLY AND LOCALLY.

From humble beginnings in 1989, founder Mr Chunderlal (Johnny) Parboo gave life to his dream of owning a footwear manufacturing company. Labora Shoes has grown from strength to strength and has been carefully moulded into the dynamic operation it is today. A testament not only to Mr Parboo’s extensive experience in the industry, but also to the unmatched dedication and support one finds in a family run business.

TODAY, LABORA IS MANAGED BY THREE DIRECTORS:

DESMOND CHUNDERLAL

CEO

With 30 years of experience, Desmond manages Production Planning, Management and Measurement, Quality Control, Outsourcing and Logistics. With his focus on long-term strategy, strong management style and commitment to quality, the company’s ongoing growth is secure.

ARLENE PARBOO

DESIGN, DEVELOPMENT & MARKETING DIRECTOR

Arlene has led and inspired the design team for over 24 years. Her creative flair spills over into marketing, customer relationship management and sales. Each being a vital element to the success of the company.

MONICA FRANK

ADMINISTRATIVE DIRECTOR

After 29 years at Labora Shoes, Monica’s administrative skills extend across all departments, Finance, HR and Office administration; the Training Centre, Warehouse Management, Planning and Purchasing. Her ability to multi-task, manage and supervise the administration of the company keeps the business flowing to meet customer demands

OUR
Dedicated
TEAM

MEET THE LABORA FAMILY

PRODUCTION MANAGEMENT TEAM



ADMIN TEAM



Labora has been a strategic supplier to one of South Africa's largest retailers for ±15 years and is proud of their partnership with the Mr Price Group amongst 4 other leading retailers.

OUR SOCIAL RESPONSIBILITY

Labora is committed to making a difference and supports various welfares and charities. In addition, the company awards school bursaries to all employees children.

OUR MISSION STATEMENT

To continue to satisfy our customers with our excellent service and footwear at competitive prices, in a world class production facility with the least amount of environmental impact possible.

Labora is registered with SEDEX, an online customer/supplier efficiency portal and has achieved a Level 2 BEE contributor rating. We are bargaining council compliant.



OUR
Work



WHY *South Africa?*



- The AFRICAN GROWTH and OPPORTUNITY ACT (AGOA) is a UNITED STATES trade act. The AGOA status allows South Africa to export a selected range of footwear to the United States without the purchaser on the US side having to pay import duties.
- Product Developments - we can easily adapt to meeting US footwear standards and requests, as well as styling requirements.
- Labora Shoes has continuous exposure to international markets through exhibitions in the US, Europe, England and Africa. We have exhibited at Magic in Vegas and Fanny in New York City.
- Replenishment orders accepted with quick turnaround time.
- Smaller order quantities are negotiable.
- Existing infrastructure.
- Speed to delivery is possible.
- Social compliances controlled by Bargaining Council.
- Freedom to design and innovate using latest design technology.
- Labora has a strong in house design and product development team.
- Supply Chain strengthening with Cluster programmes from government.
- LABORA stocks 100 000 meters of materials. South Africa has a sustainable supply chain of local leather tanneries and last, soles and trim manufacturers.
- Government grants for machinery to maintain competitiveness.
- Up-skilling and skill transfer programmes in place with an In-house training centre.