

www.leeuw.co.za

COMPANY PROFILE

**BILLBOARDS
STREET FURNITURE (ADLITES)
OOH SOLUTIONS**



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COMPANY OVERVIEW

Leeuw Trading is a professional Out of Home (OOH) Media Operations & Maintenance company dedicated to supporting media owners, agencies, and municipalities with reliable, high quality field services. We specialise in the upkeep, repair, installation, and management of street furniture and billboard structures, ensuring that every advertising asset remains safe, visible, and brand ready.

With a skilled technical team, strong operational processes, and a commitment to excellence, Leeuw Trading has become a trusted partner for clients who require consistent service delivery, fast turnaround times, and dependable reporting.

Our work ensures that advertisers' messages shine — day and night — while media owners enjoy peace of mind knowing their assets are professionally maintained.

OUR BRAND POSITIONING STATEMENT

Leeuw Trading is a specialist OOH operations and maintenance partner, delivering reliable, high quality street furniture management, billboard maintenance, electrical repairs, and rapid response services that keep brands visible, safe, and compliant.

We ensure that every outdoor media asset from bus shelters to large-format billboards remains clean, illuminated, structurally sound, and ready for advertisers.



LEEUW TRADING
Outdoor Media Maintenance - Beyond Expectation
Reliable • Professional • Precise
www.leeuw.co.za | info@leeuw.co.za

OUR VISION

To become South Africa's most trusted OOH operations partner, known for reliability, quality workmanship, and exceptional service across all outdoor media environments.

MISSION STATEMENT

To deliver world class OOH maintenance and operational services through skilled teams, efficient processes, and a commitment to safety, quality, and client satisfaction. We aim to protect and enhance the value of every outdoor media asset we manage.

We help clients reduce long term costs and avoid emergency failures.

CORE VALUES

- **RELIABILITY**
We deliver on time, every time with consistent service and dependable results.
- **QUALITY WORKMANSHIP**
We take pride in doing the job right, ensuring every structure and panel meets professional standards.
- **INTEGRITY**
We operate with honesty, transparency, and accountability in all client interactions.
- **SAFETY FIRST**
We follow strict safety protocols to protect our team, the public, and client assets.
- **RESPONSIVENESS**
We act quickly, especially during emergencies, to minimise downtime and protect brand visibility.
- **PROFESSIONALISM**
We maintain high standards in conduct, reporting, communication, and service delivery



OUR SERVICES

■ BILLBOARD SERVICES

- Flighting & Blanking Installation and removal of vinyls, posters, and advertising material.
- Vinyl Installations & Removals Professional, safe, and clean execution of all billboard changes.
- Structure Inspections Checking for rust, loose bolts, leaning poles, and structural integrity.
- Lighting Repairs Bulb replacements, LED upgrades, wiring fixes, and timer box repairs.
- Graffiti & Vandalism Removal Restoring the billboard face and structure to a clean, brand safe condition.
- Numbering & Tagging Applying compliant site numbers and identification plates.

■ STREET FURNITURE SERVICES (ADLITES)

- Bus Shelters Cleaning, repainting, repairs, lighting, and panel replacements.
- Benches Structural repairs, repainting, cleaning, and branding panel maintenance.
- Public Bins Cleaning, repainting, and vandalism removal.
- Kiosks & Adlite Panels Electrical repairs, cleaning, repainting, and panel replacements.
- General Upkeep Ensuring all street furniture remains clean, safe, and visually appealing.

■ ELECTRICAL SERVICES (OOH FOCUSED)

- Billboard lighting repairs
- Timer box installations & repairs
- Wiring fault detection
- LED conversions & upgrades
- Power audits and load testing

■ PREVENTATIVE MAINTENANCE

- Monthly or quarterly inspections
- Detailed photo reports
- Cleaning schedules
- Lighting checks
- Structural safety assessments
- Wear and tear monitoring

■ EMERGENCY CALL OUTS

Rapid response for:

- Storm damage
- Vandalism
- Electrical faults
- Collapsed panels
- Dangerous structures
- Urgent advertiser complaints

We ensure minimal downtime and fast restoration of assets.



TRUSTED BY REPUTABLE BRANDS

SPECIALISED OOH EXPERTISE

We understand the unique technical and operational requirements of outdoor media.

FAST TURNAROUND TIMES

Our teams respond quickly and work efficiently to keep assets active.

HIGH-QUALITY REPORTING

Every job includes clear before/after photos and detailed service notes.

SAFETY & COMPLIANCE

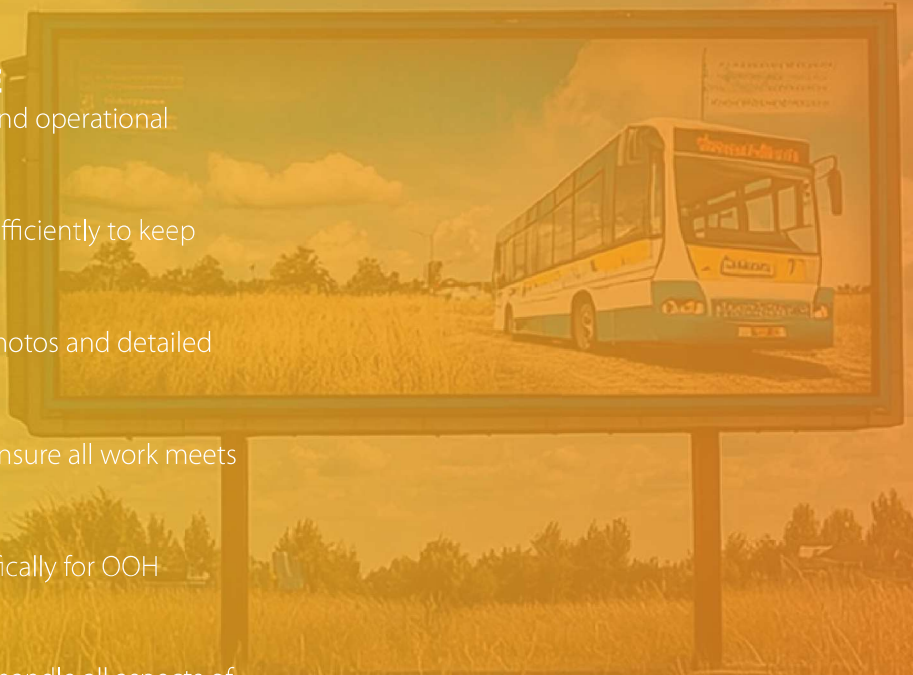
We follow strict safety standards and ensure all work meets industry regulations.

RELIABLE TEAMS

Experienced technicians trained specifically for OOH environments.

END TO END SERVICE

From lighting to electrical repairs, we handle all aspects of OOH maintenance.



WHY CHOOSE US

Leeuw Trading is committed to supporting the outdoor media industry with dependable, high quality operational services. We protect the value of your assets, enhance advertiser confidence, and ensure that every structure — big or small — remains safe, clean, illuminated, and ready to perform.



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