

# Johnnie Walker Entrepreneur Award



## Leonard & Richard Rovetti



**Name:** Leonard  
**Surname:** Rovetti  
**Age:** 38  
**Education:**  
Schools: King David/Eden College  
Post-matric: B Com  
**Marital status:** Married  
Wife's name: Alexia  
Children's names: Jesse, Jemma and Daniel

**Name:** Richard  
**Surname:** Rovetti  
**Age:** 36  
**Education:**  
Schools: King David Victory Park  
Post-matric: B Com Hons Finance  
**Marital status:** Married  
Wife's name: Danielle  
Children's names: Sophia and Milana

### NOMINATED FOR:

Johnnie Walker Entrepreneur 2011

**Company name:**  
t3 Plastic Packaging

**Achievements:**  
t3 plastic Packaging was established in January 2008. We acquired two machines and had three employees. We started this business on a shoe-string budget.

Said Leonard: "I had to sell my house in order to fund this really capital intensive operation - at the time of setting up this business the world economy was hit with a recession and we locally had to contend with load shedding which made a start-up manufacturing business even more challenging.

Both brothers had young children at the time and the new venture was a full commitment which entailed making sacrifices to family, working 20 hours a day in order to succeed.

Over the last three and a half years we have achieved most incredible organic growth. We now employ over 120 people; we produce 180 000 bottles and 650 000 caps and closures per day, manufacturing 24 hours a day seven days a week.

Our customers include HTH, Reckitt Benckiser, Woolworths, Clicks and Spar, to name but a few.

In 2009 we were awarded the Gold Pack Award for the HTH Ultra Clear Due bottle the world's first "Duo" bottle and within our category we were competing with the likes of Mondli, Astrapak and Consol, the old giants of the industry!

We have turned this operation in a short three years into a multi-million rand business, delivering on our promises, while always remaining true to our customers.

We have embraced the most amazing culture which permeates through our business, to our entire team.

We lead through innovation and are passionate about people and our valued customers.

### Business philosophy:

We have built our business on the principle that effective decisions cannot be made in the absence of a clear strategy. Strategy requires more than knowledge... it requires judgement.

Judgement is not learned through observation... it is the result of real world experience.

### Our philosophy entails:

- Showing respect for our people
- Conducting business with integrity
- Taking responsibility for our actions
- Providing products of the highest quality
- Focusing on productivity at every level of business
- Pursuing and supporting innovation every day.

We embrace a culture of hard work and honesty; we believe in order to compete in a competitive environment, transparency is needed across our supply chain.

We have always had the belief and confidence

within ourselves to deliver, no matter what service you offer in any business.

Our customers are our strategic partners and by offering a turnkey solution, they embrace our business with full confidence in our ability to deliver.

### Vision toward the future:

We are both bullish and optimistic on the future of business in this county and on this continent. We have aggressively driven this business forward organically and now is our chance to grow even further. We are in negotiations now for our first acquisition in growing the t3 brand even further. Our vision encompasses a complete supply chain solution, offering packaging across all spheres, not just bottles and caps, but boxes and labels as well.

t3 Plastic Packaging will become a global brand. We have recently launched a retail range of products not competing with that of our customers, but by adding value through design, we have just been listed in Pick n Pay, Shoprite Checkers, Game and the Spar Group.

This business developed as a result of us wanting to grow our own brand hence the t3r was born.

As innovation continues at a rapid pace, it is important to target markets with considerable potential for growth when selecting new fields of business into which to expand and focusing on business fields in which we can make maximum use of our core capabilities.

### Biggest disappointments:

Our biggest disappointment happened to be our biggest opportunity. In 2007 after building a family business for seven years, in July 2007 we left our father's business, both with young families to support and not knowing what to do.

There were other challenges in setting up a business: banks were reluctant to finance new start-ups; we could not get credit with our suppliers, yet we overcame all these challenges to build both a business and a brand.



## Marc Sternberg



**Marital status:**  
Married to Tanya  
Children: Zoe (two and a half years) and Aaron (one year)

### CATEGORY NOMINATED FOR:

Johnnie Walker Entrepreneur 2011

**Company/organisation name:**  
Spark ATM Systems

**Other companies/organisations you are involved in:**  
Executive committee member of the Association of System Operators  
Committee member of the Camps Bay Synagogue  
Committee member of the Simcha Fund Committee

**Achievement highlights:**  
Returning to SA in 2005 with my wife, Tanya, after living in Australia for three years, and re-establishing ourselves in Cape Town, successfully. I always considered Cape Town my home and always wanted to return home and re-settling here and making such a success of the years in Cape Town since our return has certainly been a highlight of my life.  
Being married to my wife, Tanya, and hav-

ing two beautiful children, Zoe and Aaron and having achieved this at the age of 35, is an achievement highlight of my life

Conceptualising and starting my company, Spark ATM Systems, which has grown from humble beginnings in 2006, with two staff - just me and our sales director, Russel Berman - to the impressive company it is today, employing close to 80 people and having deployed 1 300 ATMs across South Africa, giving millions of people access to cash they would not otherwise have had.

### Biggest disappointments:

My paternal grandfather, one of the most influential people in my life, will never meet my children.

### Personal/business philosophy:

The core values of my business are passion, integrity and excellence. This sums up most of my personal and business philosophy. I believe in the importance of family and spending time with them. I believe that one should focus on people's strengths and give them the autonomy to make a difference in a positive way.

Integrity is of utmost importance in everything I do and I believe in doing everything with passion and excellence and to the very best of our abilities.

Constantly thinking ahead, being one step ahead, and innovating, is a must in business

and in life. I am a stickler for customer service, and a core part of my and my company's culture is to deliver only the best possible service at all times. Most of all, I believe in giving - as much as one can - to those less fortunate than ourselves, and to making a difference in people's lives. These are the fundamental values and principles. I believe that this has been the key to our success.

### Vision towards the future:

Spark ATM System's growth has been phenomenal and we continue to grow at a rapid pace. We are expanding into Africa and I have huge vision and aspirations for this. I see us continuing to employ quality people who can grow with the company and to continue to make a difference to the lives of South African and African people, by giving them access to cash and banking services. I also have big vision in terms of expanding on our service offering through our ATMs. I am by nature an innovative person and am constantly thinking ahead and developing new ideas to make us one step - or in fact a couple of steps - ahead of our competition.

### Recreational activities:

Spending time with my family and watching my children grow up  
Mountain biking  
Hobie cat sailing  
Gym

**Name:** Marc  
**Surname:** Sternberg  
**Age:** 35  
**Education:**  
A) Schools: Herzlia Junior and Secondary Schools, Cape Town  
B) Post-matric:  
UCT, B Com  
Post-graduate diploma in accounting  
SAICA audit qualifying examination