



Company Profile



About Us

The story of how Edward Moshole started his company is one of those truly inspirational entrepreneurial stories. Edward turned R68 into a thriving business with nothing more than sheer passion, clear vision and sheer determination.

From humble beginnings, Edward Moshole was employed as a cleaner at one of the major food processing companies and soon realized that this job is not my calling. From that same year I invested R68 out of my wages to start my new business, I bought stock of detergent and I began to sell to my fellow factory workers in 1999.

Year 2004 I resigned and I began to look after the interests of my company full time. By this time I was manufacturing my own brand – Chemfresh, which is a range of detergents and disinfectants, mainly for the industrial market. With the profit I made, I reinvested to build Chemfresh for the retail market.

Remarkable & Extraordinary
Business Strategy is Key!

Do what you can with
what you have, where you
are...

Year 2007 the Chemfresh brand showed remarkable strength by entering the mass retailing market of Pick 'n Pay.

Over the past years in the business world our company has gained a good reputation, backed by the quality of the products and services we give to our valuable, current and future customers.

We currently serve retailers and industrial market with our brand and supplier-related products, and our customers are very happy. Our entire range is 100% products of South Africa.

Capacity

We have manufactured a wide range of top quality products that cater not only for domestic needs & general household, but also for automotive cleaning, laundry and personal care.

We have the capacity to manufacture & package 3 tons of products per hour with our new state of the art technology. We can provide for the stringent requirement of retail, industrial, public & commercial customers with our product range from detergents, laundry, skin, body & hair products.

Growing beyond Retail Market

Our industrial packaging is well used by cleaning service companies in the automobile industries, premium companies and the property industry. We clean forecourts at Shell petrol stations with DEGREASER.

We have rendered cleaning services for use in the forecourts at shell petrol since the year 2003 we have supplied over 100 forecourts which include Shell, Sasol, BP and Engine. Our wealth of experience is our edge.

Our Brands



Our Customers

- Retail chain groups
- Wholesaler and Cash & Carry
- Cleaning service companies
- Schools
- Universities
- Restaurant and hotels
- B & B (Bed & Brekfast)
- Correctional services

Contact Us

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