

ESTABLISHED 1959 JOHANNESBURG SOUTH AFRICA

Display Equipment Company Profile

Mannequin manufacturing and ongoing support for clothing retailers



Display Equipment Co. helps clothing retailers build consistent, commercially useful mannequin displays without the long lead times, large import quantities and unsupported after-sales risk that often come with imported equipment.

From our Johannesburg factory, we manufacture, customise, deliver and maintain mannequin ranges for South and Southern African retailers. Our role is to help your team choose the right display solution, launch on time and protect its value across the store network.

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The retail display problem

Your team is responsible for keeping every store current, consistent and ready to sell. Mannequins must support the clothing, express the brand and remain presentable across every branch.

External problem	Internal problem	Philosophical problem
Imported ranges can demand large minimum orders and long lead times. If a mannequin or part is damaged, matching stock, parts and local technical support may be unavailable.	Procurement, visual merchandising and store teams carry the pressure. Launch dates depend on shipments, damaged units remain on the floor, and the investment becomes difficult to justify.	A retailer should not need to overbuy or accept unsupported equipment to present merchandise properly. Every display asset should serve the clothing and have a practical plan for care.

Display Equipment as the local guide

Display Equipment Co. has operated in Johannesburg since 1959. We manufacture complete mannequin displays locally and support them after delivery. Retailers work with one partner for selection, production, colours, finishes, bases, replacement parts, repairs and ongoing care.

Local manufacture lets the retailer plan quantities around the rollout, respond to change faster and avoid depending on another overseas shipment when support is needed.

What we provide

- Male, female, youth and baby mannequin ranges, including core, active, walking, running, seated and specialist poses
- Egghead and detailed head options, custom colours and finishes, and glass or metal bases in round or square formats
- A 12-month product guarantee, original-equipment-specification parts, repairs and local maintenance
- Showroom Condition Mannequins for planned ongoing care and rapid replacement of damaged units

A simple three step plan

We reduce the decision to a clear brief, a local rollout and a support plan.

1	Define the display brief We agree the garments, brand look, store count, quantities, poses, head style, finish, base and deadline.
2	Produce and launch locally We manufacture in Johannesburg, quality-check the range and coordinate delivery or implementation around the rollout.
3	Protect the investment The 12-month product guarantee provides initial cover. With Showroom Condition Mannequins, stores report damage, DEC supplies a prepared replacement within four working days and the damaged unit is collected.

What success looks like

Without a local plan	With Display Equipment Co
Large import commitments and long replenishment lead times	Quantities and rollout stages planned around the retailer's actual need
No matching parts, repairs or reliable local backup	Johannesburg production with local parts, repairs and support
Damaged or inconsistent mannequins across the store network	A maintained range that protects the agreed visual standard
Display equipment treated as a once-off sunk cost	Longer usable life and a clearer return through store readiness and better merchandise presentation

Proof in practice

Ayana, part of Pepkor Speciality, needed mannequins for 32 stores only 60 days before launch. Importing could not meet the date. Display Equipment produced the mannequins in Johannesburg, delivered them and supported store implementation, helping Ayana launch on time.

Retail experience includes Converse, Levi's, Timberland, Jonsson Workwear, Studio 88, Mr Price, Woolworths, TFG, Pepkor Speciality, Makro and Game.

Discuss your next mannequin rollout

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