



# UNIVERSAL PAPER COMPANY PROFILE



## About Us

Universal Paper (UP) is a proudly South African, family-owned business built on decades of craftsmanship, innovation, and service. From our earliest beginnings to our advanced manufacturing operations today, we've remained committed to understanding the real needs of the families, businesses, and communities we serve.

Driven by a passion for quality, our team blends deep industry expertise with world-class technology to produce hygiene products that people trust every day. Whether in homes, workplaces, hospitality environments, or bustling public spaces, our napkins, tissues, and towels are designed to perform with reliability, comfort, and consistency.

Innovation is at the heart of who we are. We continually push boundaries to develop solutions that not only meet practical hygiene demands but uplift daily living-bringing creativity, convenience, and confidence into every interaction with our products. At UP, people matter and ideas matter. We believe in doing things the right way-with excellence, integrity, and care guiding every decision. Our purpose is simple: to deliver products that help make life cleaner, safer, and more welcoming for all.

With pride in our heritage and excitement for the future, we remain committed to raising hygiene standards across Southern Africa-one thoughtfully crafted product at a time.

## Our Core Values

### ICEE – I Care

*Leading with values, creating impact.*

At Universal Paper we live by four core values: Integrity, Commitment, Empowerment, and Excellence. These values shape a culture of care and respect, driving every action and creating lasting positive impact.



#### INTEGRITY

*Do what's right, always.*

We uphold the highest ethical standards in everything we do. Respect, honesty, and professionalism guide every decision and every interaction.



#### COMMITMENT

*Exceed expectations, every time.*

We work with purpose and dedication, consistently going beyond the expected to create meaningful value for our customers and communities.



#### EMPOWERMENT

*Unlock potential. Inspire growth.*

We invest in people. By nurturing skills and fostering confidence, we empower our teams to contribute, lead, and thrive.



#### EXCELLENCE

*Improve relentlessly. Achieve remarkably.*

Continuous improvement is in our DNA. We challenge boundaries, solve problems with creativity, and deliver products that set new standards of quality.

## Our Brands



*Bringing Colour, Comfort & Joy to Every Home*

Dinu is one of South Africa's most loved premium household tissue brands, adding vibrancy and convenience to everyday life. Our range-serviettes, napkins, bathroom tissue, and household towels-is crafted with care and trusted nationwide for its reliability, softness, and consistent quality.



**PROFESSIONAL**

*Designed for Hospitality Built for Performance*

Dinu Professional serves the wholesale, hospitality, and away-from-home sectors with a comprehensive selection of fully customisable hygiene solutions. Manufactured using premium raw materials and world-class machinery, our products are engineered to meet the highest standards of durability, presentation, and performance across hotels, restaurants, and commercial facilities.

## Sister Companies



*Sustainable Tissue Manufacturing, Engineered for Excellence*

Established in 2008, Universal Paper Manufacturers (UPM) is our dedicated manufacturing division producing 100% virgin tissue paper. We produce a variety of tissue grades for toilet tissue, paper towels, and serviettes. With a strong focus on sustainability, rigorous quality control and continuous improvement, UPM ensures every reel produced meets the strictest global standards.



*Precision Ink Technology for Superior Print Quality*

Since 2002, Uinks has been a trusted supplier of high-performance, water-based flexographic inks for corrugated packaging, labels, and paper products. Each batch is custom-formulated to exact Pantone® specifications, delivering unbeatable colour consistency, clarity, and reliability. Uinks is the choice of professionals who demand accuracy and quality.



**PROFESSIONAL FACTORY STORE**

*Premium Quality at Factory-Direct Prices*

Our Dinu Professional Factory Stores make premium hygiene and home-care products accessible to everyone. Shop factory-direct for high-quality tissue paper, powerful cleaning chemicals (all-purpose cleaner, dishwashing liquid, car shampoo), and skincare essentials (body wash, lotion, hand wash). Now open in Ga-Rankuwa, Pretoria CBD, Centurion, and Silverton.

# OUR HISTORY

## 1950 - 1959

*The 1950s marked the birth of the company, laying the foundation for future growth through strategic acquisitions and brand development.*

Mr Henry Sher bought shares in a company called C & A Paper. 1950  
Percy Sher and Sam Phillip Sher started working for the company.  
The business name was changed to Universal Paper Industries (Pty) Ltd (UPI).

- 1953 Property for a new factory was bought (171 Watt Road, Industrial, Pretoria West, Gauteng). Staff complement: 10 employees.
- 1955 Original owners, Mr Calivas & Johnny Anassis, were bought out. UPI began selling serviettes and straws to wholesalers.

*This decade saw the company expanding its supply chain and securing key contracts, establishing its presence in the South African market.*

## 1960 - 1969

Acquired the first of three large serviette contracts: 1964  
The Defence Force, Wimpy & Golden Egg.

- 1963 Started importing paper from overseas.

## 1970 - 1979

*The 1970s were defined by industrial upgrades and entry into large-scale retail distribution.*

Two Hobema serviette machines were purchased from Germany. 1970  
Factory building was expanded.

- 1977 Began supplying Pick n Pay and Shoprite Checkers.

*The company diversified its product range and relocated to support growing operations, while strengthening its brand identity.*

## 1980 - 1989

Started manufacturing plastic drinking straws under the 'Sippy' brand name. 1982

- 1980 The Dinu brand was established. The name originated from the European paper converter DUNI. The letters I & U were swapped to create DINU.
- 1984 Hanky machines arrived and pocket-pack hankies were added to the product range under the Dinu brand. Barry Sher started working for the company.

Moved to larger premises in Ga-Rankuwa. Business name changed to Universal Paper & Plastics (BOP) (Pty) Ltd. Staff complement: 60 employees. 1989

## 1990 - 1999

*The 1990s focused on upgrading production capabilities to meet increasing demand and improve product quality.*

Bought two new advanced serviette printing machines. 1993

- 1997 Purchased additional state-of-the-art serviette machinery.

*This decade marked a strategic shift toward vertical integration and expansion into new product categories.*

## 2000 - 2009

Bought a new state-of-the-art roll machine. 2006  
UPP started manufacturing toilet rolls and kitchen towel first company in SA to print on rolls.

- 2002 Universal Inks was founded to supply inks to UPP. Ulinks now supplies inks to external companies as well.
- 2008 Universal Paper Manufacturers (UPM) (Pty) Ltd was founded to supply paper to UPP and other customers..

David & Jonathan Sher started working for the company. 2009

## 2010 - 2019

*The company focused on sustainability, product innovation, and scaling production capacity.*

UPP Professional Brand was launched now known as Dinu Professional. 2012  
Launched new product ranges: Dinu Linen Touch Napkins, Dinu Mega Household Towel, Dinu Décor Multi Packs 2014  
Started production of PM5. Staff complement: over 280 employees. 2016

- 2013 Received FSC certification for UPP and UPM.
- 2015 Started construction of the new Paper Factory Building across the road.
- 2019 Installed new roll converting lines, increasing output to 2,700 tons per month.

*Recent years have emphasized sustainability, infrastructure investment, and continued product innovation.*

## 2020 - 2025

A new automatic pallet wrapper and broke pulper were bought and installed. Purchased and refurbished the new Distribution Centre in Ga-Rankuwa (60,000 sqm). 2021

- 2020 Staff complement reached 400 employees. Launched new product ranges: Dinu Single Use Face Mask, Dinu 4-Ply Bathroom Tissue, Dinu 3-Ply Household Towel
- 2022 Phase I Solar Project - 1.7 MW solar installation reducing fossil-fuel dependency by 10%.
- 2025 Cutting-edge embossing technology that enhances our roll converting capabilities.

Phase 2 Solar Project - 1.4 MW solar expansion, bringing total fossil-fuel reduction to 20%. 2023

