

iFix rebrands to weFix

 By [Lauren Hartzenberg](#)

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Mobile device repair specialist iFix has announced that it will be changing its name to weFix, stating that "the letter 'i' started to feel a bit too small." This strategic decision was made to reflect the expansion of its service offering and the growth of the company itself.



"Having being in the business since 2007, and at the time fixing mostly iThings, iFix was the obvious name. However, over the years the phenomenal development and growth of iFix in South Africa through its partnerships and offering, has expanded from specialising in repairing Apple devices to also include the repairs of Samsung, LG and Huawei," the company said in a release.

With over 30 stores to its name, weFix has grown significantly since its inception in founder and CEO [Alex Fourie](#)'s dorm room at Stellenbosch University. It was here that he became the go-to-guy for Apple repairs due to the lack of traditional channels offering the service at the time. Soon he was fixing half of Cape Town's iPods. The rest, as they say, is history.

Aside from doing repairs, the stores stock products from wooden device accessories brand Houdt, and mobile charging stations from RiCharge. weFix also has an online store called i2, which sells a range of pre-loved iPhones.

"This is an exciting time for the company, we currently employ just under 300 staff members, notched up over half a million

repairs and have an annual turnover of about R200 million, it seemed only fitting to take the 'I' and turn it into 'we', weFix was the obvious choice," said Fourie.



As part of the rebrand, all stores will get a facelift as the company aims to create an environment that will help strengthen the relationships between the brand and its respective customers. The new store design, already employed in the Buitensingel store in Cape Town, includes aesthetic trends like transparency, mixed materials, mood-enhancing lighting and the use of full-length glass divisions separating the back of house technical repair area and the front of house retail environment.

Speaking at an event held on Thursday evening to introduce the media and selected members of the public to the refreshed brand and swanky new headquarters in Loop Street, Cape Town, Fourie stated: "It's time for a change. We've really grown, and we felt that it's time for the brand to grow with us."

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