

On the Dot is awarded Lewis Group distribution

On the Dot, a media logistics company, has successfully been appointed as the service provider to deliver Lewis and Best Home Electric leaflets nationally to households and taxi ranks. Lewis has over 450 stores and distributes in excess of three million brochures monthly, Best Home Electric has over 90 stores and distributes in excess 2.1 million brochures monthly and an additional two million leaflets per brand per month.

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On the Dot regional managers are visiting all stores to discuss their distribution strategy and together with the Dot Media Intelligence department, who provide the demographic data and maps per store, are determining the best distribution footprint for their specific stores.

Susan Erwee, Coastal Sales Manager for On the Dot, is thrilled at the opportunity Lewis have given On the Dot and is confident of On the Dot's delivery of high standards and excellent service.

Gary Nuttall, Group Marketing Executive for Lewis, indicated how important the brochure is in their business. It is the only element of advertising that can feature their wide product range and remain in the customer's home for a period of time. Furthermore, they need to distribute the brochures and leaflets at the right time and into the right homes with as little wastage as possible.

On the Dot focus remains on all procedures, controls and disciplines Lewis Group have in place to ensure quality drop. On the Dot field staff, quality controllers, managers, drivers and distributors will ensure a quality drop for the two chains.

On the Dot's sales offices are based in Gauteng, Cape Town, and Durban with operational offices in six regions and 35 depots nationwide.

Contact your regional sales office and we will gladly assist you with your distribution needs:

Gauteng	011 715 8065
Cape Town	021 528 7920
Durban	031 533 7733

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[On the Dot](#)



On the Dot is a South African media supply chain company providing distribution for magazines, newspapers, subscriptions, community papers, pamphlets, parcels, and FMCG via direct-to-store, home delivery, and informal networks.

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