

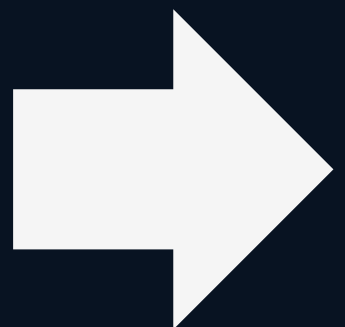


Joiners & Shopfitting
interior specialists _____

COMPANY PORTFOLIO

CEO

lebraheem Jeffery



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Creating stylish, functional spaces tailored to your lifestyle.

From humble beginnings in 2001, AJ Joiners & Shopfitting has developed into a business offering 360° turnkey solutions across multiple trades and disciplines. From small simple briefs to large scale multidisciplinary projects, our resources and expertise have allowed us to successfully compete in an environment where service excellence is paramount in maintaining ongoing customer satisfaction.

We have a successful proven track record of expertise, and have fulfilled core business services within the Commercial, Hospitality, Retail, Corporate and Residential sectors. From our 1250sqm factory we produce a variety of products for the interior and built environment. Over time, we have built relationships and partnerships with reliable suppliers, sub-contractors, specialists and consultants.

Our long-standing, trusted workforce deliver practical, skilled and resourceful solutions. At AJ Joiners & Shopfitting, our 'can-do' attitude embodies our commitment in delivering to an individual client vision whilst welcome the challenge to shape the answer!



WHO WE ARE

Making it Possible



Modern Designs



150+

Projects Completed



150+

Happy clients



Building Plans

Our commitment to quality and precision has positioned us as a trusted name in the industry. We pride ourselves on delivering tailored solutions that meet our clients' unique needs, ensuring functionality without compromising on aesthetics.

OUR MISSION

Crafting quality spaces with precision, passion, and purpose — project by project.

At AJ our mission is to provide exceptional joinery and shopfitting services that reflect precision, quality, and craftsmanship. We are committed to understanding our clients' needs and bringing their visions to life through innovative design and expert execution.

With every project, we strive to deliver functional, durable, and aesthetically pleasing solutions that stand the test of time.



Meet Our Team

“Great work starts with a great team.”



**Ibraheem
Jeffery**

CEO



**Faieza
Allie**

FINANCE MANAGER

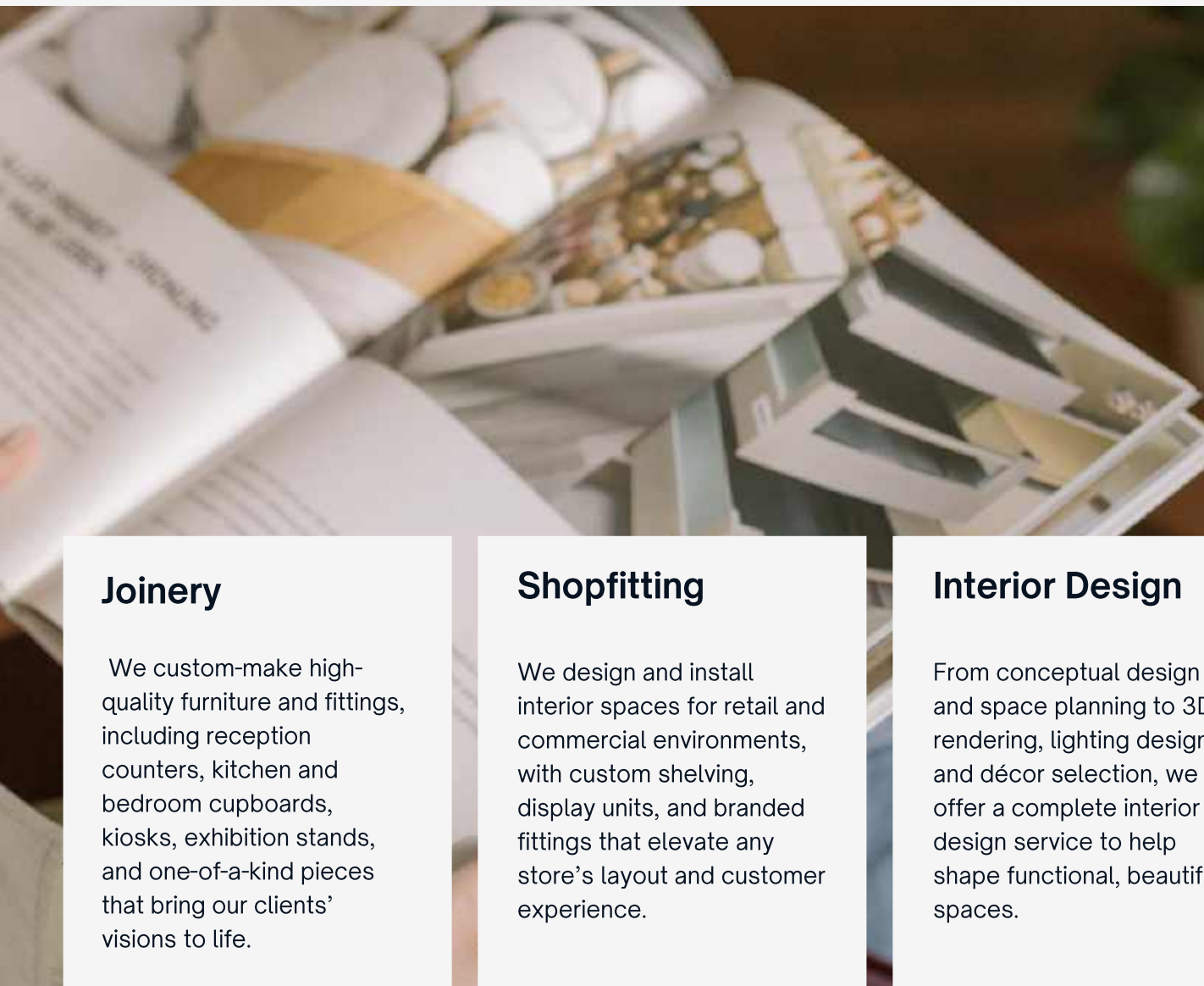


**Will
Hurwitz**

INTERIOR DESIGN/
ESTIMATOR

Behind every successful project at AJ is a dedicated team of skilled professionals who take pride in their craft. From our experienced joiners and shopfitters to our project managers and support staff, each team member brings passion, precision, and a commitment to excellence.

Our Core Services



Joinery

We custom-make high-quality furniture and fittings, including reception counters, kitchen and bedroom cupboards, kiosks, exhibition stands, and one-of-a-kind pieces that bring our clients' visions to life.

Shopfitting

We design and install interior spaces for retail and commercial environments, with custom shelving, display units, and branded fittings that elevate any store's layout and customer experience.

Interior Design

From conceptual design and space planning to 3D rendering, lighting design, and décor selection, we offer a complete interior design service to help shape functional, beautiful spaces.

Over the years, we've had the privilege of working with industry leaders like Allan Gray, V&A Waterfront, Radisson, Protea Hotels, Westin, Arabella, Sugar Hotel, and Travelex. Our experience with these top-tier clients reflects our ability to consistently deliver excellence on high-profile projects. What drives us is a commitment to trust, honesty, and integrity. We bring a positive, solutions-driven mindset to every job, and we're proud to be a BEE-compliant company with a BBBee Level 2 rating.

Every project we take on is an opportunity to push boundaries, grow our craft, and bring someone's vision to life — and that's what makes our work so rewarding.

Have a look at our Projects



We believe our work speaks for itself — explore our project images and see the spaces we've brought to life.

PROJECTS



PROJECTS



PROJECTS



PROJECTS



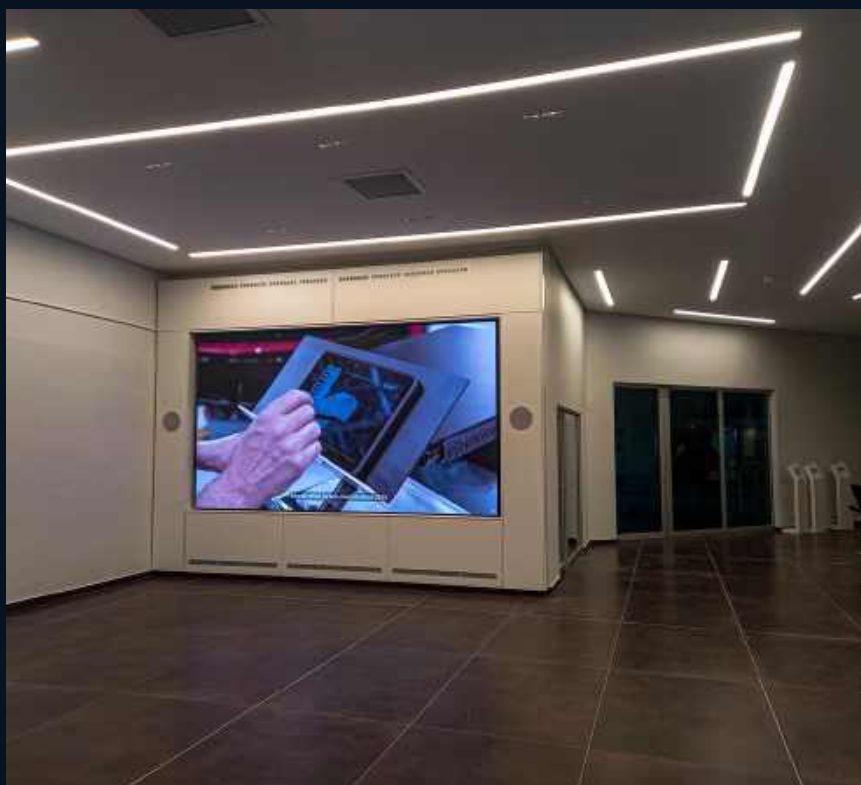
PROJECTS



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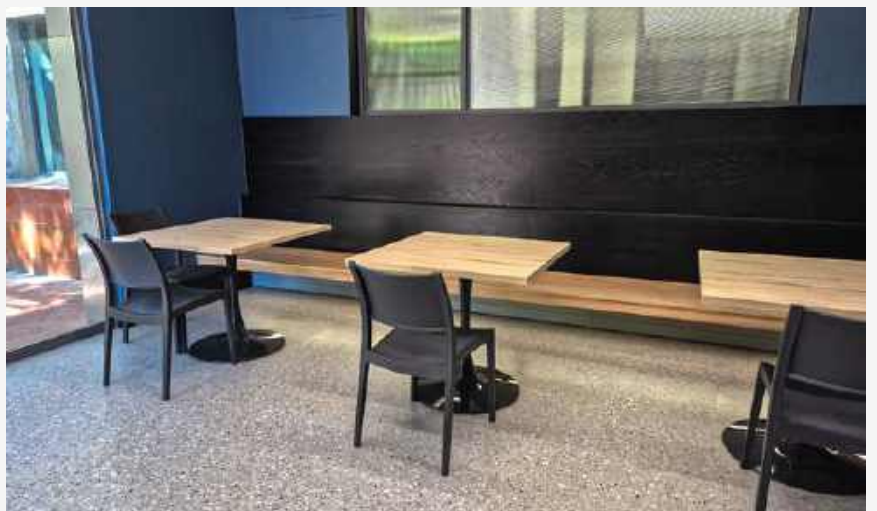
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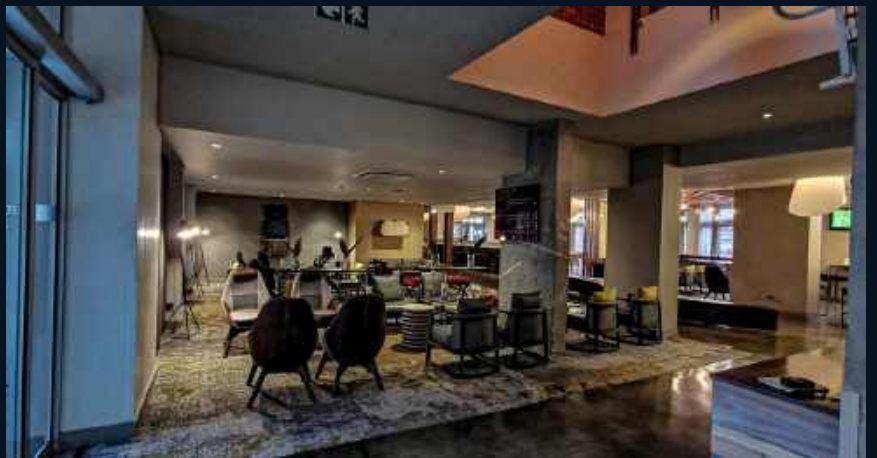
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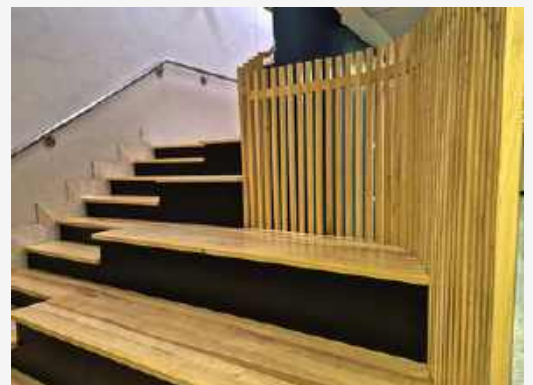
PROJECTS



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PROJECTS



PROJECTS



PROJECTS



PROJECTS



Our Clientele

At AJ Joiners & Shopfitting, we pride ourselves on delivering exceptional service and quality craftsmanship. Over the years, we've had the privilege of working with an impressive range of clients across hospitality, commercial, retail, and residential sectors. Some of our valued clients include:

Hospitality & Hotels

- Marriott International
- Tsogo Sun Group
- Westin Hotel & Resorts
- Arabella Hotel & Spa
- Protea Hotels
- Dorp Hotel
- Protea Victoria Junction

Retail & Lifestyle

- V&A Waterfront Holdings (Pty) Ltd.
- V & A Waterfront retail centres and stores
- V & A Waterfront Cruise Terminal Cape Town
- Café Extrablatt
- Totai – Elba
- Shamballa Lifestyle
- Rooibos Customer Centre
- SnoMaster
- DHL Service Point – Long Street

Residential & Developments

- Halyard Penthouse Apartments
- 35 On Main Apartments
- Private Residence – Pearl Valley Golf Estate
- Oliver Road Penthouse Apartments

Co-working & Innovation Hub

- Workshop 17 – Waterfront
- Workshop 17 – Newlands PHS 1 Level 2&3
- Workshop 17 – Newlands PHS 2 Level 4&5
- Workshop 17 - Kloof Street
- Bertha House

Educational and Medical

- University of the Western Cape
- University of Stellenbosch
- Eduvos Campus
- Intercare Mediclinic

Interior & Design Partners

- Head Interiors
- Pure Design
- Trend Group
- Mien Interiors
- Giant Leap
- Think Space
- Quanti Cost
- FWJK Property Developments
- Tetris Design & Build
- DVG Interiors
- BIT Designs

Commercial & Corporate

- Merchants CX SA
- Capita
- DHL Regional Office – Cape Town
- FNZ
- Superbalist
- PepesiCo
- WNS Observatory
- Super Group
- Desmond & Leah Tutu Legacy Foundation
- Medx Medical Solutions
- Analytics Consulting
- BP South Africa
- Penthol
- Foundever
- Currencies Direct
- PepsiCo

Let's Work Together



Joiners & Shopfitting
interior specialists

Have a project in mind or need
expert advice on your interior or
joinery needs?

We'd love to hear from you!

Ibraheem Jeffery

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