



Energised For **5**  **YEARS**



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**1972**

**Magnet Opens: Founded by Ernest and Janice Howarth**  
Supplier of enamel copper wire & heating elements



**1983**

**Magnet Expands**  
Tool and Abrasive division formed.  
Became Telemechanique distributor, currently known as Schneider



**1986**

**It Runs in the Family**  
Brian Howarth, son of founders, joins Magnet as Sales Director



**1988**

**Keeping it in the Family**  
Melanie Smyth, daughter of founders, is appointed as HR Director



**1992**

**Re-Focus: Sales to Solutions**  
Brian Howarth takes the reigns as Managing Director



**1999**

**Turnkey Solution Offering**  
Magnol Contractors is established as a sister company



**2002**

**Lighting up the Industry**  
Lighting division established  
Richards Bay office opened



**2004**

**Taking Strides**  
Narasha Ramlutchman becomes Financial Director  
**Footprint established in JHB**  
Janice Howarth spearheads Training programme



# Year Journey



**2005**

**Focus on Energy Efficient Offerings**

Move towards in-house engineering as demand for energy solutions increase. Strategic alliance with local lighting supplier, Energywise, established



**2008**

**Enhancing Energy Optimisation**

Eskom DSM programme kicks off. ESCO listed (Energy Services Company)



**2013**

**Expanding Regional Footprint**

Pietermaritzburg office opens



**2014**

**Head Office Relocation**

Durban office move to Riverhorse Valley



**2017**

**Evolving the Family Business**

Nicole Snyders, Brian's daughter, joins the team as Strategy and Communications Director



**2019**

**Going Solar**

Solar Division Established

Celebrated 100th graduate learner, programme initiated by Melanie Smyth



**2021**

**Forging Ahead**

Online Store Launched.

First 1MW solar project completed



**2022**

**Magnet is Golden**

Celebrating 50 years of business



# Get to Know Our Directors

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**50**  
YEARS  
1972 - 2022



Taking it back to when it all began! Our directors supporting our 1972 theme dress up day to commemorate our 50 year anniversary.



## Brian Howarth

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Managing Director

Diploma in Electrical Engineering

Electrical Engineers Certificate of Competency

### A Little About Me

I Love spending time with family and friends combined with an active weekend. A typical weekend involves golf Saturday morning followed by dinner with family. Sunday morning mountain biking and lunch with friends.

### My Professional Career

I started working at Durban Electricity in 1976 as a Learner Technical Assistant and qualified as Electrical Engineer after 4 years. In 1982 I was promoted to Depot Engineer. I resigned in 1986 to join the Magnet Family as Sales Director and in 1996 took the reigns as Managing Director.

### Best Part of working at Magnet

It's very exciting with technology constantly changing. We are exposed to latest and best technologies in the electrical world.

### Toughest Thing About Running a Business

Business is a team effort. You need the best people in your team and your leaders need to manage their people in a fair but firm way. Once the team is synchronized things run smoothly.

### One Thing People Don't Know About Me

I nearly died as a 3 year old with an asthma attack. I have always tried to maintain a fit and healthy lifestyle since then.

### Favourite Memory at Magnet

Completing our Eskom DSM projects successfully and generating enough profit to build our new head office.





## Narasha Ramlutchman-Nel

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### Financial Director

Bcom Hons in Management Accounting

CIMA Certificate in Business Accounting (CIMA CERT BA)

### A Little About Me

I am the oldest (and wisest) of 4 kids. I'm married to a grumpy IT Guru and we have two active, busy boys ages. We love travelling and exploring in our down time.

### My Professional Career

I started off studying a BSc. Chemistry degree at UKZN to go into Pharmacy. After a year I decided to make a change to a Bcom degree. I joined the Magnet family in 2004. I studied both honours and CIMA while working at Magnet and progressed through the ranks from cashbook clerk to FD. I also worked as an Assistant Accountant at Spice Emporium for 2 years.

### Best Part of Working at Magnet

Watching Magnet grow and evolve over the years and seeing plans that you put in place being executed successfully.

### Toughest Thing About Running a Business

The weight of responsibility on your shoulders to keep the ship sailing and making sure that the business is sustainable into the future.

### One Thing People Don't Know About Me

I enjoy gardening. There is real satisfaction in watching something you plant, grow and prosper.

### Favourite Memory at Magnet

I have so many over the years, becoming a director and shareholder, the joy on everyone's face when they were told we were celebrating Magnet's 40th on a cruise, moving into this stunning building, our fun Christmas parties in the early years.



## Nicole Snyders (nee Howarth)

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Strategy & Communications Director  
BusSc Marketing Honours (MBA)

### A Little About Me

Married with 2 gorgeous girls, a bulldog and a boston terrier. We spend our weekends going to the beach, on the promenade and with friends.

### My Professional Career

Originally a Brand manager, I have worked on all kinds of products from Cup a Soup to Vaseline Body Lotion and Chicken Viennas. During my MBA I was really able to figure out what I wanted to do and I moved out of marketing to focus more on the big picture, strategy work and people development.

### Best Part of working at Magnet

I believe it is a place where you really are encouraged to be the best version of yourself. People are so engaged and dedicated, it makes me proud to be a part of this business and see what we are able to accomplish together.

### Toughest Thing About Running a Business

There is a big weight and responsibility to every decision as you know the impact for your staff and the business could be significant.

### One Thing People Don't Know About Me

I lived in Italy for 6 months after university. It was incredibly beautiful, with the most delicious food but I was terrible at speaking Italian!

### Favourite Memory at Magnet

Announcing the surprise bonus at the end of last financial year - there is nothing better than giving back to everyone!





“

I am so proud and excited to celebrate our 50th year in business. As a 3rd generation family owned business this milestone is especially important to me. People are at the heart of this business's success and longevity - our passionate staff, our loyal suppliers and our dynamic customers.

I want to thank you for supporting us, trusting us and partnering with us over the last 50 years. We have a clear vision for the next 50 years and we can't wait to take you on the journey with us.

”

- Brian Howarth

A handwritten signature in white ink, appearing to read 'B. Howarth', with a stylized flourish at the end.



# Celebrating Magnet's 50th Anniversary

22 February 2022

Energised For  
**50**  
YEARS  
1972 - 2022



Energised for 50 Years office celebration with bubbles and cake. Cheers to Magnet!





“ A really proud and great joy of mine, is when my daughter Nicole joined the business. She has really helped to reshape the company. Working closely with Narasha who has been in the company for 20 years, the two ladies do a tremendous job of organising the business while I do a lot of the fun things like meeting with clients and looking for new opportunities. ”

- Brian Howarth, MD





“

I love this working environment.  
It's inspiring.  
It's always positive.”

- Nokwanda, Finance

“ My Dad would be extremely proud of Magnet’s 50 year achievement, as would my Mom. The business they started together is now in its 3rd generation and still going strong and still growing. He set up a legacy for the company for many years to come. ”

- Brian Howarth, MD



# 50th Celebration Weekend Getaway

12 March 2022



We ventured out of the office and celebrated our 50th milestone with a memorable weekend bush getaway at Bayala Game Lodge.









“

It's a very proud moment to have the family business turn 50 years old. Not many businesses survive 50 years – especially with the family involved. I think it's a great achievement. All credit to the team that's been part of the success. There's a core of people within the organisation that have been here for many, many years. Loyal employees that are passionate about their work, that are really good at their work. They are what make the business successful. I think we've got a great future ahead of us.

”

– Brian Howarth, MD







We had a beautiful setting for lunch and formalities to commemorate the company's special achievement. We then had time to relax and unwind and enjoy the facilities.









“

It's the people, the fun, the teamwork and the great bunch of people we spend our days with. ”

- David, Commercial Sales







“

Magnet is amazing, it's fresh, it's relevant, it's happy, and deeply caring for staff and customers.

”

- Charmaine, HR







“ A huge congratulations to Magnet for achieving the incredible 50-year milestone. I am so grateful to have been a part of the journey for the past decade, and I look forward to seeing the business continue to prosper. ”

- Samantha, Marketing



We went on a spectacular sunset safari to experience the wilderness and wildlife in all its glory. An absolutely enjoyable and unforgettable afternoon for everyone.



















“ I like that Magnet services various clients with all energy solutions and electrical project needs.

”

- Mukhtar, Implementation









“ We are always looking to improve. We challenge the way we do business on a daily basis. ”

- Kevin, National Sales





“ We have a great management team who are always empowering us, driving us and guiding us to do better and be better. It's great working for a company who likes to stay fresh and current and looking to keep up with innovation. ”

- Patricia, Admin & Marketing















We ended the evening with a magnificent bush dinner set up amongst the foliage under a beautiful star sprinkled sky.





“

This is an exciting business to be in. I love technology and I love how technology is growing. It is really nice to see the success and growth of the business, and venturing into new areas. We started doing energy efficiency about 15 years ago. That was a whole new world for us – employing engineers, designing solutions, saving people lots of money on their electricity bill. It was a really exciting time for us.

We've had some really hard times where we didn't know how we were going to pay our creditors and pay our next bills. But we always struggled through that and come out of it on the right side. It's a tough industry.

A 50 year business can never have smooth riding all the time. ”

– Brian Howarth, MD





# Our MD's 65th Birthday

9 August 2022

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YEARS  
1972 - 2022



A little birthday celebration for our main man.





Coinciding with Magnet's big five-0, Brian Howarth, our esteemed Managing Director, celebrated his 65th birthday this year! Brian is a true inspiration to us all. He is a positive thinker and thoughtful leader and mentor.

Brian is a great enthusiast of adventure and intellectual advancement. His zeal for life is tangible in his commitment to hard work, continued growth and drive for success in both personal and business arenas.



# The Summit of a Lifetime

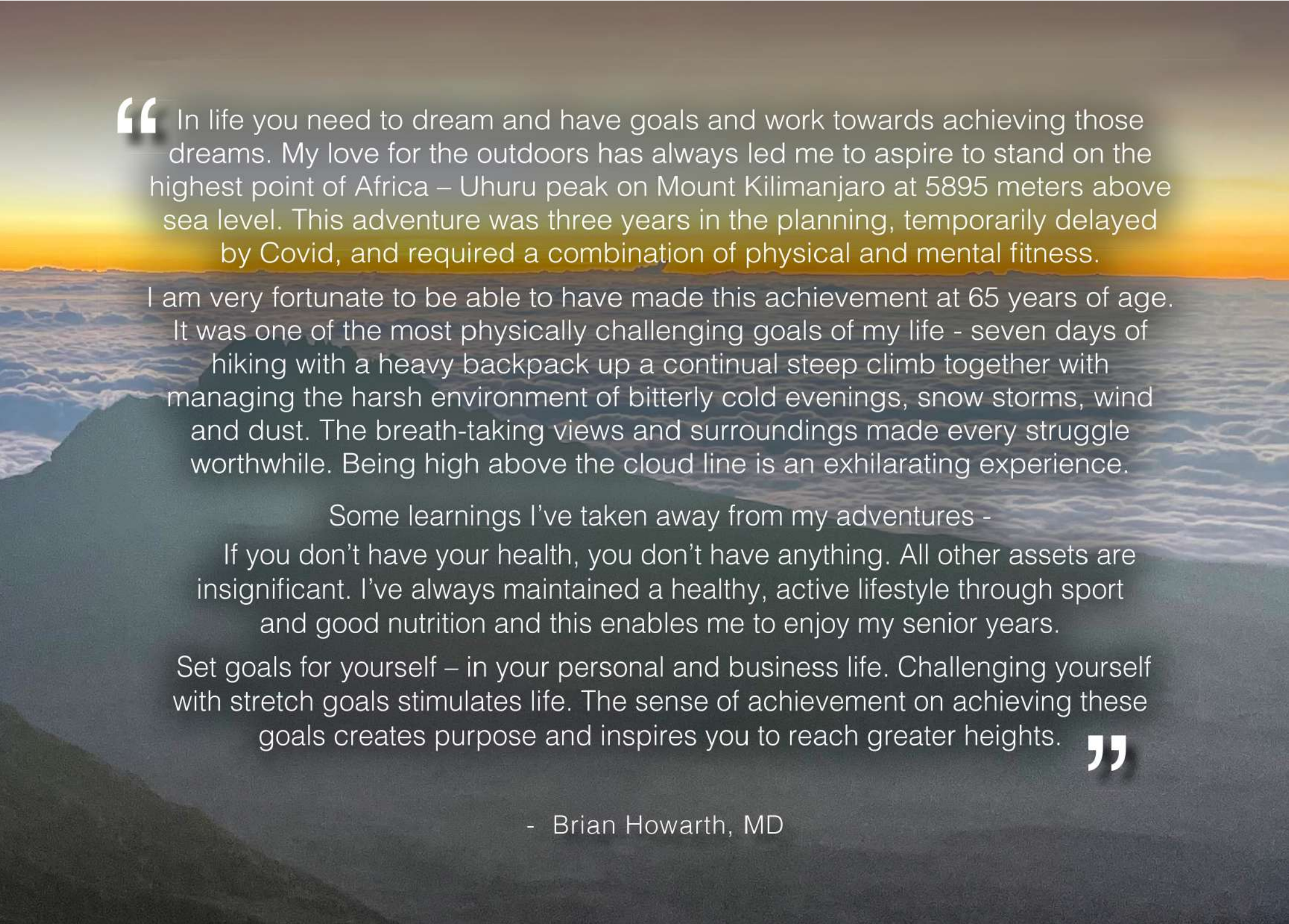
22 October 2022

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Our adventurous MD took on Mount Kilimanjaro.  
An epic and unforgettable experience.







“ In life you need to dream and have goals and work towards achieving those dreams. My love for the outdoors has always led me to aspire to stand on the highest point of Africa – Uhuru peak on Mount Kilimanjaro at 5895 meters above sea level. This adventure was three years in the planning, temporarily delayed by Covid, and required a combination of physical and mental fitness.

I am very fortunate to be able to have made this achievement at 65 years of age. It was one of the most physically challenging goals of my life - seven days of hiking with a heavy backpack up a continual steep climb together with managing the harsh environment of bitterly cold evenings, snow storms, wind and dust. The breath-taking views and surroundings made every struggle worthwhile. Being high above the cloud line is an exhilarating experience.

Some learnings I've taken away from my adventures -

If you don't have your health, you don't have anything. All other assets are insignificant. I've always maintained a healthy, active lifestyle through sport and good nutrition and this enables me to enjoy my senior years.

Set goals for yourself – in your personal and business life. Challenging yourself with stretch goals stimulates life. The sense of achievement on achieving these goals creates purpose and inspires you to reach greater heights.

”

- Brian Howarth, MD



## Advice From Our MD

“

Be prepared for hard work. I don't think you can do it without a serious amount of hard work. And you need to be passionate about it.  
Be prepared to put in the effort.

Do something that you are really passionate about.

Work very hard.

Hang in there. ”

- Brian Howarth, MD







