

Shoprite and Checkers helps create 30 more jobs with new toys from recycled material

Proudly South African business, Hope Sonic, has created 30 new permanent jobs by expanding its Zeus toy range in Shoprite and Checkers supermarkets, just in time for the festive season.

The small enterprise supplies Shoprite and Checkers with a range of toys made from recycled materials, including a digger, dump truck and various ride-on bikes.

Hope Sonic now employs around 100 people – of which 70% are women – following the expansion of its range from one to 16 toys and anticipates further growth in 2023.

The company is located in Blackheath, Cape Town, and employees live within walking distance of its factory.

“Most of our employees reside in Happy Valley, Blue Downs,” says David Damon, Managing Partner at Hope Sonic. “We believe in empowerment and teaching our employees. All training is in house on the job training.”

The Zeus Mx2 ride-on bike is made from 100% recycled plastic, which amounts to approximately 20 milk bottles per bike. The dump trucks and diggers are made from 60% and 50% recycled material, respectively.

This festive season [Shoprite](#) and [Checkers](#) supermarkets will again beat any toy price by 10% if a competitor store advertises the identical item at a lower price. The [Toy Price Guarantee](#) is valid for in-store purchases between 28 November and 25 December 2022. T's and C's apply. is valid for in-store purchases between 28 November and 25 December 2022. T's and C's apply.

The following are predicted to be among the most popular and best-selling this festive season:

Checkers

- [Glo Up dolls](#) for R399.99
- Collectable Plush toys including the [Bestmade Plush Bear](#) for R199.99
- [Cuddly Baby](#) - Talking Baby Doll for R149.99
- [Zuru Sparkle Girlz Princess Doll](#) for R249.99
- Jurassic World dinosaurs including a [Stegosaurus](#) for R399.99
- [Zuru X-Shot Skins blaster guns](#) from R99.99
- Tonka construction dump truck for R399.99
- Caterpillar Power Hauler for R399.99
- Radio-controlled cars by [Radiocom](#) and Rastar, from R399.99

Shoprite

- [Patch Belly Soft Bear](#) for R99.99
- [Cuddly Baby dolls](#) for R49.99

- [Beauty Fashion Doll](#) for R19.99
- [Baby Cutie Doll \(soft body\)](#) for R199.99
- [My Sweet Princess doll](#) for R99.99
- [Dino World Roaring Dinosaur](#) for R99.99
- [Battery operated Robot with sound and lights](#) for R119.99
- [Zeus Dump Truck](#) for R99.99

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