

Small, female-owned business grows baby range with Checkers

Less than two years after launching her business, Ree Geldenhuys has introduced several new products – all designed and manufactured locally – which are available exclusively at Checkers and Checkers Hyper supermarkets nationwide.

Founder and mom of three, Geldenhuys says that what began as a necessity to fulfil her own needs grew into fulfilling other parents' needs. [Ree Collective](#) now supplies various bags – including a range of diaper bags and backpacks – bedding, bibs, dummy clips, changing mats and more to the retailer.

“Checkers has given my business a national footprint, making my products more accessible to parents and ensuring phenomenal growth for Ree Collective. This partnership has also enabled me to empower other women through the opportunities I’m able to create for them,” Geldenhuys explains.

Ree Collective also regularly donates backpacks to [Mosaic](#), a Cape Town-based organisation committed to combatting abuse and gender-based violence. “As a woman, the cause is close to my heart,” adds Geldenhuys.

“We want to further enhance the participation of small and emerging suppliers in our business, particularly small female-owned businesses like Ree Collective,” explains Maude Modise, GM: Enterprise & Supplier Development at the Shoprite Group.

As drivers of growth and job creation, small businesses are crucial to the recovery of the South African economy and the Group is capacitating and growing commercially-viable SMMEs through its [Shoprite Next Capital](#) business division.

“Our support includes providing SMMEs with direct access to buyers that understand their needs combined with personalised growth plans that will assist suppliers to scale up gradually.”

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