

YOU GET MORE AT



HERE'S WHAT
YOU DON'T
SEE

Celebrating

24
years

AFRICA IMPORTS

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South Hackensack, NJ 07606

www.africaimports.com



Benefits You Get From Africa Imports That You Probably Don't Know

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Health & Beauty



Oils



Clothing



Mudcloth



BENEFIT #1

Africa Imports has African products with better prices and quality than anyone else.

This is because we have developed so many relationships over the last 24 years. We have worked out quality and pricing issues with many different vendors and producers of these products. This has been exceptionally expensive and time consuming, but gives you big advantages.

Finding the good artisans who create quality products is much more work than a person would think. There are many people who try to shortcut on quality, or who don't understand the quality needed by US customers. We know hundreds of specific things to ask for and check for with the items that people make for us.

Turning away products that are not up to standards, or paying for them when they can not be sold in our normal way is difficult. But we now have producers who make quality products.

Producers in Africa know us as being serious customers. We buy in quantity regularly, and know in detail what goes into making the products. We also know what the best prices for them should be.

The sellers of African products are their own community. From a long history of being honest with others, and of paying for products right away, we are able to get

things that most others can not. People know that they can trust us to make or transport products. We are a part of this community, and their fellow suppliers all vouch for us this way too.

It is very difficult to find products with the quality level that is needed for customers in the US at prices that people can afford.

Africa Imports is the best place anywhere to find African made products. Hand made items are never perfect, and not totally uniform. But through working with many different artisans and suppliers over a long time, we are now able to get quality products at an affordable price better than almost anyone else.

**AFRICA IMPORTS IS THE
BEST PLACE ANYWHERE TO FIND
AFRICAN MADE PRODUCTS.**

Dawn **Verified**



Great place to shop

The service is exceptional, and shipping is quick. Prices are very competitive. I love this store and am happy to share my experience with others.



BENEFIT #2

How packing your orders is done

The shipping processes at Africa Imports are organized to prevent mistakes. To make sure that you get exactly what you want on time, there are a lot of behind the scenes things that need to happen. Many other places do not have this, which can cause orders to come to you late or with mistakes.

At Africa Imports, all purchased items are scanned into the boxes being shipped. Boxes are double checked by both a person and a computer system. In our early days, we could not do this. Now there are almost never problems because of both the scanning and the many extra practices that people working here perform.

We have meetings every week to go through all packing problems. Over time we find ways to prevent problems, extra padding for some things; special treatment for other products; knowing which products are most likely to break or be damaged in shipping. By making many small improvements over a long period of time, we are able to get things to you safely.

This is one of the most difficult things for people to find with these kinds of products. It has taken many years to make this happen.

BENEFIT #3

How your purchases are checked for quality

Statues are put on a flat surface to see if they fall over. Fabric is checked for factory blemishes. Expensive clothing items are each checked for problems. Less expensive items have sample items checked, with more extensive checking if problems are found in the samples.

With hand made items we allow for one minor problem on each item. Two minor problems or one major one means that the product will be rejected and sold at a greatly reduced price as a bargain item.

Faith Brawley Verified



Africa Imports is a wonderful experience!

I have had nothing but positive interactions with Africa Imports! I bought several scents, and they all smell exactly like the original.



BENEFIT #4

Customer service

At Africa Imports people learn the product with extensive training on the specific products. They continually learn more with weekly updates on new products. We show online what is selling best, and other details about products that can be a big help to you. We are trained and available to help answer your questions. Common customer problems are found and prevented by people who can personally help to make things better.

When you have a special order, we are experienced and available by phone or email to help you with whatever you need. We can shop for the best shipping rates for large or unusual shipments, international orders, or whatever you need. We can also follow up with shipping companies or file claims when a shipment is lost or delayed by the shipping company. In today's world, it is comforting to know that there is someone who can help you when needed. We are available on the phone,

and we are small enough to know many customers individually. The average person working at Africa Imports has been here for eight years. People are both conscientious and good at what they do.

You not only get better products, but better service in all ways because of this. We are also motivated to make things right. People here work with a sense of personal pride and responsibility that goes beyond just getting a paycheck. Our work makes a big difference to people in Africa, and doing quality work is a part of who we are.

Moir Natural **Verified**



Excellent Customer Service

The best part of placing an order with African Imports is the exceptional customer service. The orders are shipped promptly! The items are always carefully wrapped with excellence!

BENEFIT #5**Lots of inventory always in stock**

Because of how long it takes and how unpredictable it can be to get many of these products, Africa Imports has \$3 to \$4 million wholesale value of inventory in stock. When you are wanting products like these, Africa Imports is the most likely place in the world to have it for you now.

**BENEFIT #6****You can know what will sell fastest before you buy**

All product sales are measured so that you can know you have what your customers want most. This product testing means that you will know that what you're finding at Africa Imports is likely to sell faster and easier.

On our website, you can see the best selling items overall, as well as what sells fastest in each product category. To see this, just click the filter at the top of each product listing to sort by "Best Selling".

**BENEFIT #7****Same day shipping**

No one wants to wait for something after they have paid for it. If you order before 2:00pm, your order will be shipped out the same day. If you order after 2:00pm Eastern time, your order will be shipped to you the next business day.

This is not always easy for customers to find. Africa Imports spends extra time keeping things organized, and is made up of a team of capable and reliable people. We have been sending out orders on the same day they are placed for over 20 years. You can depend on it.





SCAN FOR THE
EASY BUSINESS
START-UP KIT



BENEFIT #8

You get more free help to sell more

We have hundreds of free sales aids to help you grow your business faster and better. You can get these online for free any time. These are the result of working with only African businesses for so many years.

There are over 200 free business articles. Free information on popular and unique skin care solutions, natural health remedies, African culture, and the meanings behind many of the products.

Products are shown and described in detail, so that you can know as much as possible about your purchase when you make your decision. With hand made items that are each different, we will show several of each item. This is to

show that these products have individual difference, but that they are still basically the same thing. This allows you to have something truly unique, one-of-a-kind, and all your own.

Africa Imports only succeeds if you do. Because so many people in Africa depend on your success for their needs, our mission has driven us to find what makes others in this business do best.

Mr. Aundre Duggins Verified



It's All Good!!!

This store has practically everything you need to start your business and keep it going.

CUSTOMER TRAINING AND FREE SALES TOOLS ARE PART OF WHAT WE DO



Why Africa Imports Clothing Is Better

There are three things that Africa Imports does to give you the best choices in African clothing

- **Hard to find African style clothing at affordable prices.**

This is done by working with a number of different clothing designers and manufacturers to find the best prices, quality, and designs available anywhere.

- **New choices all the time.**

Because we work with so many different African clothing designers, and because we add new African clothing consistently, We see all the newest designs right away. We order smaller quantities of many different designs. This is more work, and a more expensive way to provide clothing, but it gives you more choices whenever you want to look.

- **Clothing that sells fastest.**

Our customers are able to try newest designs, and also to know that what they are getting is something that other customers will want. By measuring and comparing the sales for each design of clothing, we are able to make sure that our customers have access to the best selling choices in African clothing.



Why Africa Imports Oils Are Better

Africa Imports carries over 1,100 different fragrance oils

We add over 150 new oil choices, and close out and discontinue approximately 30 slow selling oils each year (the only oils that go away are the ones that sell slowest).

- 🔥 This gives your customers new choices all the time.
- 🔥 You can find what you are looking for at Africa Imports better than anywhere else.
- 🔥 Each oil comes in at least 5 sizes. This lets you choose the best quantity to buy for each oil you want to try.
- 🔥 You can buy bigger sizes at lower prices for the oils that you know sell fast, and order smaller sizes for oils that you do not sell as fast, or that you want to test out.
- 🔥 You get more benefits than we can list in detail.



**NEW OILS COME MOSTLY FROM CUSTOMER
SUGGESTIONS AND REQUESTS.**



Who We Are, Our History

Africa Imports exists to help people and communities in need in Africa. The company was started after I (Wayne Kiltz) and my family spent a month working in a missions hospital in Mali, West Africa. We all felt a strong desire to be a help to some of the communities and people who we had visited while in Africa.

People we respected said that the best way to help people in need, was either with paid work or by selling products that people made. We felt the same way. The reason that Africa Imports was started, was to provide a channel for people who make products to be able to sell them in the US.

THE REASON THAT AFRICA IMPORTS WAS STARTED.

To provide a channel for people
who make products in Africa
to sell them in the US.

The business began in 1998. For the first year, most of the time was spent learning about the market for African goods, and connecting with the people in Africa who make the products. I traveled back and forth to Africa, and visited almost all of the African stores in the US to meet customers.

We also showed products at a number of trade shows. This helped to build a customer base, and a small community of African product businesses in the US.



Customer **Verified**



Good products

Honestly I wouldn't buy with anyone else. This is the company I choose, and I'm sticking with them. Very good products.

What We Learned

One other thing that happened from this was that we got advice from hundreds of other African store owners. We learned mistakes to avoid, and other ways to succeed.

African businesses are special, with a lot of unique challenges and opportunities. Because of this we now know some of the best ways to sell African products in the US.

Africa Imports can only succeed if our customers do. People in need in Africa are helped the most whenever you or someone else sells more of what they make. Because of this, we have made customer training and providing free sales tools a big part of what we do.

We also found out that many African made products were being sold for very high prices compared to what they cost in Africa. Because our goal was to sell as much as possible from the people making the items in Africa, we could sell for lower prices than most others. Our main goal was that people in Africa would make and sell more.

I remember going to trade shows where other people were selling things from Africa. I would see products that I understood and knew the people who made them. Several times people would look at our prices, and say that we were selling things for less than they paid for the same thing in Africa.

I visited the fashion district in downtown Los Angeles, and found someone with an African fabric store selling mud cloth. When I asked him how much he was paying for the fabric, he told me \$40 for each piece. I asked how many pieces he would buy if I brought it to him for \$25 per sheet. He said that he would buy 200-300 sheets of the fabric. I said that I could bring this to him in three weeks when I was there again, and he promised to buy them.

After actually showing up with the mud cloth, he not only purchased what I brought for him. He also dropped his prices to his own customers and sold much more than he ever could have without this. People in Africa making mud cloth sold more, and I was able to find other stores and clothing manufacturers in Los Angeles who purchased quantities of the fabric also.

CUSTOMERS NEEDED QUALITY AFRICAN PRODUCTS AT AFFORDABLE PRICES





Africa Imports Mudcloth with Michelle Obama in Washington DC

Mud cloth is made from cotton which grows in Mali and with mud which is also free. Many people support themselves. During this early period, we became known as the best place in the country to buy mud cloth from. Well known designers, large retailers, and hundreds of smaller buyers started coming to us for mud cloth and other African made products.

Products Made Outside of Africa

Africa Imports began by selling only items made in Africa. We later added a number of other products that customers wanted that are made in other parts of the world. African made products are still the main thing that we offer, but to keep our company mission from changing, we began donating the profits from these other products to helping children and others in Africa.

Today there are approximately 1,000 orphan children, street children, handicapped children and others who receive meals every day from the profits of Africa Imports. There are over 100 African adults who are paid to do teaching, medical work, and other things to better African communities. The dedication of these people is truly inspiring. The difference that is being made in many lives in Africa is what Africa Imports was started for and why it still exists today.



Flory **Verified**



Very happy

I'm very happy to sell Africa import product because is a good quality product.



Africa Imports Today

Over the next 24 years, we were able to attract a group of exceptionally capable people to work with us. This is probably the main advantage that Africa Imports offers our customers.

The Average employee of Africa Imports today has been with us for over 8 years. These co-workers have become experts in this unique market.

We have expanded our warehouse space to 24,000 square feet and now offer the largest inventory of African and Afrocentric products anywhere. This gives our customers their most reliable source of supply for the products that their businesses need.

We still have many customers who we met at trade shows and th their businesses over 20 years ago. We have been able to meet many more people since then who are also motivated by the same values. Being a part of a community of people bringing African culture to the west and working to improve

the lives of other communities in Africa has truly given me a more rewarding like. It is special to see that it has made a big difference for many of our other customers as well.



Darrin Booker Verified



Best chance I ever took

Believe me I'm changed man because of these all-natural products and will forever sell products from Africa Imports. Thank you!



How You Are Helping Others With Our Africa Imports Business

If you are one of our wholesale buyers, you make a big difference by the work you do. Selling African products gives paid work to the people making traditional crafts in Africa. The more you sell, the more people in Africa can thrive in their own business. The funds that these crafts people receive then circulate through these communities in Africa. A small sale that you make here can go a long ways in some of these African communities.

Not everything is made in Africa though. Africa Imports carries many other products that your customers will want that are made elsewhere. Our company mission is to improve the lives of people in Africa. To accomplish this for non-African made products, we donate half of all of our profits to helping orphan children and others in Africa.

Your purchases from Africa Imports pays for meals for almost 1,000 children in need each day. They also provide medical help, job training, and other life skills for a variety of others in Africa. We are closely involved with all of the donations, and with the people actually helping the children and doing the other work in Africa.

Kristan Nickels

Verified



Africa Imports is my new go to!

Every single oil was amazing! Their shipping was fast even during the holiday season and absolutely no damages/broken bottles like I have received from other wholesalers!



Scan code to see more of what these people are doing on our website at africaimports.com/how-we-help-africa/

What YOUR Work Provides

This poster, from our offices, shows how much others in Africa benefit through us all together.



What YOUR work provides



8 months



of schooling for children



28 needy children



given groceries



24 orphan children



fed everyday



4 adults



paid to help others





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