

Colourworks and Designers Ink merge to form CWDi

Colourworks, founded in 1998 and Designers Ink, founded in 2000 have announced their union as a joint force: CWDi.



From left to right - Janine Kruger - group COO, Samantha Gabriel - group managing director, Lesley Waterkeyn - Group CEO and Lele Mehlomakulu - non-executive director and shareholder.

The two companies, each committed to bright ideas and extraordinary results, spearheaded the 67 Logos project for Mandela Day 2018, an initiative that saw designers and established businesses assisting up-and-coming SMEs in fast-tracking their businesses.

Sixty-seven SMEs were chosen to receive a uniquely crafted logo and brand collateral – as well as additional business services and mentorship opportunities. If two heads are better than one, then two pioneering brands at the forefront of design, brand, marketing and events are a partnership to be reckoned with.

Powerful bright sparks under one umbrella

The project strengthened the connection between the two companies, cementing an idea: to collaborate and bring a host of powerful bright sparks together under one umbrella. Both committed to social justice, enterprise development and – of course – courageous creativity – the next step was easy: a brand-new agency called CWDi.

Lesley Waterkeyn, founder and CEO of Colourworks, says,

“ We are thrilled to announce our newagency, which brings two bold companies together, upping our business value exponentially while lowering our costs. We felt and understood that there was a synergy between the two companies and we are delighted that this has culminated in such a unique amalgamation of talent and team. ”

The merged agency – 52% black-owned and 100% female owned – gives CWDi a national footprint across South Africa with offices in Johannesburg and Cape Town. The company also supplies in Africa and Internationally – with clients across the globe.



#BehindtheSelfie with... Lesley Waterkeyn

Leigh Andrews 18 Oct 2017



When women band together

Samantha Gabriel, group MD of Designers Ink explains,

“ The merging of the Colourworks and Designers Ink powerhouses makes CWDi a force to be reckoned with. The two teams bring a complementary set of experiences and skill sets to the table, which means bigger and better things to come in 2019. ”

Lele Mehlomakulu, non-executive director and shareholder at Colourworks says, “The merger and launch of CWDi show how much can be achieved when women band together. With Africa featuring some of the highest proportions of female business leaders in the world, CWDi is one small step for design in Africa, one giant step for female empowerment. *“ With CWDi creating experiences that connect people, we believe that our vision of a global agency that inspires connections is just waiting to be realised. ”*

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