

Silhouetted against the skyline



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Agri business Afgri commissioned Big Door to paint one of the silos at its Kaalfontein retail outlet, visible from the R21 highway. The branding forms part of Afgri's rebranding programme, under which retail outlet brands like OTK, Natalagri and LK will all be united under the Afgri brand. "Commuters between the rebranded Johannesburg International Airport (OR Tambo) and Pretoria (Tshwane), as well as air travellers, have all reported a clear view of the Afgri brand on the silo," says Wessel Hamman of Big Door.

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