



rustic-eco.co.za

Company Profile



About Us:

Rustic-Eco has been a dream in the making for many years.

The vision began with **Paul Nel**, a passionate craftsman and entrepreneur, who always wanted to establish a company that combined craftsmanship, creativity, and sustainability.

However, with his time dedicated to running his successful construction and development companies, the dream remained on hold — until his son, **Marco Nel**, decided to bring it to life. With a shared passion for quality and innovation, Marco Nel took the step to buy out and transform Rustic-Eco into the dynamic company it is today.



At **Rustic-Eco**, we identified a gap in the market for **value-for-money carpentry and joinery services** — where exceptional craftsmanship meets affordability and reliability. We pride ourselves on turning our clients' visions into reality. Whether it's **built-in cupboards, custom kitchens, reception desks, entertainment areas, or shopfitting for restaurants and bars**, our skilled team brings precision and passion to every project — both **commercial and residential**.

In addition to our joinery services, we also design and create **custom furniture pieces** for our clients, including **limited-edition, one-of-a-kind designs** released each year — pieces that are as unique as the people who own them. At **Rustic-Eco**, we don't just build furniture and fittings — we bring dreams to life through craftsmanship, creativity, and care.



Vision

At **Rustic-Eco**, our vision is to become South Africa's most trusted and innovative carpentry and joinery company — known for delivering timeless craftsmanship, sustainable design, and exceptional value-for-money carpentry services.

We strive to transform every space we touch into a true reflection of our clients' dreams by blending creativity, precision, and passion in everything we do.

Our goal is to continuously grow while remaining rooted in quality, honesty, and the personal touch that defines the Rustic-Eco name.



Mission

Our mission is to design, manufacture, and install high-quality custom joinery and furniture that exceeds our client expectations in both residential and commercial projects.

We are dedicated to offering **value-for-money, personalised service, and superior craftsmanship** — ensuring that every project, from kitchens to reception desks, shopfitting, and bespoke furniture, reflects Rustic-Eco's excellence and individuality. Through innovation, attention to detail, and sustainable practices, we aim to make Rustic-Eco a symbol of quality and creativity in the carpentry and joinery industry.



Core Values of Rustic-Eco:



Innovation

We embrace creativity and new ideas, continuously improving our designs and processes to stay on-top of the market trends and ideas.

Sustainability

We strive to use materials and methods that respect the environment and promote responsible craftsmanship.

Client-Centric

We listen, collaborate, and bring our clients' visions to life with dedication and care.

Craftsmanship

We take pride in every project we start, ensuring that every project showcases skill, precision, and passion.

Integrity

We believe in **honesty, transparency, and accountability** in every aspect of our business.

Value

We are committed to offering exceptional quality at fair prices, providing true value for money for each of our clients.





Our specialization:

- **Residential Build-In-Cupboards**
- **Commercial Build-In-Cupboards**
- **Residential Entertainment Areas**
- **Commercial Entertainment Areas**
(Restuarants, Shopping Centre's)
- **Construction Carpentry & Joinery**
(Petroleum Garages, Universities, Healthcare Centrums, Hospitals, Airports, Shopping Centre's etc.)
- **Commercial Shopfitting** (Petroleum Garages, Universities, Healthcare Centrums, Hospitals, Airports, Shopping Centre's etc.)
- **Custom Woodwork** (Solid & Melawood)
- **Steel Structures** (Custom)
- **Custom Shopfitting Imports**
- **Top Specialists** (Granite, Marble, Quartz, Porcelain, Post-Form etc.)



Companies we have worked with

NMC Technical Services | PTP Building Services | AluFox | MBT Petroleum
Mira Coffee Shop | Minzo Bulk Gas Supply | Life Healthcare
Netcare Hospital Group | BP Garages | Woolworths



Contact Us:



- DKP Business Park, Derdepoort, Pretoria, Gauteng, 0035
- marco@rustic-eco.co.za
- +27 82 498 7584



RUSTIC-ECO
SINCE 2017