



ANTHONY ADLER
Founder



FRANCOIS VILJOEN
Technical Director



NIC KRUGER
Sales Director



ALWYN GOUWS
Operations Director



LAUREN BROWN-ADLER
The Buyer

BELINDA LOUW-ADLER
The Face

SPENCER ADLER
The Strategist



EAGLE
ALUMINIUM

Un-break-able TRANSPARENCY

“Unbreakable transparency is the secret ingredient that gets you to 25 years,” says Belinda Louw, Managing Director of National Glass, “cold hard facts and the truth are the keys to great customer service. We do not always walk on water, but if there is a problem we will fix it. At the end of the day, it is our family name and reputation at stake.”

National Glass is the only privately owned glass and aluminium wholesaler | manufacturer with a national footprint, supplying the wholesale trade from Polokwane to Vredendal, while exporting to many customers throughout Africa and beyond.

The Company was founded in 1995 by Anthony Adler who set new standards of service in the glass industry by offering same day delivery. It was unheard of at the time. He adopted a retail approach in a wholesale environment, embracing a customer first ethos, serious attention to detail, and an uncompromising approach to communication.

More than two decades later Belinda, his eldest daughter, is the face of the organisation. She says “these key fundamentals of our business have not changed.” An accountant by profession she is ably supported by her siblings, BCom graduate Lauren Brown in procurement and Spencer Adler, who is also a CA and is at the coalface in terms of the financial, IT, aluminium manufacturing, and strategy within the business.

The Group has warehouses and facilities in most of the major cities involving the distribution and manufacturing of float glass, mirror, architectural performance glass, double glazing and SABS approved

safety glass, as well as aluminium sliding doors, windows, and shower enclosures. Due to the specialist nature of their products, they only supply directly to the industry and are often not even aware of where their products are being installed, but the family say, there is nothing more thrilling than seeing them fitted when ever they travel.

Despite its many locations, Natglass has not lost its Eastern Cape soul and is proud to have its head office in Port Elizabeth.

Eagle Aluminium has an extended range of products for both residential and commercial applications and is exclusively distributed by National Glass. The brand name comes from the German translation of the Adler family name.

The group is strongly linked to AAAMSA – Association of Architectural Aluminium Manufacturers of South Africa and is represented by Nic Kruger (Sales Director) currently Chairman of the National Executive Council of SAGGA (South Africa Glass and Glazing Association). These associations ensure a strict code of ethical

conduct and adherence to the applicable conformance standards in the glass and aluminium industry.

A team of in-house industry professionals made up of SAFIERA accredited simulators, SAGI Competent Persons (Glazing), MSAGI – Candidates, and an architect provide expert advice from initial design to final delivery. No other glass and aluminium company in the country has more personnel qualified to give trusted advice. In fact, Nic Kruger, is one of the most qualified professionals in the country when it comes to the structural design of glass.

Belinda says “our company would not be where it is today without its people. Human capital is at our heart and we would like to thank every single one of the National Glass team for their blood, sweat, and tears over the years. There are too many to name them all, but the family makes special mention of its senior leadership made up of Alwyn Gouws (Operations Director), Francois Viljoen (Technical Director) and Nic Kruger (Sales Director) who have served the Group for more than a decade each.”



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