



COMPANY PROFILE

Creative Character Design • Engineering • Manufacturing



CREATIVITY. ENGINEERING. CRAFTSMANSHIP. CAPACITY.

BRINGING CHARACTERS TO LIFE

Prepared for international corporate and project clients

01 • COMPANY OVERVIEW

A specialist character manufacturing company

From concept and 3D design to fabrication, engineering, finishing and international delivery.

Mascots SA is a South African specialist design and manufacturing company creating professional custom mascots, costumes, props and animatronic characters for corporate brands, professional sports teams, events, education and entertainment clients in South Africa and international markets.

Established approximately 20 years ago, the company has grown from two founders and one employee into a multidisciplinary operation with specialist creative, technical and engineering teams working from an approximately 1,200 m² facility in Woodstock, Cape Town.

±1,200 m²

FACILITY

±40

MASCOTS / MONTH

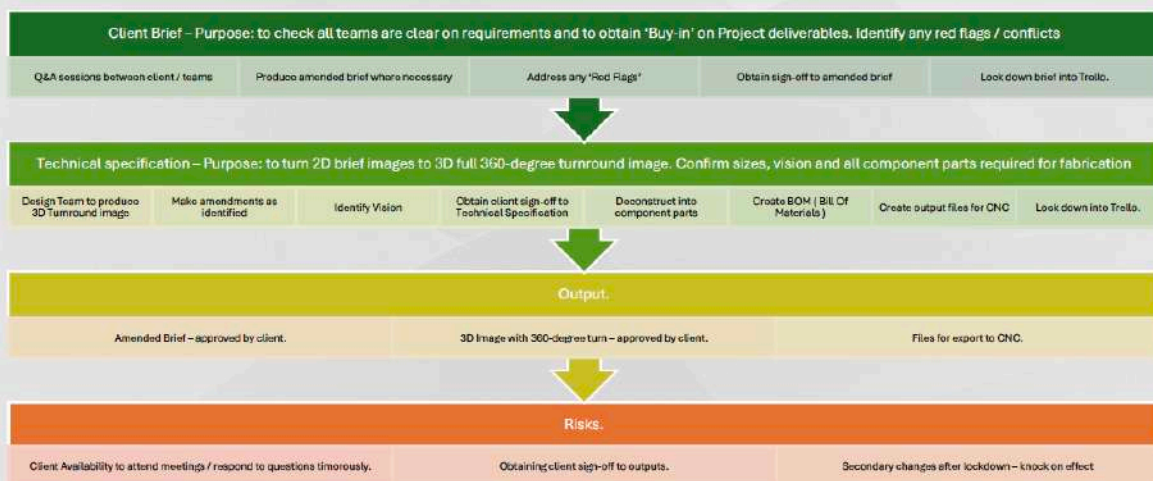
Up to 80

MULTI-COSTUME ORDERS

20 Years

ESTABLISHED EXPERIENCE

Project Methodology



Proven Project Methodology: For clients, this integrated model provides a single point of accountability from the first creative brief through to the completed character, while allowing tighter control of quality, technical execution, production scheduling and confidentiality.

Founded In Cape Town, South Africa.

Mascots SA was founded by two Directors whose backgrounds complemented each other from the outset. One founder, British-born and later relocated to Cape Town, had spent many years in the United Kingdom creating mascots, costumes and props. Added to this practical experience, project management and IT Skills became an invaluable foundation for establishing specialist character manufacturing capability in South Africa.

The other founder brought an experienced marketing and design background, with a strong understanding of branding, presentation, client requirements and the commercial application of creative ideas. The combination of hands-on manufacturing knowledge with design and marketing expertise created the basis for the business.

CREATIVE MANUFACTURING + DESIGN + MARKETING + COMMERCIAL UNDERSTANDING



Boomer The Bear Produced for Paramount

Over approximately 20 years they progressively developed the skills, workforce, equipment, processes and infrastructure that support the company today.

Growth has not changed the essential character of the business. Projects are still approached with personal accountability and a problem-solving mindset, but are now supported by dedicated design, operations, procurement, engineering and production departments capable of managing substantial and technically demanding programs

03 • EXECUTIVE MANAGEMENT

Experience. Continuity. A new generation.

Four Directors combining founder knowledge with next-generation thinking.

Mascots SA is a family-owned and managed business led by an Executive Management Team comprising four Directors: John Cooper, Manuela Cooper, Lee Cooper and Daniella Cooper.

The two founding Directors bring the accumulated knowledge and practical experience developed through the creation and growth of Mascots SA. As part of the company's long-term succession strategy, this knowledge is now being transferred to the founders' two adult children, who have joined the Executive Management Team as Directors.

The next generation brings fresh ideas, contemporary management thinking and a comfortable approach to automation, digital systems and emerging technology. Rather than replacing one generation with another, both generations work alongside each other so that established knowledge is retained while new methods and opportunities are actively explored.

4

DIRECTORS

2

FOUNDERS

2

NEXT-GENERATION DIRECTORS

1

LONG-TERM FAMILY VISION

This approach gives clients continuity and stability while ensuring that the company continues to modernise. Mascots SA remains a family business, but one with the infrastructure, technical capability and ambition to compete on a globally.



John Cooper (Founding Director)



Manuela Cooper (Founding Director)



Lee Cooper (Director)



Daniella Cooper (Director)

04 • FACILITY & CAPACITY

One facility. Multiple specialist disciplines.

A coordinated three-zone operation in Woodstock, Cape Town.

±600 m²

GROUND-FLOOR PRODUCTION

±400 m²

BASEMENT ENGINEERING

±200 m²

MEZZANINE DESIGN & ADMIN

±1,200 m²

TOTAL FACILITY

The ground floor houses the principal soft-fabrication and costume production teams. Here mascot heads are constructed and covered to the approved brief; eyes, teeth and other character features are created; final finishing includes airbrushing and ventilation; and the costume, body shaping or muscle structure and specialist footwear are brought together into the completed product.

The mezzanine houses the Design Department, client-facing executives, administration, procurement and stock control, boardroom and dedicated photography area. The Operations Manager is also based on the ground-floor operation, coordinating projects and production schedules across departments.

The approximately 400 m² basement is deliberately allocated to the noisier and messier technical processes, including CNC work, laser cutting, 3D printing, vacuum forming, fiberglass & silicone molding, welding, woodworking, spray finishing and animatronic engineering.



3D CAD Design



3D Printing



CNC Cutting



Prototypes & Molds



Vacuum Forming



Lazer Cutting

05 • DESIGN & TECHNICAL DEVELOPMENT

Every character begins digitally.

Four designers translate the client brief into a production-ready 3D working document.

Our four-person Design Department interprets client briefs, brand guidelines and reference material using Blender as its preferred open-source 3D CAD platform. The designers develop three-dimensional character presentations with full 360-degree viewing so that form, proportion and characterisation can be assessed before manufacture begins.

A human-form overlay is incorporated into the design process to establish performer positioning, eye-line, vision, ventilation, head position, body proportions, costume dimensions, movement, footwear proportions and internal clearances. The objective is not only to create a character that looks correct, but one that functions effectively as a wearable product.

Once approved, the digital design becomes a key production reference. The Design Department also creates the technical files required for CNC machining, laser cutting, print branding and sublimation, providing a direct bridge between creative development and manufacturing.



3D CAD Development



Approved Artwork

CLIENT BRIEF → 3D DESIGN → 30° REVIEW → TECHNICAL FILES → PRODUCTION



From 3D Design to being the star of the show

06 • SOFT FABRICATION & COSTUME PRODUCTION

Specialist craftsmanship at production scale.

Dedicated teams build the head, costume, body structure and footwear as coordinated components.

The approximately 600 m² ground-floor production area is home to 12 soft fabricators, 6 costume makers and 1 specialist footwear maker. These teams work from the approved technical design under the coordination of Operations Management.

Soft fabricators construct and cover the character heads, develop eyes, teeth and other defining features, and complete characterisation, airbrushing and ventilation. The costume team produces the garments and wearable body components, including body shapers and muscle suits where required, while specialist footwear is produced as a separate discipline.

The components are progressively brought together into the final character. This departmental approach allows specialist skills to be maintained while still enabling the complete mascot to be managed as a single project.



Soft Fabrication – Costumes & Patterns – Mascot Shoes & Boots – Head Construction & Finishing

Where creative design becomes engineered form.

CNC, laser, 3D printing, vacuum forming and specialist fabrication are performed in-house.

The basement engineering area supports both mascot manufacture and technically complex special projects. Digital files developed by the Design Department are transferred into physical production through CNC cutting and sculpting, laser cutting and 3D printing.

Every new mascot head is digitally developed and CNC sculpted from urethane. The sculpted form is then prepared as a production tool and loaded onto the vacuum-forming machine to create the structural base of the new head. That lightweight shell is transferred upstairs to the soft-fabrication team for characterization and finishing.

3D CAD → CNC SCULPT → TOOL PREPARATION → VACUUM FORM → SOFT FABRICATION

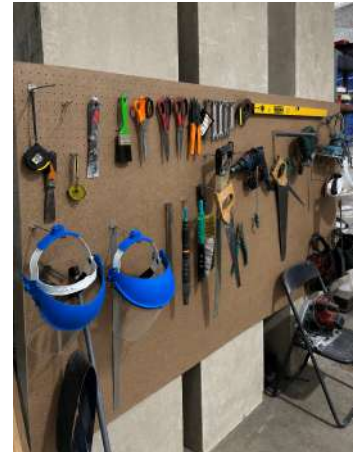
Supporting technical skills in the basement include welding, woodworking, spray-booth finishing, flight-case manufacture and protective tote-bag manufacture. The area also houses a comprehensive library of head moulds and production tooling accumulated over many years.



Large Library CNC Cut Heads used for mass production



Fabric Store – Props, Accessories & Electrical Engineering



Animatronics, Characters that move, react and perform.

In-house electronics and mechanical engineering support robust programmable character systems.

Mascots SA designs and manufactures animatronic characters within the basement engineering facility using aluminium extrusions, motors, relays, servos, stepper motors, LED lighting and a broad range of electronic and mechanical components.

The company has developed its own robust programmable control systems suited to animatronic characters and displays. These systems can be configured for multiple movement options and outputs, including 12V motors, stepper motors, servos, relays and LED lighting, with coordinated sequences programmed according to the requirements of the project.

The technical team includes 2 dedicated Electronic Engineers supported by 3 Mechanical Engineers. Together they design, build, fabricate, wire, integrate and test the mechanical movement and electronic control elements required by each character.

2

ELECTRONIC ENGINEERS

3

MECHANICAL ENGINEERS

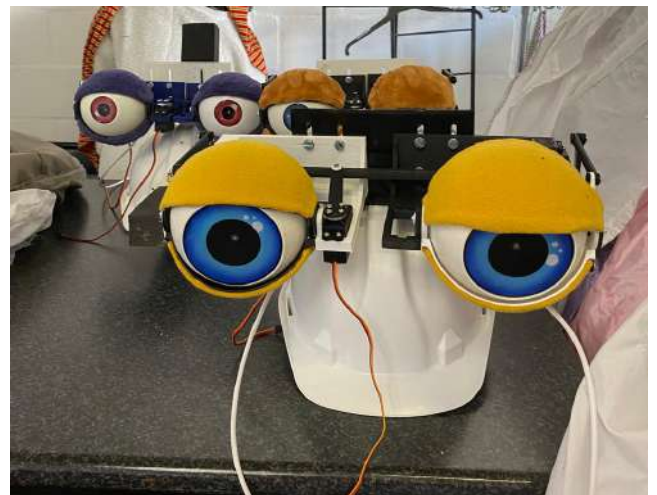
Multiple

PROGRAMMABLE OUTPUTS

In-house

CONTROL DEVELOPMENT

By combining character design, mechanical engineering, electronics, programming, fabrication and final character finishing within one company, Mascots SA can develop solutions that would otherwise require several unrelated suppliers.



Structured workflow behind creative manufacturing.

Daily targets, coordinated procurement and scalable production methods keep projects moving.

All active manufacturing projects are coordinated under the supervision of the Operations Manager, who provides the central link between Design, Procurement and the specialist production departments.

The Operations Manager monitors progress against prescribed production schedules and daily deadlines, confirms that teams are meeting planned targets, checks that procurement is completed timeously, coordinates workflow between departments, assists with technical and production problem solving and oversees day-to-day staff management.

For larger multiple-character orders, the workshop can be re-laid out into a staged or conveyor-style production flow. Teams then manufacture repeated components in sequence, improving throughput and consistency while retaining specialist quality control at each stage.

±40

MASCOTS PER MONTH

10-80

PROVEN MULTI-COSTUME ORDERS

Daily

PRODUCTION DEADLINES

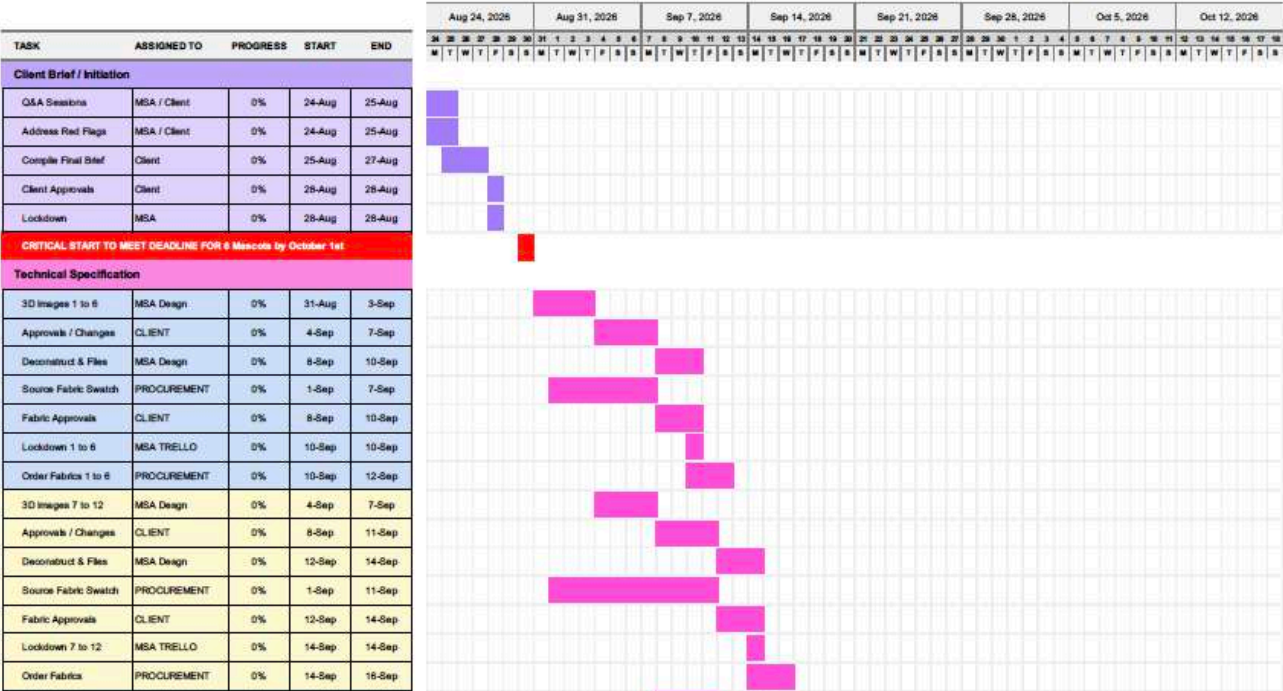
Central

OPERATIONS OVERSIGHT

Project Management

Mascots SA Pty Confidential

Project start: Mon, 8/24/2026
Display week: 1



10 • CLIENT MANAGEMENT, PROCUREMENT & LOGISTICS

One coordinated project from enquiry to dispatch.

Client communication and material control sit alongside the manufacturing teams.

Three client-facing executives manage customer accounts and provide continuity between the client, Design Department and production operation. They are supported by the Operations & Procurement Managers, whose role becomes particularly important on large projects where centralized control and QC, material availability, color consistency and coordinated purchasing directly affect production scheduling.

A dedicated stock controller and local driver supports collections and deliveries, including the movement of materials and components between suppliers and the Woodstock facility and local delivery of completed work where appropriate.

Completed mascots can be photographed in the dedicated photography area before dispatch. The company also manufactures protective tote bags and, where required, specialist flight cases to support storage, handling and transportation. For international projects, the same integrated approach allows the client-facing team, procurement function, production management and dispatch process to work from a single project plan from approval through to final shipment.



Nusrat Anthony
Production Manager



Heath Giloi
Operations Manager



Natasha Arendse
Procurement & Logistics Manager



Melissa Bradnick
HOD – Soft Fabrication



Marie-Lize Krohn
HOD - Costume



Evan Amos
HOD – Fabrication & Animatronics

A creative company with serious manufacturing capability.

The personality of a character studio with the discipline of a specialist production organisation.

- Approximately 20 years of specialist mascot, costume and prop experience, supported by earlier UK industry experience within the founding team.
- Approximately 1,200 m² of integrated design, manufacturing and engineering space in Cape Town.
- In-house 3D CAD design, CNC sculpting, laser cutting, 3D printing, mold construction, vacuum forming, soft fabrication, costume manufacture, specialist footwear and finishing techniques.
- Dedicated electronic and mechanical engineering capability for animatronics and the development of in-house programmable control systems.
- Average production capacity of approximately 40 mascots per month, with experience in multiple orders ranging from 10 to 80 costumes.
- Family ownership and a four-Director management team combining founder experience with next-generation technology and innovation.
- An integrated project structure covering client management, procurement, operations, quality control, local logistics and international supply.

SUPPLYING THE WORLD FROM CAPE TOWN



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