



Welcome to SC

Welcome to Superior Choices, one of South Africa's most cutting-edge companies. Superior Choices has made big waves in South Africa's booming CRM, loyalty, concierge, eventing, incentive and design industries, since its launch as a two-man band in the late '90s.

Superior Choices is celebrated throughout South Africa's dynamic incentive, event, CRM, loyalty and design industries as exacting design architects of unforgettable experiences, exquisite events, inspired incentives, successful appreciation programmes and cutting-edge design solutions – packed with great attention-to-detail wow X-factors!

Superior Choices is dedicated to the philosophy of providing superior quality and care on all levels of the SC Group operations. The Superior Choices team works with supplier-partners who will consistently deliver world-class quality and excellence.

"We understand the value of creating extraordinary experiences that boast the telltale Superior Choices trademark – separating the ordinary from the extraordinary, while creating happiness for our clients and customers!" says SC Group CEO, Stefan Knipe.

It is the SC Group's goal that clients' and their customers' expectations are not only met – but also exceeded.

"We assure you of our passion, our dedication and – above all – our desire to deliver. These characteristics form a powerful trilogy that assures never-ending company innovation and inspiration and client satisfaction," says Koos-Jérard Louw, SC Group Executive Director.

The Superior Choices Group has significant strategic alliance partnership agreements with a number of global blue-chip brands including Bentley, Louis Vuitton, Moët & Chandon, Hennessy, Krug, Rolls-Royce, Land Rover, Jaguar, Aston Martin, Ford, Mazda, British Airways, KLM, Air France, Qatar Airways and Emirates Airlines.

SC operates from its head office in Pretoria, with its very own European satellite office in Landau in der Pfalz, Germany.

*"The real X-factor behind the Superior Choices successes and growth to date is our dependency on **Jesus Christ**; and we give Him all the glory,"* says SC Group CEO – Stefan Knipe.

we create happiness!

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