

Business celebrates 110 years

Jemma Pringle and Sheina Razack

Masterkey Locksmiths (formerly known as Masterkey Home Services), in Amphill Avenue, recently celebrated its 110th anniversary.

"We feel immensely proud and grateful to be celebrating our legacy of 110 years, especially considering the many different pandemics and epidemics Masterkey has survived.

"It is a momentous achievement and we do not take for granted the hard work and determination it took to get this far," said Johann du Preez, owner of Masterkey Locksmiths.

"In light of the significant and ongoing transformation that our industry has undergone over the years, we can proudly state that one of our greatest achievements is pioneering our industry throughout the changing times and being on the forefront of implementing the latest and most relevant technology systems."

Founded in 1910 and originally located at 43 Woburn Avenue, Masterkey Locksmiths also offered services such as chimney sweeping and fumigation.

The then owner, RR Martin, became well respected in Benoni and was the preferred service provider in the area.

The business was then sold to John Cockburn, around 1964, who moved the business to 17 Voortrekker Street.



The staff of Masterkey Locksmiths (formerly known as Masterkey Home Services) say hard work and determination got the business to this milestone anniversary. Photo: Jemma Pringle.

Cockburn continued successfully to cement the business in Benoni until his retirement when his son-in-law and the current owner, du Preez, took the business over in 1988.

In 1994, du Preez moved the business to its current location, where it now boasts one of the largest locksmith storefronts and a secure workshop for vehicles to be attended to.

"Although Masterkey no longer does fumigation, we still offer seasonal chimney sweeps and in addition to locksmithing services (residential, commercial and automotive), have become a reputable one-stop security solution provider for domestic and/or businesses. Our product and service offering has

expanded and evolved with the times to include vehicle locks and keys, the installation and maintenance of all access control components and we are a recognised distributor and installer of high security mechanical locking systems," said du Preez.

Masterkey Locksmiths takes pride in its legacy.

"By still being the first and preferred choice among its customers 110 years on, Masterkey strives to be a pioneer in the industry by always meeting and exceeding the customer's needs.

"We aim to maintain our trusted reputation and serve our community with integrity and pride," he said.

Du Preez advised young entrepreneurs to invest in qualified staff and do ongoing training.

"There is always more to learn and room for improvement.

"It is important to take regard of your customer's needs by listening intently and assisting accordingly.

"Too often businesses try to enforce what they think a customer needs instead of giving them what they actually want.

"Stay abreast of the changing times by using the latest technology applicable to your business and always be willing to adapt to change," he concluded.

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