

Dis-Chem refreshes Baby City brand

Following Dis-Chem's [R430m acquisition](#) of Baby City in 2020, the baby product retailer is now fully integrated into the Dis-Chem Group and is sporting a brand refresh - including a new logo and corporate identity.



Source: Supplied

The new Dis-Chem Baby City logo was revealed at the MamaMagic Baby Expo, of which Baby City is the headline sponsor.

“There has been a comprehensive focus on reinforcing the Baby City brand, which was already well-established as the unrivalled leader in its category, while strengthening the offering to shoppers to continually improve the Baby City customer experience,” says Saul Saltzman, executive director at Dis-Chem.



Dis-Chem Baby City announced as headline sponsor at MamaMagic Baby Expo 2022

Exposure Marketing 14 Mar 2022



Store revamps, in-store clinics

With the addition of Dis-Chem to the Baby City brand and the launch of the new logo and corporate identity, new stores and store revamps are being rolled out across the Baby City network to enhance parents' shopping experience while continuing to offer guidance and a wide range of quality, affordable baby products, the company said.



Saul Saltzman (Dis-Chem), Lynette Saltzman (Dis-Chem), Ivan Saltzman (Dis-Chem) and Mchel Aronoff (Baby City). Source: Supplied

The Dis-Chem Baby City footprint now extends across 36 stores nationally, with more to follow. At the time of the acquisition, Dis-Chem said it sees strong potential to significantly grow the Baby City footprint.

Extending Dis-Chem's focus on providing primary healthcare services to a broad sector of South Africans, and focusing on maximum convenience for parents and babies, in-store Mom and Baby clinics have opened in many of the Dis-Chem Baby City stores, offering preventative healthcare for all babies and toddlers with professional nurses on hand to offer a wide range of services and expert advice.



Dis-Chem to acquire Baby City for R430m

15 May 2020



Dis-Chem loyalty programme extended to Baby City

Dis-Chem's Benefit Card loyalty programme has been extended into Baby City stores, giving customers access to the full basket of rewards and benefits they are accustomed to at Dis-Chem within the Baby City space. Customers can earn instant cashback on their cards using either the Dis-Chem or Baby City card as either card can be used at both outlets. Also, by swiping their card, they help supplement the Dis-Chem Foundation.

"Dis-Chem Baby City's alignment with the Dis-Chem Foundation was a logical step to extend the reach and ability of the Foundation. Hence it made sense to extend the work of the Foundation to a cause associated with both the Foundation's ethos and one that aligned with Baby City's focus," says Saltzman.

“ The Dis-Chem Foundation are delighted to announce that the Maletsatsi Organisation, a baby sanctuary in Gauteng, is the first beneficiary after the merging of Dis-Chem and Dis-Chem Baby City at the unveiling of the new Dis-Chem Baby City logo at the MamaMagic Baby Expo — Dis-Chem (@Dischem) [April 7, 2022](#) ”

At the MamaMagic Expo, the Maletsatsi Foundation, a baby sanctuary in Gauteng, will be the first beneficiary after the merging of the two companies. The Dis-Chem Foundation has donated much-needed items ranging from baby monitors to cot sheets, mattress protectors, car seats and a large assortment of toys ranging from bouncers to developmental toys, walkers and activity centres, all from Dis-Chem Baby City.

Furthermore, Saltzman said, Dis-Chem Baby City will be increasing Maletsatsi's existing Dis-Chem store account from R3,000 to R4,000 per month.

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