UNIVERSAL PAPER & PLASTICS
OUR HISTORY

1950 - 1959

1950
Mr Henry Sher bought shares in a company called C & A Paper. Percy Sher and Sam Phillip Sher started working for the company. The business name was changed to Universal Paper Industries (Pty) Ltd (UPI).

1953
Property for a new factory was bought (171 Watt Road, Industrial, Pretoria West, Gauteng). Staff complement: 10 employees.

1955
Original owners, Mr Calivas & Johnny Anassis, were bought out. UPI began selling serviettes and straws to wholesalers.

1960 - 1969

1963
Started importing paper from overseas.

1964
Acquired the first of three large serviette contracts:
- The Defence Force
- Wimpy
- Golden Egg.

1970 - 1979

1970
Two Hobema serviette machines were purchased from Germany. Factory building was expanded.

1977
Began supplying Pick n Pay and Shoprite Checkers.

1980 - 1989

1980
The Dinu brand was established. The name originated from the European paper company DUNI. The letters I & U were swapped to create DINU.

1982
Started manufacturing plastic drinking straws under the 'Sippy' brand name.

1984
Hanky machines arrived and pocket-pack hankies were added to the product range under the Dinu brand.
Barry Sher started working for the company.

1988
Moved to larger premises (Stand 35, 4th Street, Industrial Park, Ga-Rankuwa, Gauteng). The business name was changed to Universal Paper & Plastics (UPP) (BOP) (Pty) Ltd.
UPP staff complement: 60 employees.

1990 - 1999

1993
Bought two new advanced serviette printing machines.

1997
Purchased an additional state-of-the-art serviette machinery.

2000 - 2009

2002
Universal Inks was founded to supply inks to UPP. Ulinks now supplies inks to external companies as well.

2006
Bought a new state-of-the-art roll machine. UPP started manufacturing toilet rolls and kitchen towel, the first company in SA to print on rolls.

2008
Universal Paper Manufacturers (UPM) (Pty) Ltd was founded to supply paper to UPP and other customers.

2009
David & Jonathan Sher started working for the company.

2010 - 2019

2012
UPP Professional Brand was launched now known as Dinu Professional.

2013
Received FSC certification for UPP & UPM.

2014
Launched new product ranges:
- Dinu Linen Touch Napkins
- Dinu Mega Household Towel
- Dinu Décor Multi Packs

2015
Started construction of the new Paper Factory Building across the road.

2017
Started production on a new advanced European tissue machine. Staff complement: 280 employees.

2019
Installation of two new roll converting lines, increasing converting output to 2,700 tons per month.

2020 - 2025

2020
Launched new product ranges:
- Dinu Single Use Face Mask
- Dinu 4-Ply Bathroom Tissue
- Dinu 3-Ply Household Towel

Staff complement: 400 employees.

2021
A new automatic pallet wrapper and broke pulper were bought and installed.

Purchased and refurbished the new Distribution Centre in Ga-Rankuwa (60,000 sqm).

2022
Phase 1 Solar Project: 1.7 MW solar installation reducing fossil-fuel dependency by 12%.

ISO 9001:2015 certification achieved for quality management.

2023
Phase 2 Solar Project: 1.4 MW solar expansion, bringing total fossil-fuel reduction to 20%.

2025
Installed new cutting-edge embossing technology that enhances our roll converting capabilities.