



DAILY SUN



askafrika
market research intelligence

kasi star
brands
2020/2021

SA'S NO. 1

Township Brands



VOTED NO.1*

dawn™
MADE JUST FOR YOU

New Dawn creams and lotions have been made to care for your skin, with a product for every skin type, each enriched with a unique skin-nourishing oil.

#MyNewDawn

* WINNER IN THE BODY CREAMS AND LOTIONS, AND THE HAND CREAM AND LOTIONS FOR FEMALES CATEGORIES AS MEASURED BY THE 2020/2021 ASK AFRIKA KASI STAR BRANDS BENCHMARK SURVEY.

2020/2021 Ask Afrika Kasi Star Brands



always



THANK YOU FELLOW SOUTH AFRICANS FOR MAKING US YOUR NUMBER 1 CHOICE AGAIN. WE ARE JUST BURSTING WITH PRIDE!



FUSION DAIRY BLEND CONCENTRATE Voted by you, for the second year running, as the winner in the Liquid Fruit Squashes, Nectars and Cordials (Dilute before drinking) Category in the 2020/2021 Ask Afrika Kasi Star Brands Survey.

We continuously strive to remain the brand that connects with the heart of South Africa's people!



GRAPHICATION #03705

2020/21 ASK AFRIKA KASI STAR BRANDS

CATEGORY WINNERS

ALCOHOLIC DRINKS

Beer	Heineken
Cider	Savanna Dry
Cider	RTD Bernini
Spirits	Smirnoff 1818
Champagne/sparkling wine	JC Le Roux

APPLIANCES

Desktop PCs, Laptops /Notebooks	Dell
Fridge/Freezer- Combination	Defy
Power tools	Bosch
Stoves	Defy
Television sets in your home	Samsung

DAIRY PRODUCTS

Butter	Clover
Feta cheese	Parmalat
Natural cheese and blocks	Parmalat
Processed cheese	Parmalat
Cold flavoured milk powder drinks	Nestlé Milo
Condensed milk	Clover
Cream	Clover
Custard Liquid	Ultra Mel
Custard Powder	Moir's

Evaporated milk	Nestlé
Fresh milk	Clover
Ice cream in tubs	Nestlé
Ice cream: Bars, Cones, Sticks	Country Fresh
Long life milk	Nestlé
Margarine	Clover
Cheese spread	Rama
Yoghurt	Melrose
Mageu/Maheu	Danone
	Mageu No 1

COLD DRINKS

Carbonated colas	Coca-Cola
Carbonated fizzy drinks/sodas	Sprite
Energy drinks	Dragon
Liquid fruits squashes and Cordials	Fusion
Sport drinks	Powerade

HOT DRINKS

Hot flavoured milk powder	Nestlé Milo
Instant coffee	Nestlé Nescafé
Tea: Herbal/Fruit/Rooibos	Joko
Tea: Standard	Joko

FINANCIAL SERVICES

Banks/financial institutions	Capitec Bank
Funeral cover	AVBOB
Life insurance	Old Mutual
Medical Aid	Gems
Money transfer	FNB e-wallet

FOOD

Eggs	Nulaid
Ready-made meals	Maggi
Artificial sweeteners	Huletts
Sugar	Selati

Baking Aids

Baking powder	Royal
Essence and colourants	Moir's
Toppings and fillings	Koo
Flour	Snowflake
Icing sugar	Huletts
Yeast	Gold Star

Breakfasts

Breakfast cereals (cold)	Kellogg's Corn Flakes
Breakfast cereals (hot)	Jungle Oats

Condiments, sauces & spices

Worcestershire sauce	Maggi Lazenby
Herbs and Spices	Rajah
Stock products	Knorrox
Mustard	All Gold
Mayonnaise	Nola
Tomato sauce	All Gold

Dry and packeted food

Dry soya mince	Knorrox Soya Mince
Pasta	Fatti's & Moni's
Powdered creamers	Nestlé Cremora
Soups	Knorr

Frozen

Frozen fish products	I & J
Frozen potato products and chips	McCain
Frozen vegetables	McCain
Baby or junior foods/baby meals	Nestlé

Infant care

Infant / baby milk	Nan
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Processed

Bacon	Eskort
Burger patties	I & J
Polony	Eskort
Sausage	Eskort

Spreads

Salty	Marmite
Jams	All Gold
Peanut butter	Black Cat
Sandwich	Nola
Syrup	Huletts

Starch

Bread	Albany Superior
Maize meal	White Star
Rice	Tastic

Tinned products

Tinned fish	Lucky Star
Tinned meat	Bull Brand
Tinned vegetables	Koo
Tinned/canned beans	Koo

ACKERMANS

Voted no. 1 for children's clothing in South Africa for 6 years in a row!



IN TIMES OF CHANGE, WE WILL CONTINUE TO BRING YOU VALUE.



THANK YOU, SOUTH AFRICA, FOR VOTING FOR US.

BRAND LOYALTY FOR KASI CONSUMER

By SUN REPORTER

Who is Ask Afrika?

Ask Afrika is a Decisioneering Company. We support decision-makers with facts. Our research gives voice to consumers and citizens and puts them on an equal footing with experts and decision-makers.

Thousands of KASI consumers have participated in our interviews and thus made their voice heard. Our interviewers are in all townships and all cities every day, asking people to give them time for an interview. Some interviews are in person, some telephonic and some online. All KASI consumers, who participate in our research are taking the power to voice their opinion. In this survey, we publish their opinion and their vote. Without the voice of the KASI people, brand owners will not be able to truly make a difference in the products and advertising for KASI. Be sure to have your say the next time an Ask Afrika interviewer visits your community.

Ask Afrika has been doing this for 25 years. In South Africa and in most of the other African countries, too.

Whilst conducting the research Ask Afrika believes in empowering the community by providing jobs to community members that understand and respect the culture, language and unique circumstances of Kasi-living.

Ask Afrika has a national field interviewer force across all provinces and all townships, to enable interviews and data collection from communities. Not only does Ask Afrika secure jobs for local Kasi residents, but we also train

our interviewers in computer literacy, communication and interviewing skills, to ensure valid and reliable research results. Find out more about us by visiting our website on www.askafrika.co.za or contacting us on connect@askafrika.co.za

What is the Kasi Star Brands survey all about?

The survey focuses on brands and products which KASI-consumers use loyally. A total of 7 794 KASI consumers were interviewed, and the survey represents the views of 10 562 000 KASI consumers living in South Africa.

Face-to-face interviews were done within Kasi-households. The main aim of the survey is to inform brand managers, what the regular township resident wants in a product.

This year's survey compares brand usage across 162 categories. As a result, 41 Kasi Star Brands emerged. These are the brands and products you are most likely to find in the average South-African Kasi-household.

What Kasi consumers are telling us this year

For the first time since 2015 an overall decrease of 3,29% has been noted in township loyalty figures. There is a definite drop in brand loyalty for Kasi consumers that are unemployed and married, living in Gauteng.

This means, they look for a better deal, rather than for the brand they always buy.

Kasi household shopping trolleys cover the basic household products needed to feed and sustain families, with only a few luxuries e.g. Nestlé ice

Survey reveals No. 1 brands

cream and JC le Roux sparkling wine.

Kasi loyalty is reserved for brands that can put a smile on their faces, brands that are trusted to fit into the Kasi lifestyle. Despite low income levels, Kasi consumers are willing to pay extra for brands that fit these criteria.

With a generational comparison, the younger Kasi consumer aged (21-30) expect brands to never disappoint, always deliver on high quality followed by coming up with new innovations.

For the older group (31-40) an emotional connection to the brand is created when the brand understands the unique Kasi lifestyles. Kasi consumers have and probably will always be proudly South African supporters who strongly agree with statements like the importance of home language and cultural heritage. These affinities are echoed in the choice of brands with two thirds (66%) of Kasi Star Brands being local South African brands.

This is very important for companies to know, retailers will stock more South African brands for the KASI customer, since the KASI customer prefers that.

In March 2020 the Covid-19 pandemic hit home. The latest research insights from the Ask Afrika Covid-19 tracker stated that 78% of the township residents have personally experienced a loss of income. Thousands of residents queued for food parcels which provided those who own cars, trolleys and wheelbarrows an "Kas-Uber opportuni-

ty" charging fees dependant on the distance travelled. Most Kasi-consumers (78%) were concerned about food shortages and two thirds (64%) reduced portion sizes daily. The top 3 items in shopping trolleys were basic groceries, meat and maize meal. About 45% stated that maize meal is the most essential product. About 34% felt that they cannot survive without meat/chicken. Products like maize meal, samp and other basic groceries were especially important during lockdown.

The focus was placed on basic foods that can easily be made into a meal for any time of the day, which lasted long and can be bought in large quantities. About 80% stated that their cooking habits have changed during the lockdown. Kasi consumers stated that they eat and cook a lot more, especially budget friendly meals.

In line with the need to save money when purchasing, 46% stated that the price of food and whether there are any promotions or specials are the most important.

We all are planning for and thinking of life after Covid-19. The township market as a collective is one of the biggest untapped markets in the country and is worth billions of rands to companies. Kasi consumers are currently struggling, making it even more important for brands to showcase their commitment by giving back, empowering and uplifting these communities during the Covid-19 crisis.

RE YA LEBOGA, BATHO BA MZANSI, FOR CHOOSING AVBOB



AVBOB is the proud winner of the Funeral cover category in the 2020/2021 Ask Afrika Kasi Star Brands Survey.

Being a **Kasi Star Brand of choice** is humbling, because we know that only the most loved brands across Mzansi's townships receive this honour. **Thank you for your vote of confidence and commitment to our brand.**

By choosing AVBOB as your preferred funeral cover and service provider, you've paid us the ultimate compliment – you recognise what makes us different. As a mutual assurance society, AVBOB works like a stokvel, and we share our surplus profits with policyholders.

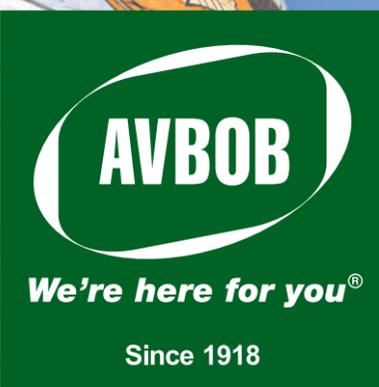
That's why you get FREE funeral benefits* from AVBOB Funeral Service on top of your full policy pay-out:

- A **FREE** basic funeral valued at **R11 000**
- A **R2 500** immediate cash payment for initial expenses
- **FREE transport** of the deceased within the borders of South Africa

*Terms and conditions apply. Free funeral benefits only apply if AVBOB Funeral Service conducts the funeral. AVBOB is an authorised financial services provider. AVBOB is a Level 2 B-BBEE contributor. FSP 20656. www.AVBOB.co.za

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2020/21 ASK AFRIKA KASI STAR BRANDS

CATEGORY WINNERS

MEDICINE

Antiseptic ointments and salves	Zam-Buk
Cold and flu remedies	Med-Lemon
Cough mixtures	Vicks
Headache remedies and Painkillers	Panado
Indigestion Remedy	Eno
Kids vitamins and supplements	Scotts Emulsion
Liquid antiseptics	Dettol
Rubs	Vicks
Sore throat remedies (lozenges/pastilles)	Strepsils
Sticking plaster / plasters	Elastoplast
Vitamins, Minerals and Other supplements	Bioplus

HOUSEHOLD PRODUCTS

Dishwashing liquids/ dish soap	Sunlight
Fabric conditioners/softeners	Sta-soft
Household bleaches	Jik
Household cleaners	Handy Andy
Laundry detergents (for fabrics)	Sunlight
Paint	Dulux
Shoe polish	Kiwi

TOILETRIES

Condoms and lubricant	Lovers +
Disposable razors	Gillette
Facial tissues	Twinsaver
Oral care: Mouthwash	Listerine
Razor systems, Electric razors	Gillette
Disposable nappies	Huggies
Soap Bars (bath soap)	Sunlight
Sunscreen, After sun	Nivea Sun
Toilet paper	Twinsaver
Manual Toothbrush	Colgate
Toothpaste	Colgate
Eye make-up	Avon
Foundation/Concealer/Tinted moisturiser	Avon
Fragrance (perfumes & eau de toilette)	Avon
Lipstick and Lip-gloss	Avon
Nail polish/Nail care	Avon
Blushers/bronzers and highlighters	Avon

Men

Aftershave/male fragrances	Nivea
Creams and lotions	Vaseline
Conditioner/treatment	Avon
Deodorants/anti-perspirants	Shield
Face creams & lotion	Vaseline
Facial washes, scrubs and masks	Nivea
Hand cream and body lotions	Vaseline
Shampoo	Colgate Palmolive
Shaving foam, gel, cream and sticks	Gillette
Talcum powder	Pick n Pay House Brand

Women

Body creams and lotions	Dawn
Deodorants/anti-perspirants	Shield
Face creams & lotion	Pond's
Facial washes, scrubs and masks	Pond's
Feminine hygiene products	Lil-Lets
Pads/towels	Always
Pantyliners	Kotex
Tampons	Ava
Hair relaxers/straighteners	Sofn'free
Hand cream and body lotions	Dawn
Shampoo: Women	Sofn'free

Shaving foam, gel, cream and sticks	Nivea
Talcum powder	Johnson & Johnson
Conditioner/treatment	Dark and Lovely

RETAIL STORES

Casinos

Casinos (Western Cape)	Grand West
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Clothing Retail

Children	Ackermans
Men	Mr Price
Women	Mr Price
Fast-food outlets	KFC
Fuel (petrol or diesel)	BP Ultimate
Garage convenience shops	BP
Hotels	Sun 1
Loyalty cards - Pharmacy	Clicks
Loyalty cards - Retail	Pick n Pay Smart Shopper
Oil / Engine oil	Engen
Shopping for groceries	Shoprite

SWEETS AND SNACKS

Chocolate bars	Cadbury Lunch Bar
Chocolate slabs	Cadbury Dairy Milk
Potato crisps & potato snacks	Simba Potato chips
Sweets/Candy	Smoothies

TELECOMMUNICATIONS

Mobile phone devices	Samsung
Mobile Service Providers	MTN





Thank you South Africa!

Voted No 1 in the paint category.






AkzoNobel



This mobile soup kitchen is one of the ways Shoprite is keeping its love burning with kasi people.

SMALL TOWN'S BIG HEART!

People ekasi donate most

By NJABULO NGCOBO

MAHIKENG kasi people have shown how a brand can work together with the residents to make a difference.

They have made the biggest contribution to the over R1,6 million donated to the Solidarity Fund by Shoprite, Checkers and Usave customers around Mzansi.

Their local Shoprite came out tops among the group's over 1 000 supermarkets, while their local Checkers raised the most of more than 250 Checkers stores.

People were invited to make donations via the Shoprite Group's till-point donation facility, the Act for Change Fund, and together with the retailer's R2 million donation, raised R3,5 million in total for the Solidarity Fund.

Mahikeng Shoprite branch manager Peter Ntshupetsang said they are a small town, so it was really special that their customers made

the biggest donation of all the supermarkets to the Solidarity Fund.

"I am very proud of my team for faithfully processing these transactions. I keep them motivated everyday," Ntshupetsang said.

Checkers Mahikeng Mall branch manager Jairus Mantlhasi was inspired by Ntshupetsang.

He also started encouraging his team to the point where most of them now give regularly to the Solidarity Fund.

"My colleagues on the shop floor are donating money they would have spent buying lunch, as our employer since the start lockdown has been providing us with a daily lunch of soup and amagwinya.

"All the managers give R100 or more after payday, and will continue to do so."

Mayor Betty Diakanyo said congratulations were in order for the people of Mahikeng for contributing to the Solidarity Fund.

"The people, working together with the brand, answered President Cyril Ramaphosa's Thuma Mina call. I am the happiest mayor because of this."

Checkers shopper Odette Anton (40) has lost count of how many times she has donated.

"I give whenever I'm able to and won't stop until we've stopped this virus." She was happy the money was being put to good use and encouraged friends and family to also contribute when they shop.

Resident Desmond Nkokou (27) was glad his home town was making a name for itself. "I feel extremely proud that our contribution to the Solidarity Fund has put us on the map," he said.

Aobakwe Seadira (24) hoped her donation would go towards providing employment for all those who lost their jobs during the pandemic. "I'm very pleased our Shoprite is number one in the country because of our donations," she said.

Contributions from rural towns to the tillpoint donation facility have been amazing. The overall top contributing stores after Shoprite Mahikeng are Shoprite Mid-delburg in Mpumalanga and Shoprite Kokstad in KZN.

The generosity of rural communities was shown at provincial level with Free State, Northern Cape and KZN claiming top three positions of all provinces.

The group manages the Act for Change Fund on behalf of its customers and pays all the money received over to the Solidarity Fund. There are no administrative costs.

Anyone interested in using it to give to the Solidarity Fund can inform their cashier to add R5 or more to their purchase at any Shoprite, Checkers or Usave store.

In addition to collecting for the Solidarity Fund, the Shoprite Group has since the start of lockdown donated surplus food to the value of over R20 million to 261 vetted, registered non-governmental organisations.

In the meantime, the Shoprite mobile soup kitchens have delivered more than 700 000 meals to over 1 000 beneficiary organisations.

Asked to comment on making the top 10 of the Ask Afrika Kasi Star Brand survey, the group said it was over the moon that Shoprite has once again performed so well in the Ask Afrika Kasi Star Brand survey, and that it will always remain true to its business promise of being South Africa's low price champion.

ENGINE PROTECTION YIZO!

Choose the best ingredients, for the best protection.



PETRONAS

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askafrika
KASI STAR BRANDS
2020/2021
CATEGORY
WINNER



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With us you are Number One



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 market research intelligence | SA's 2020/2021 No1 Township Brands



Thank you for voting
 & choosing us as your

#1 KASI FAVOURITES!*



We're proud to be some of the most loved brands by our fellow South Africans.

*Eno is a Kasi Star Brand and is the winner of the Indigestion: Indigestion remedy category whilst Med-Lemon is the winner of the Cold and flu remedies category, and Scott's Emulsion is the winner of the Kids vitamins and supplements category as measured in the 2020/2021 Ask Afrika Kasi Star Brands Survey

Med-Lemon Hot Medication with Vitamin C, Reg. No. 27/5.8/0241. Each sachet contains: 800 mg Aspirin; 50 mg Caffeine; 45 mg Ascorbic Acid; 2,6 mg Menthol; 4254,63 mg Sucrose. GlaxoSmithKline Consumer Healthcare South Africa (Pty) Ltd. Reg. No. 2014/173930/07 39 Hawkins Avenue, Epping Industrial, Cape Town, 7460. References: 1SAHPRA approved package insert. 2https://www.ncbi.nlm.nih.gov/books/NBK279542/3https://www.cdc.gov/flu/about/ga/coldflu.htm. 4 Rhinology. 2008 Dec;46(4):271-5. The effects of a hot drink on nasal airflow and symptoms of common cold and flu. 5https://www.mayoclinic.org/diseases-conditions/acute-sinusitis/diagnosis-treatment/drc-20351677. Health Supplement. This unregistered medicine has not been evaluated by the SAHPRA for its quality, safety or intended use. Reference: IRI Dec 2019 MAT

Scott's Emulsion Original. Each 15 ml contains: Omega-3 fatty acids 450 mg, retinol palmitate (vitamin A) 850 IU, cholecalciferol (vitamin D) 85 IU, calcium hypophosphite 145 mg and sodium hypophosphite 72,5 mg.

Scott's Emulsion Orange. Each 15 ml contains: retinol palmitate (vitamin A) 850 IU, cholecalciferol (vitamin D) 85 IU and calcium hypophosphite 360 mg.

For full prescribing information, refer to the professional information. GlaxoSmithKline Consumer Healthcare South Africa (Pty) Ltd., 39 Hawkins Avenue, Epping Industria 1, Cape Town, 7460. Company Reg. No.: 2014/173930/07. For any product safety issues, please contact GSK on: (+27) 11 745 6001 Customer Care Line: (+27) 800 118 274. Trademarks are owned by or licensed to the GSK Group of companies.

List of 6 Symptoms: 1. Bitter or sour taste in mouth, 2. burning sensation in throat, 3. burning sensation in chest, 4. burning sensation in stomach, 5. stomach discomfort and 6. Heaviness**

**Due to acid indigestion or gastric acid. Reference: Roger Jones and Karen Ballard. Healthcare seeking in gastro-oesophageal reflux disease: a qualitative study. European Journal of Gastroenterology & Hepatology. 2008. 20:260-275, FDA, 21 CFR 331.1(d). 2011. *Johnson S. Suralik J. A Comparison of the Effect of Regular ENO and Placebo on Intragastric pH. Practical Gastroenterology 2009.

ENO ACTIVE FRUIT SALTS (Powder) Each 5.0 g dose contains: Sodium Bicarbonate 2,29 g; Anhydrous Citric Acid 2,16 g; Sodium Carbonate 0,50 g; Reg no.: Y/11.4/186. 50 ENO ACTIVE FRUIT SALTS MINT FLAVOUR (Powder) Each 5.0 g dose contains: Sodium Bicarbonate 2,32 g; Anhydrous Citric Acid 2,18 g; Sodium Carbonate; 0,50 g; Reg no.: Z/11.4/13. GlaxoSmithKline Consumer Healthcare S.A. (Pty) Ltd. Co. 39 Hawkins Avenue, Epping Industria 1, 7460, Cape Town. Reg. No.: 2014/173930/07.

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LET YOUR SHOE GAME SHINE!

By **THABO MONAMA**

IN MZANSI, formal wear paired with shiny shoes is part of the daily attire for many people.

It's especially true for those who work in formal industries.

But there are also ordinary people who just want to match their attire with their shoes.

And for that reason, they keep their shoes shining.

Many of these people use one of Mzansi's oldest brands, Kiwi.

Jukes Mosalo (55), originally from Jericho, North West said: "I have been

using the brand since I was still at primary school.

"The reason I know which polish to use is because for many years I worked with different brands, but one has always been on top.

"It keeps my shoes strong and shining at all times. I have tried other brands before, but I always go back to my old brand.

"And some family members like my uncles are the ones who taught me how to keep shoes in good conditions at all times," he said.

Jimmy Shikwambana said: "I have

been using Kiwi for more than 45 years now, and I never tried other brands before.

"And to make sure I get the results every time I polish my shoes, I use a brush to remove dust before applying polish using a soft cloth.

"Then the next day or sometimes even a few minutes later, I take another clean cloth to make the shoes shine."

Jimmy said by doing so, his shoes last longer because he lets the polish slowly get into the leather for a few minutes every time he polishes his shoes."



Mzansi people keep their shoes shining with Kiwi.

Nkosana keeps his smile bright



Nkosana Lukhuko holds up his favourite brand of toothpaste.

By **SAMMY MORETSI**

NKOSANA Lukhuko from Pelzvale in Randfontein calls Colgate his mother's touch.

This is because he was introduced to the brand by his mum at the tender age of seven.

The 26-year-old has been using it since then to keep his smile bright.

"I remember during my school days when representatives from the brand would visit our school to give us free toothpaste and brushes.

"My teeth were always glowing," said Nkosana.

He encouraged the brand to continue hosting social outreach programmes at schools to teach kids about dental health.

He said he can't remember visiting a dentist as he brushes his teeth twice a day.

"I come from a family of six and the price of Colgate is reasonable for us, as we buy it in bulk," he said.

Banana flavour is Jonas' best

By **THABO MONAMA**

WHILE some drink tea or eat cereal in the morning, Jonas Lethoko (32) always enjoys his Mageu.

"I was introduced to it many years ago and still enjoy a cup or two of the drink popular with black people," he said.

"Ever since the introduction of banana flavour, I make sure I buy that every time.

"What I like about it is I just open, pour and drink," said Jonas.

Mapule Hlatswayo said: "I buy Mageu almost every week for my two kids. They both like banana and can prepare the drink themselves."



Jonas Lethoko loves his Mageu.

THE FRESHER THE BETTER

VOTED AS WINNER IN THE EGG CATEGORY IN THE 2020/2021 ASK AFRIKA KASI STAR BRANDS SURVEY.

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A fresh egg is...

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