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## Benefiting from your idea

Atterbury recently launched an innovation platform to nurture new, inventive ideas.

The AttNovate process is straightforward. Any employee can propose an idea, no matter how unusual or out-of-the-box, that they believe has real potential benefit for the business. There is no opening or closing date, the initiative is ongoing. Ideas are evaluated as they are submitted. Every idea presented and assessed



Armond Boshoff  
Deputy CEO  
Atterbury

to create value through innovation will receive a prize.

However, ideas are just the starting point. These seeds of inspiration and innovation need to be nurtured and cultivated, and AttNovate is the fertile ground to incubate, develop and test ideas.

The big reward for Atterbury's staff members comes in the form of sharing in the benefits stemming from their idea, with a monetary amount linked directly to the economic value creation that their innovation produces.

*Atterbury Property*  
[www.atterbury.co.za](http://www.atterbury.co.za)