

SIGN AFRICA

JOURNAL FOR THE VISUAL COMMUNICATION INDUSTRIES

MAY/JUNE 2026 | ISSUE 142
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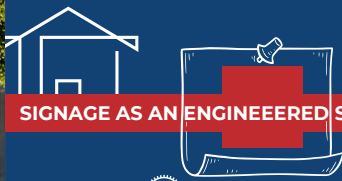
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Practical Steps For Signage Companies To Define Their Core Values



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	HEXIS SAS, a French manufacturer of high-performance adhesive films with more than 37 years of expertise, has announced a major milestone in its international development. Kolok Graphic Supplies (KGS) has acquired the sole distribution of HEXIS products in South Africa, now the fourth licensed company to join the HEXIS Group.
28	MASTERING DIGITAL GARMENT DECORATION <i>BY MATTHEW WOOD</i>
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30	COMBINE SPEED WITH SERVICE FOR A WINNING E-COMMERCE BUSINESS <i>BY JOHN TSCHOHL, THE SERVICE QUALITY INSTITUTE</i>
	We've come a long way from competing with companies that are a few kilometres away from us. Thanks to technology, your competitors are around the globe, but the good news is that so are your customers.

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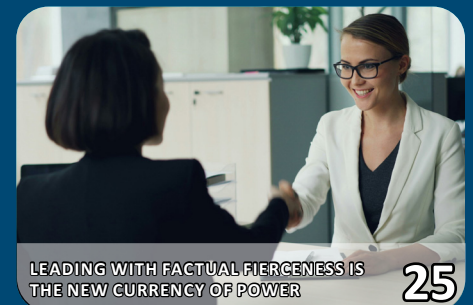
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EDITOR'S NOTE

BY MEGGAN MCCARTHY, EDITOR

Welcome to the Sign Africa Durban Expo! This is our last expo before our flagship Johannesburg event, taking place from 8-10 September at Gallagher Convention Centre. The events are proudly sponsored by Stixo and Roland.

Our front cover features Eco-Print Digital Media from Eco Signage Supplies. Eco-Print Digital Media has been developed to meet the demanding requirements of modern digital printing and signage applications. Combining outstanding printability, reliable handling characteristics and excellent durability, the Eco-Print range provides professional solutions for both indoor and outdoor branding, advertising and décor applications.

Other features in this issue:

Many corporates are finalising marketing strategies, approving campaigns, and planning brand rollouts. Concepts are signed off, timelines are set, and budgets are allocated. Too often, signage only enters the conversation at the execution stage. But signage isn't a single product. It's an engineered build, a layered assembly where performance depends on how well each component works with the others. When specification happens late, decisions become reactive, compromises creep in, and long-term performance is left to chance.

The sign industry is chaotic by nature. But sometimes the chaos is not just caused by the industry itself. Sometimes it's amplified by something much simpler: a lack of clear core values. After more than 20 years in the sign industry, working in almost every role from production and installation to leadership as a franchisor, Kurt Tyack has seen how important core values are in keeping a business aligned. Without them, teams often pull in different directions. Accountability can slip, shortcuts are taken and mistakes happen. When that happens, the customer is usually the one who suffers.

The contemporary high-powered workspace is undergoing a brutal but necessary pivot. We are witnessing the transition from the era of 'aesthetic capital', where women were often relegated to being 'decorations' or, as neuroscientist Dominika Staniewicz frames it, 'desserts', to a paradigm defined by Intellectual Authority.

This is a rejection of vanity-stroking in favour of factual fierceness.

The Change 1 Woman (C1W) initiative is grateful to have the support and sponsorship of DTF Printing Africa, Graphix Supply World, Kolok Graphic Supplies, Midcomp and NUtec Digital Ink. Women from these companies shared their thoughts on the industry, trends, the key to success and what we can do to attract young talent to the industry. You can also read the full interviews at www.c1w.co.za/news

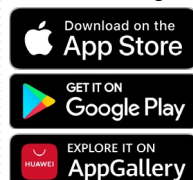
We've come a long way from competing with companies that are a few kilometres away from us. Thanks to technology, your competitors are around the globe, but the good news is that so are your customers. If you are looking for ways to drive your organisation's success, and you should be, it's critical that you add speed, price, convenience, and service to your arsenal. Many e-commerce companies know this, but many others think that e-commerce is synonymous with self-service. It is not.

Signing off
Meggan McCarthy

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PUBLISHER DETAILS



PUBLISHED BY:

Practical Publishing SA (Pty) Ltd
The Kloof Mall, Shop number: 5, 19 Kloof Road,
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and Arterial East Road)
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XL Solutions is a leading specialist in large format printing technology, consumables, and technical support. Established in 2002, the company has grown into a trusted distributor and reseller, delivering reliable, high-performance solutions to the signage, graphics, and print industries.

As part of a family of companies that includes Clearly Digital and LFP Supplies, XL Solutions provides end-to-end printing solutions, from hardware and consumables to expert service and after-sales support, and tailored to the evolving needs of modern print businesses.

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XL Solutions is a Canon Platinum Partner in South Africa, enabling us to supply, install, and support Canon's advanced large

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XL Solutions is committed to helping businesses print smarter, perform better, and elevate their visual communication. Visit us at Sign Africa to discover reliable printing solutions backed by expert service and trusted brands.

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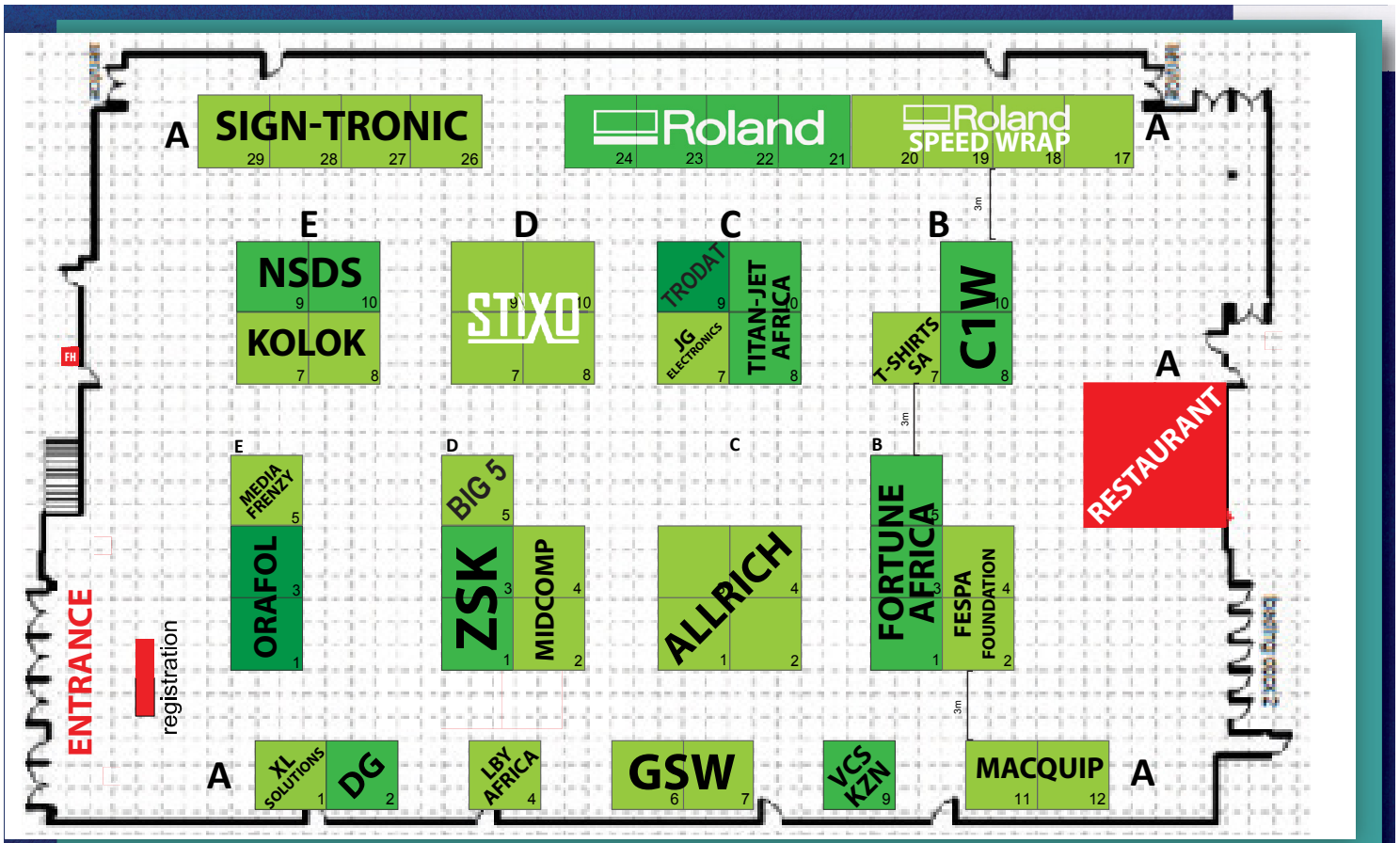


Catalogue listings were correct at time of going to press. Updates will be made online

at www.africaprintexpo.com,

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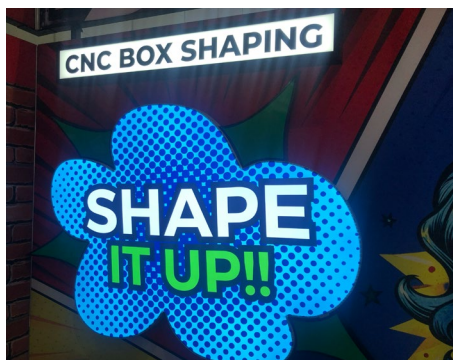
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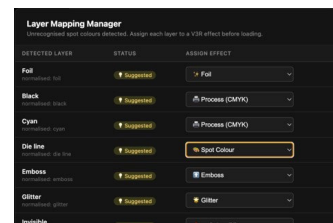
Kongsberg PCS Tools

The PressCut Knife Tool is designed for kiss-cutting adhesive vinyl (e.g. decals) and foils, ensuring the backing remains intact while only cutting the top film. The Ballpoint Pen Tool is for pen drawing, plotting and sample marking on materials. The Fibre Tip Pen Tool option provides drawing capabilities on materials such as clear vinyl or flexographic plates, which normally cannot be marked with ballpoint or liquid ink pens. www.gsw.co.za



Visualis3R Layer Mapping Manager

The first-in-the-industry feature allows users to map any incoming spot colour, foil, varnish, or other finishing element, to the correct embellishment effect. This ensures (regardless of the name the designer may have selected) consistency, accuracy, and flexibility across global workflows, without forcing designers into rigid naming standards. As embellishment standards are developed by the industry, any new standard terms can also be supported. <https://documentsolutions.altron.com>



GCC StellarMark IFIIS JML

Featuring advanced Multiple Pulse Width technology, this model overcomes conventional limitations to deliver superior marking quality and greater versatility across a wide range of materials. It introduces Pulse Width control, expanding adjustable laser parameters such as pulse duration and peak power. This flexibility enables a wide range of marking effects on metals, from high-contrast black and white to glossy finishes and deep marking, while maintaining consistent quality. www.gencotechlasermarking.co.za



Enfocus PitStop 26.3 Update

The key change in this release is 'My PitStop', a user interface panel that consolidates access to resources and documentation to ensure that users get maximum value out of PitStop. As for Botus, the AI Chatbot that was introduced in PitStop 25.11, it is now part of this new panel. Another improvement is the ability to now display more information from within the PitStop File Manager (Action Lists and Preflight Profiles) thanks to additional columns (Author, Description, Last Modified Date etc.) that users can show or hide. www.colorflowsolutions.co.za



Professional LED Wire Connectors

The professional heat-shrink wire connector features an integrated weld ring, engineered specifically for secure LED wiring in signage fabrication. It combines mechanical bonding electrical conductivity and environmental sealing in a single solution. When heat is applied, the internal weld ring forms a secure electrical bond, while the outer shrink tubing compresses tightly around the insulation to help protect against moisture ingress and mechanical stress. www.exion.co.za



Drytac PaperTac White Matt

The paper provides print service providers with a sustainable alternative to traditional PVC-based films, without compromising on image quality, durability, or ease of use. It features a 140gsm white matt coated paper with a clear permanent adhesive, delivering sharp image reproduction and strong colour vibrancy across aqueous, latex, and UV print technologies. The smooth matt finish reduces glare while maintaining excellent visual clarity, making it well suited for retail environments and indoor promotional spaces. www.midcomp.co.za



Super-B900 DTF Powder Shaker

The product is engineered to deliver efficient, consistent, and energy-saving performance for professional DTF heat transfer workflows. Designed for 900mm wide format DTF printing, the Super-B900 is perfectly compatible with the EPSON SureColor G6070 and most 900mm DTF printers on the market. An integrated automatic powder recycling system collects excess DTF powder during operation, keeping the workflow clean and efficient. This system minimises material waste, reduces operating costs, and supports a more sustainable DTF printing process. www.chemosol.co.za



Rhythm 60 Highlight Linear Lighting Fabric Frame

The world-first Linear Lighting Fabric Frame features an integrated recessed LED channel that creates a continuous illuminated edge. Built with a refined 60mm aluminium profile, the system incorporates a double-sided Silicone Edge Graphic system and allows for easy fabric changes. It is ideally suited for retail and exhibition environments. www.signbox.co.za



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SIGN INDUSTRY NEWS

GAWK Celebrates Ten Years In Business

Ten years ago, Gawk Visual Engineers started with a simple idea and a small team. Today, the company has grown more than it could ever have imagined. Because of its customer support, GAWK hasn't just grown its headcount and inventory; it has also grown its community across borders.

From its first prototype to the thousands of products leaving its doors today, the journey has been one with immense growth: the GAWK team have expanded from 7 to 35 dedicated experts, and what started locally has developed into a global network with orders being frequently shipped to SADC neighbours, the UK, Australia and the USA, bringing the company's vision to doorsteps worldwide.

To keep up with this demand, 2026 marks GAWK's biggest logistical leap yet. The company is officially

moving its factory to a larger, state-of-the-art facility. This new home will allow the company to innovate faster, produce more, and continue to maintain the high quality customers expect on a much grander scale.

The new address is Green Drop Business Park: 104 EP Malan Road, Pomona (next door to where Gawk are presently located). Four units are currently being built with a space size of 2200sqm.

GAWK is also launching its new digital product catalogue on March 30, 2026. It's an interactive experience designed to give users a front-row seat to its entire range.

'Our teams have been 'under the hood' for months, sketching, prototyping, and testing,' said Sandro Corrado, GAWK Co-Founder and Managing Director.



'This year, we're introducing products that will expand your marketing toolbox in a multitude of new and exciting ways. These aren't just additions to a list, they are the culmination of 10 years of learning what you love.'

www.gawk.co.za

NUtec Digital Ink Supports Long-Term Ecosystem Restoration



Located in the Northern Cape, Tswalu is South Africa's largest private game reserve and is

dedicated to the long-term ecological restoration of the fragile southern Kalahari. NUtec Digital Ink has strengthened its commitment to achieving carbon neutrality through the purchase of verified carbon credits generated by Tswalu.

The investment supports nearly three decades of ecological restoration, while contributing to measurable climate benefits through increased carbon sequestration. Restoration focuses on rehabilitating land previously used for livestock farming by reducing grazing pressure, restoring natural grasslands, and reintroducing native wildlife to rebuild resilient, functioning ecosystems.

As the landscape gradually recovers, healthier soils

and vegetation increase the area's natural capacity to sequester carbon, generating measurable climate benefits as an outcome of sustained conservation work. Restoration at Tswalu includes the careful reintroduction and long-term protection of species under serious conservation pressure. The African wild dog is classified as endangered, while the Kalahari black-maned lion and cheetah are listed as vulnerable. Tswalu also protects a desert-adapted black rhino subspecies, currently listed as near threatened, representing a significant recovery from the critically endangered status of the broader black rhino species.

'The Tswalu investment helps us reduce the environmental impact of our global logistics

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operations, while supporting the long-term restoration of biodiversity through land rehabilitation and careful species reintroduction,' said NUtec's financial director, Darren Crosse. 'It also forms part of NUtec's broader environmental strategy, which includes various carbon reduction initiatives such as renewable energy adoption, reforestation support, responsible waste management and supply chain optimisation.'

As part of Tswalu's carbon management programme, 6,179 credits were used to offset

the reserve's own operational emissions from 2019, with the remaining credits made available to organisations seeking to support credible, nature-based climate solutions. NUtec Digital Ink purchased 4,000 of these credits in 2025, helping to extend the long-term rehabilitation of degraded land, the recovery of natural grasslands, and the protection of biodiversity across the southern Kalahari, while addressing the environmental impact of its global logistics operations.

www.nutecdigital.com

FESPA Foundation Hands Over Art Supplies And More To Batau Primary School

The FESPA Foundation team returned to Batau Primary School in February to further support the school. The foundation handed over art and stationery supplies, which were kindly donated by NUtec Digital Ink. NUtec packaged paints and canvases in repurposed printed fabric samples which were turned into art supply totes.

Steve Thobela ka Mdlalose, FESPA Foundation's executive director, emphasised that transparency is central to what the Foundation does: 'There are so many charities that people can donate to, but how do you know if the gift that you donated actually gets to those in need? The FESPA Foundation pride ourselves on the fact that if something is donated to us for a school purpose, we assure the donor that they will see their product or donation being used at the school.'

Group content and events manager Michela Marcantonio from FESPA's UK head office joined the team for the school visit. Thobela ka Mdlalose said, 'It's always good for staff members from the head office to see what we do. Although we do share information with them, there's nothing like being present at the school to see the difference being made.'

'I was honoured to visit Batau School in Limpopo, where FESPA donated a 'parachute' game for all classes to enjoy, a popular activity in UK schools. The game uses a large, circular, multi-coloured parachute with handles and can be used for a variety of group activities. We hoped it would be a meaningful contribution, as it's a great way to help children develop coordination, teamwork and motor skills,' said Marcantonio.

'I was particularly interested to learn more about



Ntombi Thobela, FESPA Foundation with Ilisna Lane, NUtec Digital Ink and Rabina Banda, FESPA Foundation.

the upcoming projects the FESPA Foundation team are fundraising for, including the development of five themed classrooms. These will help support students who are currently learning in classes of more than 60 children.'

Martine Goodchild, NUtec Digital Ink marketing manager added, 'We're honoured to support the FESPA Foundation's work at Batau Primary School. Combining art supplies with repurposed printed fabric samples allowed us to contribute in a way that encourages creativity while giving materials from our industry a second life.'

www.fespa.com/en/about/fespa-foundation/

Keip Bros. Announces Screen And Pad Printing Training Courses



Keip Bros. Trading Company offers training courses to candidates who buy printing equipment from the company or to those that are already in the industry who require additional / advanced training.

The comprehensive three hour course, held at the company's Johannesburg offices in Booyens Reserve, covers: theory (of screen or pad printing) and practical (artwork positive creation, darkroom procedure, ink choices and mixing, and hands-on 'get your fingers inked' practical printing).

For entrepreneurs entering the printing industry, there is a module on costing a print job as well as marketing hints.

Screen Printing

Training includes mesh choice, optimal screen size, screen coating with photo emulsion, artwork positive creation, screen exposure under UV light, wash out and screen reclaiming, choice of ink and mixing of colours, setting up a print job with accurate registration, squeegee choice and angles, and screen printing including flood-coat, drying and curing, and packing procedures.

Pad Printing

Training includes cliché choices, artwork positive creation, cliché exposure, choice of pads, choice of ink and mixing of colours, setting up a print job for accurate registration / placement on a jig, pre-treatment, pad printing, post-treatment and packing procedures. On completion of the morning training, the candidates are issued with a certificate and leave with the training notes and samples of the prints. Booking is essential. Please see the below contact details to book.

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SIGN INDUSTRY NEWS CONTINUED

Signage Projects By Unique Techniques

Ecobond Aluminium Composite Material (ACM) from Eco Signage Supplies is a three-layer sandwich panel consisting of two pre-painted aluminium sheets bonded to a polyethylene (PE) core. The material was selected by Unique Techniques and was used to create signage, notably for clients Bourbon Barrel and Chery.

According to Unique Techniques, the material was selected for its versatility and practicality, allowing the company to do as much as possible.

For example, the company was able to create a fabricated ACM circle with a push-through opal acrylic for the Bourbon Barrel project.

With the Chery project, a reception desk was created entirely out of ACM, including the wall behind it. The material was praised for its rigidity alone.

www.ecosignagesupplies.co.za and
www.uniquetechniques.co.za



Sign Wonder Launches New Warehouse

Sign Wonder officially launched its new warehouse facility at 13 Weyers Rd, Alrode South, Alberton on Friday, 8 May. The launch was a trade-focused event that brought together customers, suppliers and automotive dealership partners for a morning of demonstrations, product showcases and networking.

The launch programme began with an arrival and welcome session, followed by a grand reveal ceremony outlining the company's history and future expansion plans. The event served as both a warehouse opening and an industry showcase aimed at highlighting developments in vehicle wrapping, signage applications and vinyl technology.

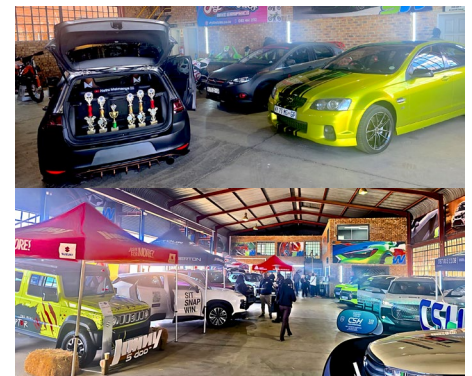
Justin Robert, Managing Director at Sign Wonder, said, 'After several successful years in our Alrode building, we simply outgrew the space. Our production volumes and service offerings demanded a facility that could match our growth. The new premises gives us the scale and infrastructure to deliver world-class wraps while supporting the next phase of expansion.'

A key feature of the event was a live vehicle wrapping demonstration involving a Chery Tiggo Cross HEV wrapped using Avery UWF materials. Custom-wrapped cars and off-road bikes were also displayed throughout the venue as part of

the automotive showcase. Interactive exhibitions gave attendees the opportunity to engage with the latest vinyl products, signage technologies and application testing processes, while suppliers presented new solutions and materials to visitors from across the signage and graphics sector.

'The launch was a resounding success,' said Robert. 'We had strong supplier support, including Avery Dennison SA, who provided valuable insights to customers. Guests enjoyed interactive wrapping demos, live applications, and even tried their hand at wrapping panels themselves. A real eye-opener into the technical process.'

The new premises allows Sign Wonder to better focus on their original core vehicle wrapping services, while being able to expand their offerings to better meet clients needs. Robert said, 'We're introducing new services that complement our core focus on wraps. A full client car wash, a detailing section, and a dedicated Paint Protection Film bay. Our philosophy is to expand only after thorough research and training. Vehicle wraps remain our heartbeat, and every diversification is designed to strengthen, not dilute, that core.' The afternoon programme included stunt demonstrations and dealership test drives hosted in partnership with Chery Alberton, Jetour Alberton, Suzuki Alberton and Toyota Rand Stadium. 'Dealers showcased vehicles branded by us, influencers displayed



specialty wraps, and our sister company, Stylinrides, brought energy with off-road bikes and a live jetski application. The day concluded with a grand prize draw for a full PPF wrap, sponsored by Avery and Sign Wonder,' stated Robert.

The event formed part of Sign Wonder's continued growth strategy and reflected the increasing demand for vehicle wrapping, branded graphics and advanced signage applications within South Africa's visual communications industry. 'It was a celebration of innovation, partnerships, and customer appreciation,' concluded Robert.

www.signwonder.co.za

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INTERNATIONAL NEWS

Zünd Cutter Illustrates Versatility In Custom-Made Applications



The workshop at La Belle Sattel saddlery in eastern Switzerland is filled with high-quality saddles for recreational riding, dressage, and show jumping and are crafted by hand, with precision and a wealth of expertise. Each saddle is custom-made and meticulously crafted to fit the horse's back perfectly.

At the centre of the workshop is a clear sign of the saddlery's embrace of modern technology: a Zünd G3 XL-1600 cutting system, together with a projection solution and MindCUT software, which has supported the 15-person team in the digital cutting process.

For owner Philipp Seiler, a passionate show jumper, stepping into a digital future was a conscious decision, even though he is not a digital native. With their high-quality, custom-made saddles, the Seilers have made a name for themselves in the equestrian community in Switzerland and abroad. Their success is built on consistent quality and smart investments. 'For years now, we've been thinking about how digital technology can effectively complement our manufacturing processes,' said Seiler.

Investing in a digital cutting solution from Zünd was, for Seiler, the next logical step towards the future. 'The digitalisation of cutting has brought about a profound cultural transformation in our company.'

Finding skilled staff is a challenge, he added. Today's demand is for modern working environments, smart tools, and companies that have the courage to embrace change. But for La Belle Sattel, the move from labour-intensive

manual cutting to digital cutting was not just an investment in precision, profitability, and efficiency. It is also a commitment to the future of saddlery as a craft.

Saddles are as varied as the riding disciplines they are used for. Dressage saddles are designed to keep the rider in an upright position on the horse, while flat jumping saddles allow for bent legs and maximum freedom of movement.

Seiler visits each horse and rider personally to get a clear sense of both and take the necessary measurements. 'Many people have slightly angled hips, for example. I pay attention to such details.'

www.midcomp.co.za

EFI Showcased Latest Hybrid And Roll-To-Roll LED Inkjet Printing Technologies



Electronics For Imaging, Inc. (EFI™) demonstrated the EFI VUTEK® M3h hybrid and EFI Pro 33r roll-to-roll LED printers, designed to help sign and display manufacturers increase productivity, expand capabilities, and capture higher-value opportunities.

The 3.2-metre EFI VUTEK M3h hybrid flatbed/roll-fed LED printer is designed for high-volume, production-level printing across both rigid and flexible media in one innovative footprint. Combining versatility with performance, the VUTEK M3h printer enables print providers to expand into new applications while maintaining high image quality and fast turnaround times. Users can take advantage of premium-margin applications with advanced print capabilities and embellishments,

including multi-layer printing up to five layers with CMYK, white, and optional clear inks.

EFI also featured the 3.2-metre EFI Pro 33r roll-to-roll LED printer, built to deliver high-quality imaging and production-level printing for demanding sign and display environments. The Pro 33r printer helps businesses increase capacity and lower operating costs with fast printing in key production modes, multi-roll printing, media savings, efficient ink usage, and less maintenance. Instant on/off LED curing increases uptime, while fewer printhead replacements help lower maintenance time and costs.

EFI also highlighted its Transform-TF LED inks, engineered for thermoforming and non-formed applications and designed to unlock new, profitable opportunities in high-impact 3D graphics. These inks enable efficient production of custom formed signage, point-of-purchase displays, and specialty applications across a wide range of thermoformable plastics, as well as traditional sign and display media. With direct-to-substrate printing, minimal setup, and prints that are immediately ready for forming, providers can deliver thermoforming jobs quickly and cost-effectively, from one-offs to longer runs.

Available in CMYK plus white, EFI Transform-TF inks offer a wide colour gamut, strong density for backlit applications, and the flexibility required for multilayer printing. They are built to withstand heating and forming, delivering excellent elongation, adhesion, and durability without cracking or loss of image quality. Transform-TF inks are available for use with EFI Pro 30f+, 16h+, 30h+ and VUTEK M3h printers, helping businesses select a printer that fits their size and production requirements.

Available in CMYK plus white, EFI Transform-TF inks offer a wide colour gamut, strong density for backlit applications, and the flexibility required for multilayer printing. They are built to withstand heating and forming, delivering excellent elongation, adhesion, and durability without cracking or loss of image quality.

ISA International Sign Expo took place April 8-10 in Orlando, Florida.

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SwissQprint Flatbed Printer Continues Success Story

Nyala
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for 11 years



For the eleventh consecutive year, the Nyala flatbed printer has been the best-selling printer in its class in Europe. Around the world, well over 1000 units of this model are in use. Nyala has once again held its own in 2025, competing against all surveyed brands and models in the category 'UV flatbed/roll to roll/hybrid printers >60" (152.4 cm) wide in a specific price segment.

The figures come from Geneva-based market research institute Infosource, which tracks annual sales of large format printers in Europe.

'Eleven years in a row. We are both thrilled and grateful for this ongoing success,' said Carmen Eicher, Chief Sales and Marketing Officer at swissQprint. 'This special recognition we owe above all to our loyal customers, who have put their trust in our technology for years.'

Like all swissQprint large format printers, the Nyala is developed and manufactured entirely in Switzerland, from the mechanical components to the electronics and software, everything is produced at swissQprint headquarters.

SwissQprint has been steadily developing this successful model since its launch in 2012. Nyala in its fifth generation features a 3.2 x 2m flatbed and, for the first time, 10 freely configurable colour channels. At maximum productivity it can turn out 253sqm/h.

The system covers a wide range of applications, from signage and display production to industrial applications and special effects.

www.sign-tronic.co.za

Production House Future-Proofs Wide Format Offering With Agfa Investment

The Ciervo H3200 is the third Agfa engine to join Dale Studios' line-up. Dale Studios was already operating an Anapurna H3200i and an Anapurna H2500i, and by replacing its older 3.2 machine, it has been able to increase production capacity without outgrowing its existing premises.

The installation marks the latest milestone in a long-standing partnership between Dale Studios and Agfa that has helped the Leicester-based creative production house unlock new levels of speed and quality.

Ben Millard, Managing Director at Dale Studios said, 'Agfa has been a constant in our growth journey and it has been great to partner with them through the years for our wide-format needs. With the new Ciervo H3200 we're already seeing significant benefits in terms of throughput and capacity, which has really helped future-proof us as we scale over the next three years, confident in the knowledge that the machines, engineers, and the support behind them will keep our production moving.'

Dale Studios provides a range of creative services including wide format printing, Point of Sale retail displays, builds, store rollouts and window displays, and saw the investment in the Ciervo H3200 as a natural step forward for the business.

A key factor in the investment was the Ciervo H3200's expanded printhead configuration and fully integrated cover. These features provide improved image consistency, while helping to reduce the risk of print contamination and lowering overall noise levels in the print room.

The enhanced continuous board feeding function has also directly increased throughput for Dale Studios, enabling operators to load new board while the printer is still running, eliminating unnecessary downtime.



Jack Allen, Jim Stonebridge, and Daz Elliott (print technicians), and Ben Millard (managing director) at Dale Studios.

Millard added, 'The Ciervo is exactly what we need for where we are as a business. We do big sheet runs, but we also do bespoke, very intricate,

detailed displays, short run, so the range of work is huge. We can be changing materials and rolls several times a day and are very reactive to the work that comes in. The capacity we have with the two Agfa machines is what we need, we have a little bit extra when it's needed. This new machine has more print heads, more speed, and the technology is a step up from what we had before.'

www.wideformat.co.za

Kornit DTG Solution Supports E-Commerce Growth



Over the years, Hybris Productions has built one of the largest licenced artwork collections in Europe, with access to more than 15,000 logos, images, and designs from movies, entertainment brands, and popular culture. The company has adopted Kornit's direct-to-garment (DTG) digital production technology to scale licenced apparel manufacturing with greater speed, design flexibility, and on-demand production capabilities supporting retail and e-commerce growth.

Founded more than 22 years ago and based in southern Sweden outside Malmö, Hybris Productions specialises in officially licenced apparel merchandise including T-shirts, sweatshirts, and caps. The company serves brands, retailers, and direct-to-consumer e-commerce channels across Europe. As Hybris' licenced portfolio expanded, traditional screen printing limited speed to market and design release volume.

'With screen printing, we were restricted in how many designs we could release,' said Peel Olson, Founder of Hybris Productions. 'Going digital meant we could release hundreds of designs instead of just 10.'

Hybris was among the first companies in Sweden to experiment with DTG technology nearly two decades ago. While early digital systems offered promise, they also introduced operational challenges, including complex pretreatment processes.

Kornit's DTG production platform enables high-

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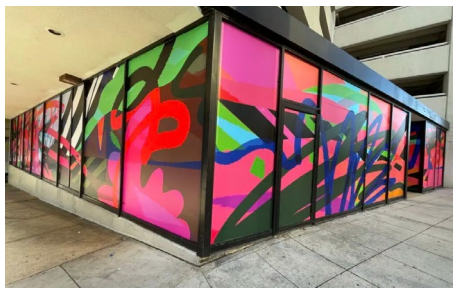
INTERNATIONAL NEWS

quality output at industrial speeds while simplifying production workflows. 'Kornit Digital removed the part I disliked the most about DTG: the pretreatment,' Olson explained. 'What I saw was a machine that could print at the speed we needed, around 100 T-shirts per hour, while delivering the quality our licenced brands demand.'

Following installation, production ramped faster than planned, reaching stable daily output within months. By mid-summer, the system was running 6–7 hours daily, with plans to extend to 10–12-hour shifts during peak seasons.

www.rexsscreendigital.co.za

Drytac Vinyl Creates Vibrant Mural Graphics To Elevate Public Spaces



Dallas-based print and installation specialist DTX Wraps used Drytac's Polar Grip Air polymeric vinyl with permanent high coat weight (HCW) adhesive to produce and install a series of large-scale murals across downtown Dallas as part of an ongoing Beautification Project led by Downtown Dallas Inc.

The opportunity arose through DTX Wraps' long-standing relationship with DDI, a privatised organisation focused on enhancing and activating the downtown Dallas district. Working closely with DDI and local artists, DTX Wraps was tasked with producing and installing vibrant mural graphics designed to elevate public spaces and contribute to a wider city beautification initiative.

The project required large format printed graphics that would remain securely in place in challenging, real-world environments typical of busy urban settings. Reliability and ease of installation were critical, given the scale and visibility of the murals.

DTX Wraps printed the graphics in-house on its Epson SureColor S80600L printer, ensuring strong colour vibrancy and accurate reproduction of the artists' work. For the base media, the team selected Polar Grip Air from Drytac. Known for its aggressive adhesive system, Polar Grip Air stays stuck in hard-to-stick-to environments, making it particularly

well suited for demanding surface conditions often encountered in public installations. The material's air release technology also supports efficient, bubble-free application.

'We chose this product because of the ease of installation, said DTX wraps managing partner C.J. Reichwein. 'When you're installing large murals in public spaces, you need a product that performs consistently and bonds reliably. Polar Grip Air gives us that confidence.'

To ensure long-term durability and protection in a high-traffic public environment, the printed graphics were paired with Drytac's Interlam Pro Anti-Graffiti laminate. The addition of the protective overlamine made the finished murals ideal for public spaces, helping guard against surface damage and vandalism while maintaining visual impact.

www.midcomp.co.za

ORAFOL Announces Investments For Next Five Years



Dr. Holger Loclair, ORAFOL Group.

The 'ORAFOL Roadmap 2030 – Shaping the Future' covers ORAFOL's global expansion projects. The roadmap is based on a €235 million investment initiative for the period 2026–2030 at the headquarters, as well as additional global expansion projects in the sales regions of Europe, North and South America, and Asia-Pacific.

In doing so, the technology company underscores its role in its home region as a reliable partner for local businesses and as a driver of growth. At the same time, the roadmap reflects the need for ORAFOL to continuously invest in newly developed sustainable technologies in order to secure and expand its international competitiveness.

Dr. Holger Loclair, Chairman and CEO of the ORAFOL Group, is thereby providing long-term security for ORAFOL employees at the company's headquarters in Oranienburg, 'The ORAFOL Roadmap 2030, with its investment initiative, reflects my optimism and represents a commitment to our home base in Germany. At the same time, we have built up the strength to consistently pursue our growth globally

through investments. Both are crucial to our goal of remaining one of the market leaders.'

In addition to the planned €235 million (2026–2030) at the headquarters in Oranienburg, the 'ORAFOL Roadmap 2030 – Shaping the Future' calls for further significant expansion investments, including at the subsidiaries ORAFOL Americas in the U.S., Group M.A.M. in Belgium, and Reflomax in Korea. In this context, a Letter of Intent (LOI) was formally signed with representatives of the Korean province of Gyeonggi at the headquarters on April 2 2026. This LOI provides for an investment of more than \$60 million for the first expansion phase of an ORAFOL production plant in the Seoul region of Korea.

The 'ORAFOL Roadmap 2030 – Shaping the Future' brings together targeted investments in technology, the expansion of production at the headquarters in Oranienburg, and global expansion to ensure sustainable growth. The goal is to actively shape and develop the company's future.

It is noteworthy that ORAFOL had already announced investments totalling 150 million euros by 2027 as early as 2025. Through this significant expansion of its investment plans for 2028, 2029, and 2030, the company is sending a strong signal of long-term security, not only for its own market activities but also for Brandenburg as an industrial hub and the company's employees.

The ORAFOL Roadmap also enhances planning certainty for the technology and development partners of this globally active family-owned company across the entire value chain. This ensures stability, particularly in a challenging market environment.

www.orafol.com

X-Rite Opens Colour Academy



X-Rite Pantone held the opening ceremony of its Colour Academy in Shanghai, marking the official launch of X-Rite Pantone's strategic initiative in colour education. The academy will offer systematic and standardised colour courses and solutions for industries including printing, textiles, automotive, and plastics.

Prior to the ceremony, guests were guided by

X-Rite Pantone's expert team on an in-depth tour of the X-Rite Brand Experience Centre and the Pantone showroom. Through live demonstrations and case studies, attendees gained insight into the core capabilities of the Brand Experience Centre in colour calibration and quality control, as well as real-world applications of the Pantone Colour System in brand design and product development. They further understood how professional colour technology empowers the entire process of brand design, manufacturing, and quality management.

David Qin, President of Veralto China, noted that colour, as a core element in shaping quality experiences, is drawing increasing attention from professionals. Through brands such as X-Rite Pantone, Veralto continues to provide cutting-edge technology and authoritative standards across industries, serving the public with professional expertise and driving customer success through innovation, thereby building a collaborative and win-win industrial ecosystem.

Michael Zhu, General Manager of X-Rite Pantone Greater China, emphasised that X-Rite Pantone will leverage the Colour Academy as a platform to deepen the dissemination of professional colour knowledge, strengthen university-industry collaboration and sector coordination, focus on talent development and professional skills enhancement, and drive industrial upgrading with professional strength. He sincerely invited all partners to join the academy's co-construction projects and work together to promote high-quality industrial development.

In a lively atmosphere, the ribbon-cutting ceremony for the X-Rite Pantone Colour Academy was held. The guests held golden scissors and cut the ribbon together. Subsequently, Faye Guo, Dean of the X-Rite Colour Academy, systematically introduced the academy's three core business segments. Leveraging nearly 70 years of colour management experience, the academy aims to build a deeply integrated colour education ecosystem combining 'production, education, research, and application'.

The colour curriculum, as the core segment, will actively connect universities and enterprises, integrating colour practice throughout the talent development process. At the same time, customised training will be offered to brand owners and supply chain companies, helping customers upgrade to advanced colour application levels and strengthening long-term collaboration. The Colour Lab serves as a showcase of brand technical strength, presenting core capabilities through visual processes and creating an immersive experience for customers.

www.digitalview.co.za

B-Flex Announces DTF Collaboration With Brother



Following extensive testing carried out in collaboration with Brother's technical teams, B-FLEX has developed a dedicated line of DTF film and hotmelt powder specifically engineered for the DTRX platform.

The solution has demonstrated outstanding performance both in terms of print quality and workflow optimisation, ensuring vibrant colours, sharp details and a soft, elastic hand on the finished garment.

'Our goal is to provide professionals with solutions that combine quality, efficiency and consistency over time,' said Diego Ramella, Marketing Manager at B-FLEX. 'By optimising our materials for the DTRX series, we are enabling a smoother workflow and highly reliable production results.'

The optimised DTF line will be commercialised directly and exclusively by Brother across Europe, offering professionals a complete and reliable solution designed to maximise productivity and output quality.

The collaboration will be showcased at FESPA Global Print Expo 2026 (Barcelona, 19-22 May), where Brother will use B-FLEX materials for live printing demonstrations throughout the exhibition, highlighting the value of combining high-performance printers with engineered materials.

Visitors will be able to discover the full ecosystem of garment decoration materials, including its complete DTF range and over 300 HTV solutions.

'What really makes the difference today is the synergy between machines and materials,' added Ramella. 'At FESPA, professionals will have the opportunity to experience first-hand how this integration translates into better results, higher efficiency and consistent performance over time.'

www.b-flexitalia.com/?lang=en

SwissQprint Japan Unveiling New Print Sample Series



SwissQprint Japan will host a VIP open week at its Shin Yokohama showroom, presenting the latest generation of flatbed printers alongside a new print sample series debuting in Japan. The event coincides with FESPA Global Print Expo 2026 in Barcelona, where swissQprint will be showcasing its portfolio.

At FESPA swissQprint will present its current large format printer range under the motto 'Made for Winners – Loved by Thousands'. The Swiss manufacturer will demonstrate how customers achieve outstanding success with its solutions.

The latest flatbed models offer enhanced productivity, precision, and application diversity. They feature 10 freely configurable colour channels for maximum versatility. The Nyala 5, representing the range, will be on display. It has been the most popular printer in its class in Europe for the past 11 years. The machine features a 3.2 x 2m flatbed and supports options such as a 3.2m roll to roll configuration, a dual roll option for increased productivity with narrow rolls, and an oversize board option for rigid media up to 4 metres in length.

During the open week, swissQprint Japan will unveil a new print sample series. The collection demonstrates the full creative and technical potential of swissQprint large format printers and provides practical inspiration for high-value productions. Among other applications, some samples feature neon prints or colour-changing effects, enabling users to stand out in a competitive market.

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Eco-Print Digital Media has been developed to meet the demanding requirements of modern digital printing and signage applications. Combining outstanding printability, reliable handling characteristics and excellent durability, the Eco-Print range provides professional solutions for both indoor and outdoor branding, advertising and décor applications.

From self-adhesive vinyls and protective laminates to printable wallpapers and One-Way Vision films, Eco-Print products are engineered to deliver vibrant colour reproduction, excellent dimensional stability and dependable long-term performance across a wide range of print platforms and applications.

Exceptional Printability With Eco-Print Self- Adhesive Vinyls

Eco-Print Self-Adhesive Vinyls (SAV) are manufactured to provide excellent print performance, smooth application and reliable long-term stability across a wide range of signage and branding applications.

The range includes solutions suitable for promotional graphics, retail branding, vehicle applications, window graphics and long-term indoor or outdoor advertising. Designed for compatibility with solvent, eco-solvent and UV inks, Eco-Print vinyls offer excellent ink absorption, colour consistency and dimensional stability after installation.

Product Range:

2050 Gloss White Clear Adhesive:

- 80 micron promotional vinyl.
- Approximately 1-year durability.
- Ideal for short-term campaigns and promotions.

4002 Gloss Transparent Clear Adhesive:

- 80 micron transparent vinyl.
- 2–3 year durability.
- Suitable for window graphics and transparent applications.

5000B Gloss White Bubble-Free Vinyl:

- 100 micron thickness.
- Bubble-free adhesive technology.
- 2–3 year durability.
- Faster and easier installation.

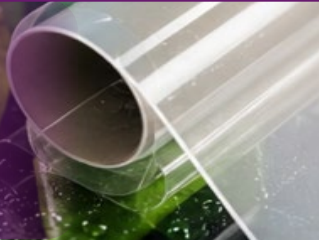
5202 Gloss White Grey Adhesive:

- 105 micron thickness.
- Grey adhesive backing for improved opacity.
- 2–3 year durability.
- Ideal for applications requiring superior coverage.

Performance Advantages:

- Excellent print clarity and colour vibrancy.
- Strong dimensional stability after application.
- Smooth handling during installation.
- Compatible with multiple print technologies.
- Suitable for both indoor and outdoor applications.

Protect Graphics With High-Performance Laminates



Eco-Print Laminates are designed to extend the lifespan and appearance of printed graphics by providing a durable protective layer against everyday environmental exposure. These laminates help safeguard prints from scratches, UV exposure, moisture, chemicals and general wear, ensuring graphics remain vibrant and professional over extended periods.

Available in gloss, matt and specialised textured finishes, Eco-Print Laminates not only improve durability but also enhance the overall visual finish of graphics and signage applications.

Available Products:

3110 Gloss Or Matt Cold Laminate:

- 80 micron thickness.
- Suitable for short to medium-term applications.
- Approximately 2-3-year durability.

4210 Frosted Floor Laminate:

- 200 micron thickness.
- Designed for floor graphic protection.
- Enhanced durability for high-traffic environments.

Key Benefits:

- Increased scratch resistance.
- UV and moisture protection.
- Improved durability and lifespan of prints.
- Enhanced surface finish and appearance.
- Suitable for signage, decals, displays and promotional graphics.

Create High-Impact Promotional Displays With One-Way Vision



Eco-Print One-Way Vision films provide an innovative solution for combining impactful advertising with functional privacy. Designed for applications on windows and glass surfaces, these perforated films allow vibrant outward-facing graphics while still permitting visibility from inside the building or vehicle.

Perfect for retail storefronts, office partitions, shopping centres, vehicle graphics and commercial branding, Eco-Print One-Way Vision films help maximise advertising space without sacrificing natural light or visibility.

Product Specifications:

2310 One-Way Vision:

- 1.6mm perforation hole.
- 120 micron thickness.
- 40% perforation ratio.

3310 One-Way Vision:

- 1.6mm perforation hole.
- 140 micron thickness.
- 40% perforation ratio.

Application Advantages:

- Enhances privacy while maintaining outward visibility.
- Ideal for vehicle and storefront graphics.
- Excellent image presentation and colour reproduction.
- Allows natural light penetration.
- Durable for medium to long-term promotional use.

Transform Interior Spaces With Printable Wallpaper



Eco-Print printable self-adhesive wallpaper offers an easy and effective way to completely transform interior environments with customised graphics, textures and décor finishes. Ideal for residential, retail, hospitality and corporate applications, the product allows users to create visually striking feature walls quickly and efficiently without complex installation processes.

The Eco-Print wallpaper range is available in a variety of premium textured finishes including Straw Texture, Water Ripple Texture, Coarse Rock Texture and Adhesive Leather finishes, allowing designers and installers to create distinctive visual and tactile effects for a wide range of interior décor applications. These textured finishes enhance image depth and appearance while maintaining excellent adhesion and dimensional stability. Compatible with solvent, eco-solvent, latex and UV printing systems, the Eco-Print wallpaper range is engineered to deliver vibrant colour reproduction, easy installation and dependable long-term performance across multiple applications.

Available Textures And Specifications

NZ4352 Textured Wallpaper:

- 160 micron textured PVC foam film.
- Water-based permanent adhesive.
- Excellent dimensional stability.
- Indoor wall décor and exhibition graphics.

Straw Texture Wallpaper:

- 260gsm textured wallpaper.
- Flexible textured finish with excellent durability.

Water Ripple Texture Wallpaper:

- 260gsm textured wallpaper.
- Premium water ripple textured surface.

Coarse Rock Texture Wallpaper:

- 260–280gsm non-woven textured wallpaper.
- Soft-touch textured surface.
- Feature walls and commercial interiors.

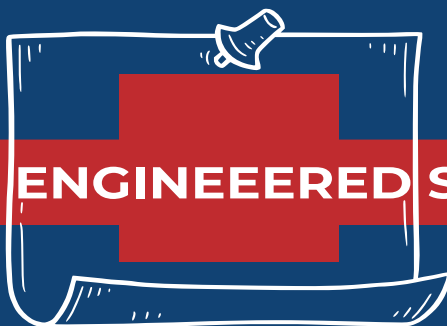
Adhesive Leather Wallpaper:

- 500gsm premium textured wallpaper.
- Permanent adhesive backing.
- Large format interior decorative applications.

Key Benefits:

- Premium Straw, Water Ripple, Rock and Leather textured finishes.
- Excellent print definition and colour vibrancy.
- Compatible with multiple print technologies.
- Durable construction.
- Excellent dimensional stability after application.
- Ideal for retail, office, hospitality and home décor environments.

CHECK YOUR SIGNAGE SPECIFICATION CHECKLIST



SIGNAGE AS AN ENGINEERED SOLUTION



BY LIEZLE BARRIE, INTAMARKET GRAPHICS

As the year gets underway, many corporates are finalising marketing strategies, approving campaigns, and planning brand rollouts. Concepts are signed off, timelines are set, and budgets are allocated. Too often, signage only enters the conversation at the execution stage.

But signage isn't a single product. It's an engineered build, a layered assembly where performance depends on how well each component works with the others. When specification happens late, decisions become reactive, compromises creep in, and long-term performance is left to chance.

If signage is expected to represent a brand consistently and professionally, material specification needs to be part of the conversation from the start, and that conversation should include material suppliers and technical partners to ensure accurate planning and correct specifications.

Signage Is Not One Material, It's A Component Stack

A finished sign is rarely made from one product. It is a materials ecosystem, made up of multiple layers, often from different manufacturers, each with a specific role to play.

A typical signage build may include: a face film such as vinyl or printed graphics; a rigid substrate like acrylic or aluminium composite, or a flexible substrate such as PVC or fabric; an adhesive or mounting method, which may include high-bond tapes, liquid adhesives, or mechanical fixings; inks, overlaminates, primers, fixings, edge sealing, and installation methods; and finally, the environment the sign must perform in.

This is not simply 'printing'. It is a sign system, and like any engineered assembly, its success depends on compatibility, process, and correct specification.

Why Failure Usually Starts At Specification

Most signage failures don't come from carelessness. They come from assumptions made too early, questions asked too late, and one critical oversight: failing to plan properly.

Common causes include: adhesion issues caused by surface chemistry, coatings,

or insufficient surface preparation; thermal movement in rigid substrates that was not accounted for in design or mounting; durability expectations that do not align with the actual film, laminate, and processing combination; installation variables such as temperature, pressure, dwell time, and cleaning methods.

In many cases, each individual product performs exactly as designed, but the combination was never validated as a complete build. That is why signage failures often only appear months after installation, when accountability becomes blurred and the cost of correction is significantly higher.

The Shift: From 'Material Choice' To Engineered Build

Better outcomes come from treating signage specification like an engineering brief, rather than a shopping list. Instead of asking, 'what vinyl should we use?', the better question is, 'what sign system will perform reliably in this application, for this environment, over this lifespan?' That shift changes everything.

Why This Matters Beyond The Sign Itself

Signage is a visible expression of a brand. When it fails prematurely, the cost isn't limited to materials or labour, it affects consistency, credibility, and trust. That's why the most successful projects involve early collaboration between brand owners, specifiers, fabricators, and material partners, not to complicate the process, but to de-risk it.

Treating signage as an engineered solution doesn't mean over-engineering. It means making informed decisions early, so execution becomes simpler, cleaner, and more predictable later.

If signage forms part of your brand rollout or campaign strategy this year, bring it into the conversation earlier than you think. The right material decisions at the start protect your brand long after launch day. Because the real question isn't, 'how does it look on day one?', it's, 'will it still represent us properly

months, or even years, from now?' Strong signage outcomes come from strong specification. When materials are selected as a system, not in isolation, installation becomes smoother, failures decrease, and client trust grows. Engineering the build upfront doesn't slow production. It protects it.

The most reliable signage results come from partners who understand not just individual products, but how complete sign systems perform in the real world, across materials, environments, and applications. That systems-based thinking is what turns good signage into durable signage.

Check Your Signage Specification Checklist

Before design is finalised, ask or consider the following:

1. Lead times

Specified materials are not made overnight.

- Manufacturing lead times for specialty specifications.
- Shipping lead times.
- Production lead times.
- Installation lead times.

2. Application and environment

- Indoor or outdoor?
- UV exposure, heat, humidity, coastal or industrial conditions?
- Expected lifespan: short-term, medium-term, or permanent?

3. Substrate selection

- Acrylic, ACM, glass, metal, painted surfaces?
- Thickness, rigidity, and allowance for expansion or contraction?

4. Face film and graphics

- Cast vs calendared?
- Permanent vs removable?
- Conformability requirements?

5. Adhesive and mounting method

- Tape, liquid adhesive, mechanical fixing, or a hybrid?
- Is a primer or adhesion promoter required?

6. Protection and processing

- Overlamine selection.
- Edge sealing.
- Ink and curing compatibility.

7. Installation realities

- Surface preparation standards.
- Temperature at installation.
- Pressure and dwell time.
- Cleaning and maintenance expectations.

8. Compatibility check

- Has the full component stack been validated together?
- Has the build been tested, even on a small scale?

C1W Initiative

Change 1 Woman (C1W) aims to empower women in the branding, print and signage industries. As part of this initiative, Sign Africa would like to spotlight women-focused content like this piece. If you have any trend/business articles related to the signage, branding and printing industries, please email content to: meggan@practicalmedia.co.za. Follow C1W on Facebook and LinkedIn for more updates.

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PRACTICAL STEPS

FOR SIGNAGE COMPANIES TO DEFINE THEIR CORE VALUES

BY KURT TYACK, SIGNARAMA SOUTHERN AFRICA



Credit: Filipe Lourenço Marques, Unsplash.

The sign industry is chaotic by nature. But sometimes the chaos is not just caused by the industry itself. Sometimes it's amplified by something much simpler: a lack of clear core values. After more than 20 years in the sign industry, working in almost every role from production and installation to leadership as a franchisor, I have seen how important core values are in keeping a business aligned.

Without them, teams often pull in different directions. Accountability can slip, shortcuts are taken and mistakes happen. When that happens, the customer is usually the one who suffers.

Core values provide a simple framework for behaviour. They guide how people act, particularly when pressure is high and decisions need to be made quickly.

I remember a project early in my career where a sign had to be installed before the opening of a shopping mall. Four of us worked through the entire night to complete the job, finally loading the sign onto the installation vehicle at around 2am so that it could be installed by 6am ahead of the 9am opening.

Nobody asked us to stay. But everyone understood the commitment we had made to the client and what needed to be done. That kind of response only happens when a team shares the same mindset.

Core values can also become a powerful management tool. One of our franchisees recently involved his entire team in defining their values. Later, when issues arose, the conversation was no longer personal.

Instead of saying, 'You're doing this wrong,' the message became much simpler: 'That's not how we do things here.'

Because the team had agreed on the values together, they became a shared standard rather than something imposed by management.

Another common challenge in the sign industry is hiring purely for skills. Technical ability is important, but if someone does not align with your values, they can quickly disrupt the culture of a team. Skills can be taught but values are

much harder to change.

Getting Started With Core Values

For sign company owners who have not yet defined their core values, the starting point does not have to be complicated. A few practical steps can make the process much easier:

- Involve your team. While leadership may guide the process, involving staff helps create genuine buy-in.
- Hold a workshop. Set aside time to discuss what behaviours and attitudes define the business at its best.
- Keep the list manageable. Six to eight core values is usually enough to guide behaviour without becoming overwhelming.
- Define what each value means in practice. Words like integrity or accountability can mean different things to different people, so it is important to clarify what they look like in everyday work.
- Use them in the business. Refer to them in hiring decisions, meetings, performance discussions and customer service situations.

The most successful sign businesses do not just define their values, they live them. They display them in the workplace, refer to them in meetings and recognise staff who demonstrate them.

When done properly, core values align teams, improve accountability and strengthen a company's reputation. And in an industry as demanding and unpredictable as signage, that alignment can make all the difference.

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LEADING WITH FACTUAL FIERCENESS IS THE NEW CURRENCY OF POWER

BY KAYLENE LLOYD, COO, OFFERNET



Image credit: Vitaly Gariev, Unsplash.

The contemporary high-powered workspace is undergoing a brutal but necessary pivot. We are witnessing the transition from the era of ‘aesthetic capital’, where women were often relegated to being ‘decorations’ or, as neuroscientist Dominika Staniewicz frames it, ‘desserts’, to a paradigm defined by Intellectual Authority.

This is a rejection of vanity-stroking in favour of factual fierceness.

The Strategic Threat Of ‘Beauty Bias’

‘Beauty bias’ is not a compliment; it is a structural hazard that misaligns leadership selection with organisational effectiveness. Research reveals that physical attractiveness is often a stronger predictor of perceived leadership than personality or IQ, a subconscious proxy for competence that dates back to the 1960 Nixon-Kennedy debates.

However, the empirical data is cold: the correlation between attractiveness and actual intellect is 0.0%. While beauty may provide the initial invitation into the room, it is a depreciating asset. Intellectual Property (IP), conversely, appreciates with every market cycle.

The South African Market: A Case Of Stagnant Potential

In South Africa, the gender gap in tertiary education has nearly closed, with 13.1% of women attaining qualifications compared to 12.3% of men. Yet, this intellectual capital is not being operationalised at the apex of industry.

At the current rate, achieving parity in management will take 176 years. We do not have that kind of time; the economy cannot afford the ‘trillion-dollar opportunity cost’ of sidelined cognitive talent.

The Neuro-Economic Imperative: Engineering Performance

Leadership is a biological function. Meta-analyses of brain structure confirm that the female neuro-profile is uniquely engineered for the high-stakes demands of the modern C-suite. We are moving from symbolic representation to Cognitive Leadership.

- Grey matter volume: Responsible for high-density concurrent processing: analysing conflicting departmental data without losing cognitive clarity.
- White matter (the superhighway): Facilitates the rapid integration of finance, marketing, and engineering into a singular, cohesive strategy.
- Anterior cingulate cortex (The Diplomat): Acts as the ‘neural gear shifter’, detecting organisational tension and de-escalating conflict before it impacts the bottom line.
- Prefrontal cortex (the CEO): Governs executive precision, emotional regulation, and future forecasting.

These are not ‘soft skills’; they are profit drivers. Globally, female CEOs have delivered a 20% stock price momentum increase within 24 months of appointment.

Killing the ‘Angel’: The Alpha Female Protocol

To dominate these markets, we must confront what Virginia Woolf called ‘The Angel in the House’, that phantom whispering that a woman must be sympathetic and unselfish to be tolerated. In the C-suite, this ‘Angel’ is a direct threat to your intellectual equity. The Alpha Female of the 2020s replaces ‘Erotic Capital’ with Intellectual Property. She treats her negotiations not as requests for permission, but as the licencing fees for her technical insights.

1. Weaponise the cortex: Prioritise strategic truth over the shadow of sympathy.
2. Selective engagement: Occupy a seat only because your IP holds a premium value.
3. Fling the inkpot: Like Woolf, who used her inheritance to buy her independence from ‘charm’, use your brains as your ultimate leverage.

The Cerebral Future

The era of ‘poised perfection’ is obsolete; the future of leadership is cerebral. Your years of ‘blood, sweat, and tears’ are your most valuable Intellectual Property. Do not merely take the seat offered to you to fulfill a quota. Use your neurological advantage to claim the driver’s seat.

C1W Initiative

Change 1 Woman (C1W) aims to empower women in the branding, print and signage industries. As part of this initiative, Sign Africa would like to spotlight women-focused content like this piece. If you have any trend/business articles related to the signage, branding and printing industries, please email content to: meggan@practicalmedia.co.za. Follow C1W on Facebook and LinkedIn for more updates.

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KGS

KOLOK GRAPHIC SUPPLIES

Kolok Graphic Supplies Becomes Sole Distributor For HEXIS



Laure Baucherel, HEXIS and Ilze Bester, KGS.

HEXIS SAS, a French manufacturer of high-performance adhesive films with more than 37 years of expertise, has announced a major milestone in its international development. Kolok Graphic Supplies (KGS) has acquired the sole distribution of HEXIS products in South Africa, now the fourth licensed company to join the HEXIS Group.

KGS have been supplying HEXIS products to the local market since 2018. With the new status, KGS will be able to represent the brand more effectively.

'It's something which we are very proud of,' said Ilze Bester, KGS & Hexis South Africa Business Unit Manager. 'It's an achievement for us as a South African company. It'll be the first South African company that would be the sole distributor of HEXIS in the country.'

'We are proud that it's a brand that is well established in South Africa. The brand is respected and used among various industries, and it's a big honour for us to get the distribution rights in South Africa. Our values align.'

KGS' head office is based in Ormonde, Johannesburg, and they have six other branches in South Africa: Cape Town, Durban, Nelspruit, Polokwane, Bloemfontein and Gqeberha. KGS will also continue distributing across the border into Lesotho, Swaziland, Botswana, Namibia, Zimbabwe, and Zambia.

'We are really happy to have such a great partner in South Africa,' said Laure Baucherel, HEXIS Export Sales Manager. 'We've given them the rights to be a licenced distributor because they have showed that they are really able to represent our brand in the country and in the Southern African region. We are expecting to grow with a team that is fully committed and fully trained to represent our products.'

For decades, HEXIS has built its international expansion on a strong and structured distribution model. Today, the Group exports 50% of its production through a global network comprising 12 subsidiaries Australia, China, French Guiana, Guadeloupe, Martinique, Réunion Island, Germany, Italy, Netherlands, Spain, Sweden, Switzerland), 4 licensed companies, and a great selection of distribution partners operating in more than 60 countries. The new announcement further reinforces this long-term strategy and reflects the Group's commitment to sustainable, customer-focused global growth.

Established in 1989, HEXIS began distributing in South Africa in 2006. HEXIS initially specialised in sign vinyls, then began to produce their own cast materials, which have taken off well and are considered as something unique and innovative in the market.

2016 saw the introduction of its Bodyfence PPF films, and each year the company continue to improve with innovative new products, like the new HXONE range, as well as the NANOSERUM vehicle ceramic coating range, with more products to be introduced.

A Long-Standing Partnership Entering A New Phase

In 2018, the Group took a significant step forward by establishing a strategic partnership with KGS, a Bidvest company. This collaboration laid the foundation for a reliable and forward-looking development strategy within the South African market.

Today, this partnership enters a new phase with a dedicated licenced distributor designed to bring the

brand even closer to customers and partners in the region, ensuring greater responsiveness, stronger technical support, and enhanced local service.

'We continuously monitor market trends and industry developments to innovate and deliver premium products alongside exceptional service. The establishment of this new licenced distributor represents a key milestone in our international growth strategy and demonstrates our long-term confidence in the region's potential,' said Clément Mateu, CEO, HEXIS SAS.

KGS are also offering training courses on to how to use the products

'We can offer clients HEXIS products that are application specific. So if they need a product that has to be applied onto a difficult surface, HEXIS has a product suitable for that, because there is a specialised adhesive,' said Bester.

'We encourage applicators to come for the training and to learn how to use the product correctly. There are different techniques to using the product, and they need to be taught. I've found over the last couple of years that once applicators go for training and learn how to use the product correctly, they prefer the product. It is easy to install, and has the type of adhesive designed for easy removability, without damaging the paintwork.'

A Strategic Expansion Aligned With HEXIS' Core Values

KGS will operate in line with the Group's proven development model, fostering agile and sustainable relationships with distribution partners all over the world.

Driven by continuous innovation and the high added value of its technical films, HEXIS has consistently adapted to the challenges of globalisation while preserving its identity as a manufacturer committed to industrial excellence, innovation, and proximity to its markets.

The launch of this new entity marks an important step in the global expansion of HEXIS and reinforces the Group's ambition to support its customers wherever they operate, building strong and lasting partnerships around the world.

'The awarding of the sole distributorship marks a significant milestone for KGS and reinforces our commitment to delivering world-class solutions to the South African and African signage, wrapping, and graphics industries,' said Francois Badenhorst-Rossouw, KGS – Hexis South Africa Product Manager.

'This exciting new chapter positions KGS at the forefront of innovation, allowing us to expand our product offering, strengthen customer support, and continue building trusted partnerships across the market. We are proud to embark on this journey and look forward to the opportunities and growth that lie ahead.'

HEXIS, quality products for signage, decoration, vehicle wraps, paint protection and much more.

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- Monomeric: V3000 series

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- Motorbike Decals

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- Metallic Polyester Films: P6000

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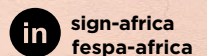
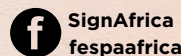
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MASTERING

DIGITAL GARMENT DECORATION

BY MATTHEW WOOD

As the decoration market shifts, relying on basic transfers isn't enough. During a FESPA Insights webinar, experts unpacked how to move past standard transfers and start producing high-value finishes, faster turnaround, and more profitable on-demand work, without overcomplicating production.

The webinar illustrated how new tech like DTF, DTG and AI driven automation can help users produce premium-quality pieces faster, remove bottlenecks, and take on everything from one-off custom jobs to profitable bulk runs with ease.

Hosted by FESPA Textile Ambassador Debbie McKeegan, guests included Phil Oakley, Snuggle Ltd; Gerard Buch Filella, Inedit; João Sá, ROQ International and Dave Conner, STAHL'S Fulfill Engine.

What's powering the next generation of garment decoration?

Sá said the industry has room for improving on automation for the systems already in place, and to reduce manpower. 'The industry is increasingly facing a manpower leak. The textile industry and especially apparel decoration is not as attractive as a job as was in the past. Like any other labour-intensive jobs, manufacturers should pursue more solutions in order to help their partners and those factories be more efficient and reduce manpower, and add value to the production chain at the same time.'

'We should pursue more on data integration and data collection to measure efficiencies in the same production workflow, because in different regions we face competition. Everyone is looking to be more competitive, and to get some profit in the little details. So data collection is also a key that we should pursue in the future to help all our partners.'

'A lot of it is truly the connectivity. Like the speed, the quality, the budget, even customisation. The things that customers want are the industry standard as we currently have it,' said Conner.

'So how can you provide value on top of that? What we've seen, especially in

the United States, is when you shift that mindset from individual jobs to start thinking of merchandise fulfilment programmes, then you're talking about repeatable revenue.'

'People say bulk orders are eroding but they're fragmenting. So how can the systems that we run as decorators empower that customer to still get the same solution, and not compromise on the speed or the quality, when we're talking about smaller piece orders?'

'When we look at that kind of connectivity, it's about using smarter systems. We've heard labour becoming a challenge. And so how can we overcome the labour challenges or speed challenges or space challenges by using better systems?'

Those systems could help connect us to our partners, whether they be e-commerce websites, or blank suppliers, who we use for shipping, all the way to equipment manufacturers, where we don't have to manually pull settings.

'We're using automation to say 'this is a 100% ringspun cotton blank in a navy colourway', 'this is the right amount of pre-treat for direct-to-garment', 'this is the right white underbase' and 'this is the right colour recipe to ensure consistency', whether it's ordered today or whether it's ordered two weeks from now. Because those are all things that the customers truly care about.'

'But you need some kind of glue to hold all of this together to truly empower it to scale, because with smaller pieces we need to rely on this economy of scale to make those same amount of profits that the bulk orders do. I'm not saying bulk's dead in any way, but it's empowering decorators to future-proof their business with the right tools.'

How do we connect?

Filella agreed that automation is key, and that it's helping to skip a lot of processes, Today everything is in line, we have special inks like white fixations and colour enhancers, everything in one single machine that makes everything much faster. The software needs to keep up with this.'

In terms of connecting a DTG to DTF workflow, Oakley said it is possible but extremely challenging, especially at the pace of growth that Snuggle have gone over the last five years, which has been an average of 35 to 40 percent growth year-on-year for five years running.

'Previously you could easily see and segment two types of business: a pure print-on-demand business and a trade-based business that's using the same technology to fulfil customers needs. There's now a blurring of those lines.

'We're not far off with automation,' he added, 'but we're not quite there. For example on-demand embroidery isn't as slick as DTG on-demand in terms of work. The real challenges is the handoff process.'

Moving From Screen Printing To Digital

'With screen printing the biggest advantage is that we have high level standards of print quality, and ensure that the first piece is the same as the last one,' said Sá. 'With some jobs we cannot compete with screen printing yet, and need to consider how we can simulate that, bring it to DTG, and align with on-demand orders.' In terms of DTF, Sá said it would be even more complicated.

Conner added that advancements in technology, particularly with embroidery,

have enabled efficient data capture using QR codes (e.g info on stitching, hooping on the left chest of a garment etc), which improves speed and production. Heat press stations for DTG systems also serve as another example in this instance.

Print Quality, Waste And Consumables

Filella said there are many ways to optimise print and reduce consumption through software and added that it's all about respecting the workflow from beginning to end. He also said the sampling process is where the biggest waste in media, ink, labour and time occur.

Oakley added that customers simply expect improvements, particularly when it comes to advancements in hardware and software.

Future Trends

In closing, Conner spoke of 'Liquid 3D', a patented process STAHL'S developed that combines 3D printing and UV printing, which encompasses full colour digital capabilities to make emblems up to two and a half millimetres thick, with texture and detail so small it can't be done in embroidery.

Oakley compared the ideal model to Uber: full transparency, normal price, knowing exactly where you are and what vehicle you're in, the registration number and even a photo of the person driving.

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COMBINE SPEED WITH SERVICE

FOR A WINNING E-COMMERCE BUSINESS

Image credit: Beata Accounting, Unsplash.

BY JOHN TSCHOHL, SERVICE QUALITY INSTITUTE

We've come a long way from competing with companies that are a few kilometres away from us. Thanks to technology, your competitors are around the globe, but the good news is that so are your customers.

If you are looking for ways to drive your organisation's success, and you should be, it's critical that you add speed, price, convenience, and service to your arsenal. Many e-commerce companies know this, but many others think that e-commerce is synonymous with self-service. It is not.

Consumers turn to online shopping because they value its speed, prices, and convenience, but they also want the service that is associated with traditional shopping. That means they want to be acknowledged, treated courteously and fairly, given fair prices, and provided with superior customer service.

Global e-commerce sales in 2014 were approximately \$1.3 trillion. That figure is expected to grow to \$7.89 trillion by next year and up 22.5 percent of total retail sales.

The foundation of e-commerce is technology; the foundation of e-service is people. That means you must hire, train, and retain people who can drive the kind of service that will keep your current customers and attract new customers.

Because e-service lacks face-to-face interactions, you must do everything in your power to give your website, products, and services a human identity. In doing so, you will drive your company's bottom line to great heights.

Convenience is a major factor in e-commerce. Customers can search and purchase your products and services 24 hours a day. There is no need to get dressed and drive to your location; it's right there at their fingertips. The expectations of those customers are high. They want you to offer a myriad of items at competitive prices.

They want to complete their transactions quickly. They want to be able to contact you easily and to have you acknowledge their questions and

concerns within a matter of minutes, not hours. And they want the option to communicate with you either through your website or by telephone. Jeff Bezos, Amazon's founder, said if you want more of something, reduce the friction. And that is exactly what he has done.

Amazon has set the standard for service and has reaped the rewards it to become the world's largest company by revenue last year, with more than \$717 billion in sales, a 12.38 percent increase over the previous year. It has a relentless customer-centric focus on convenience, vast product selections, competitive pricing, and fast service drives its success.

Amazon's success is based on the fact that everything it does prioritises the customer experience. That includes easy ordering, fast delivery, and hassle-free returns. The company also goes above and beyond in its connections with customers. It confirms customer orders within seconds. It alerts consumers when a price drops on something they have in their shopping carts.

Most companies don't understand the power of service, and they certainly don't recognise the power of speed. When you combine speed with service, you have a winning combination.

If you need further proof of the power of e-commerce that focuses on the needs and wants of its customers, consider this: Amazon attracts more than 2.8 billion visitors every month in the United States. You would do well to use Amazon and its focus on consumers' need for speed, price, and convenience as a roadmap to your own success.

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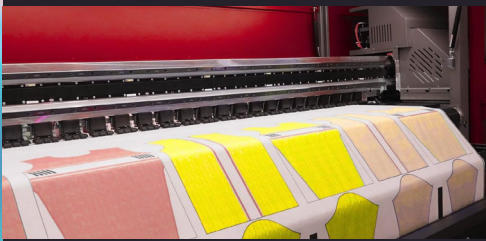


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Navigating The Latest Labour And Transformation Law Amendments

During a Printing SA webinar, Michelle Naidoo, partner at Mooney Ford Attorneys, conducted a presentation on labour law amendment bills, namely the employment laws amendment bill and labour relations amendment bill.

Employment Laws Amendment Bill: Key Amendments:

The Basic Conditions of Employment Act, (BCEA) 1997

Expanded Definition of Employee:

- Performs work/ provides services for another.
- Not conducting an independent trade, profession or business for a client or customer.
- Includes a worker as defined in the NMWA, 2018 – ‘An individual is an Employee, unless the Employer demonstrates that:
 - a. They are not subject to the direction/ control of the Employer;
 - b. They are not part of the Organisation of the Employer;
 - c. They do not perform work/provide services on behalf of and under the terms set by the Employer.

Severance Pay for Retrenchment:

- On the grounds of Operational Requirements or Insolvency.
- Severance pay must equal at least two weeks remuneration for each completed year of continuous service with the Employer.
- Prospective application proposed meaning that two weeks will only apply to service period once the amendments take effect.

On-Call Contract Workers

- Recognised as vulnerable to abuse (job/ income security, unpredictable/irregular working hours, unfair dismissal).
- Entitled to treatment no less favourable than normal workers.
- Does not apply to Employers with less than 10 Employees.

Notice Requirements:

– Employers are required to specify: maximum hours of work; period of employee availability:

Reasonable notice periods to report for work and cancellation of work:

- Determined by the nature of the business, the ability to foresee the circumstances necessitating same, the effects of cancellation on the employee, failing which the employer may not require the employee to work and is required to remunerate the employee for any work cancelled.

Secondary Employment:

- Where employees fulfil their obligations to be available for work, an employer may only prevent them from working for another person for:
 - Genuine operational reasons including protecting their sensitive information, intellectual property rights and commercial reputation or; preventing a conflict of interests that cannot be otherwise managed.
 - The reasons are to be stated in the employee’s written particulars of employment.

Parental leave | Van Wyk Case

Beneficiaries: parents of a new-born child

Entitlement:

- To a parent of a newborn, adoptive parent or commissioning parent.
- Four months (if single parent or the only employed parent).
- If both are employed, collectively entitled to four months and 10 days.
- An employee, other than a female employee who gives birth, is not entitled to parental leave more than once in 12 months.

Notification:

An Employee must give notification to an Employer:

- Of the date of commencement of parental leave and the duration.
- At least four weeks before commencement or as soon as reasonably practicable.

Additionally, where parents are employed by different employers, they are required to:

- Submit an agreement concerning parental leave, if no agreement the birthing parent is entitled to elect the apportionment of leave from the 4



months entitlement.

- If four months taken by birthing parent, 10 days entitlement to the other parent.

The Unemployment Insurance Act (UIA), 2001

Proposed Amendments (Entitlements to Parental Benefits):

- If single contributor (or miscarriage/stillbirth) = entitled to benefits for a period of 17.32 weeks.
- If two contributors = 17.32 weeks plus 10 days with no one contributor receiving benefits for more than 17.32 weeks
- A contributor who is pregnant and gives birth to a child is entitled to the parental benefits for maternity for any period of pregnancy or delivery and the period thereafter.
- Other categories – parental benefits may only be claimed in respect of the period not working in order to care for the child and only once in any 12 month period.
- A contributor is not entitled to parental benefits unless they were in employment for at least 13 weeks before the date of application for parental leave.

Proposed Amendments (Application Process):

- Applications must be made in the prescribed form, either electronically, at an employment office or any other prescribed place.
- May be made before or after childbirth / date of adoption and within twelve months of such date.
- A copy of the parental leave agreement and application(s) for parental leave must be submitted.
- A claims officer must investigate the application and may request further information.

- If the application complies with the provisions of this Chapter, the contributor must approve the application, determine the amount of benefits, the period for which they are to be paid and how the benefits are to be paid.
- If the application does not comply with this Chapter, the contributor must advise the applicant either electronically or in writing, that the application is defective with accompanying reasons.

The Minimum Wage Act (MWA), 2018

Proposed Amendments:

- Every worker is entitled to payment of wages, and every employer must pay wages to its workers that is no less than the national minimum wage.
- The national minimum wage excludes any payment made to enable a worker to work including any transport, equipment, tool, food or accommodation allowance,

unless specified otherwise in a sectoral determination.

The CCMA may aid an employee earning less than the threshold prescribed by the Minister, to enforce any award in favour of that employee including but not limited to: instructing and paying the fees of a sheriff provided that the employee remains responsible in law for the enforcement of the award.

Printing SA Central Chamber Hosted Annual Golf And Padel Day

Printing SA hosted its Central Chamber annual Golf and Padel Day on 24 April 2026 at the Modderfontein Golf Club. Sign Africa, Africa Print and Modern Marketing were proud expo and media partners.

This premier networking event combined a passion for sport with valuable business connections, where industry peers in packaging, signage, print and the visual communications industry could rub shoulders in an informal setting.

While attendees enjoyed some golf and padel, rainy weather conditions necessitated that sports activities would end earlier that afternoon than originally anticipated. However, that did not prevent the dinner and prize giving ceremony from going ahead as planned, which included a lucky raffle draw.

The main highlight of the evening was special guest speaker and former Springbok rugby player, Morné Steyn. Following a quick welcome note by central chamber chairperson Rithesh Nundlal, Abisha Katerere, Head of Business Development and Marketing at Printing SA, conducted a Q&A session with Steyn, allowing guests to participate.

In terms of a defining moment in his career, Steyn emphasised on playing for South Africa, having the country behind him and representing the nation.

He said the All Blacks was the toughest team to beat. When asked to expand on his journey in becoming a kicker, he said 'hard work always beats talent', and added that his motto during his career was 'first on the field, last to leave'.

Steyn also mentioned his involvement in youth

programmes and giving back to youngsters by teaching kicking. He also strongly believes in South African rugby from all walks of life, be it school rugby, junior rugby or union teams.

From a team perspective, whether winning or losing, Steyn said one always learns more and that there is always a strengthening of brotherhood, but he also said that 'if you lose, all those beers gets put back in the bus for the next weekend'.

While stating that he had no regrets during his career, his advice to his younger self was only to have enjoyed it more, while also mentioning that the toughest time for him was being away from his family for extended periods of time.

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Printing SA Appoints Training And Development Manager

Printing SA has announced the appointment of Eddie Siebert as its Training and Development Manager. His experience spans across various industries in technical training roles over the last 20 years. Born and raised in Durban, he relocated to Pretoria at the age of 18, an important milestone that marked the beginning of a journey that would take him across the globe.

His career path has been both diverse and impactful. After completing his military service, an experience he describes as deeply meaningful, he transitioned into the mining industry, where he gained invaluable experience and built a strong professional foundation in training and development. His work has since provided opportunities to travel and work internationally, including roles in Tanzania, Belgium, Paris, and a six-month period in London. One of the most significant highlights of his career was his time in Saudi Arabia, which he describes as a fascinating

experience that allowed him to immerse himself in a different culture and gain valuable insight into global work environments.

Outside of his professional commitments, Siebert values balance and quality time at home. 'When I'm not working, I'm usually enjoying a peaceful weekend at home with my wife and our two dogs. I pride myself on having a good sense of humour, and I'm always up for a good laugh,' he said.

In his role at Printing SA, Siebert will be responsible for driving skills development, operational excellence, and continuous improvement within the printing environment: key focus areas that support both performance and long-term industry sustainability. With a strong commitment to aligning training initiatives with business objectives, his goal will be to enhance employee capability, improve production efficiency, and uphold the highest industry quality standards.



Eddie Siebert, Printing SA.

He has expressed his enthusiasm for contributing to the company's continued success by building a knowledgeable, skilled, and adaptable workforce that can meet the evolving demands of the printing industry. Printing SA welcomes Siebert to the team and wishes him every success in his new role.

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BY CHARNIA YAPP

The Change 1 Woman (C1W) initiative is grateful to have the support and sponsorship from these women and the companies they represent. They shared their thoughts on the industry, trends, the key to success and what we can do to attract young talent to the industry. You can read the full interviews at www.c1w.co.za/news



Angelique Greer
Group Marketing
Director and Assistant
Sales Manager at
Midcomp

How do we attract young female talent to our industry?

Attracting more young female talent into large format printing starts with better

visibility of what already exists in the industry. There are already a significant number of successful, female-led businesses in print but their stories do not get told often enough. That is where the real opportunity lies: not in reshaping the rules, but in showcasing proven success and real leadership within the industry, which is what C1W is doing so well.

When young people can see women who have built, scaled, and led print businesses on merit, it reframes the perception of the sector entirely. It becomes clear that this is not a male-dominated space, it is a performance-driven one where capability and results matter most.

The focus should be on amplifying those stories from production floors to boardrooms so that the next generation can see tangible role models who have earned their place through skill, resilience, and commercial success. In the end, the industry doesn't need to be redefined, it just needs to be better represented.



Ilze Bester
KGS & Hexis South
Africa Business Unit
Manager

What is the key to success in this industry?

There are a few principles that I have tried to follow. Conducting business

honestly and offering the best possible service to customers have always been important to me. I have also tried to stay up to date with technological developments and continuously learn about the technical aspects of the products we supply.

Having the knowledge to guide customers in selecting the right material for the right application is extremely rewarding. We learn something new every day, and that is what keeps this industry so interesting.

It is also very fulfilling to see how your input contributes to someone else's success. Our industry is highly relationship-driven, and I am grateful for the strong relationships I have built with customers, suppliers, and even competitors over the years.

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Martine Goodchild
Marketing Manager at
NUtec Digital Ink

What are the top three industry trends for 2026?

Sustainability-driven growth: demand is increasing for environmentally

responsible products and processes, with businesses prioritising partnerships that reduce their environmental impact without compromising performance.

AI-driven research and development: at NUtec Digital Ink, we're leveraging tools like Albert Invent AI to accelerate ink formulation and innovation. This allows us to develop high-performance solutions faster, optimise formulations more efficiently, and stay ahead in a highly competitive market.

Expansion of digital printing in industrial applications: digital printing is moving beyond traditional formats into the industrial space. Technologies like direct-to-object (DTO) printing, such as printing directly onto shampoo bottles, are reshaping how Consumer Packaged Goods are produced, enabling greater flexibility, customisation, and more efficient manufacturing processes.



Michaela Franco
Digital Marketing
Manager at GSW

What do you love most about working in the printing/signage industry?

Being part of an industry that enables creativity to come to life. The industry is constantly adapting, launching new innovations and, in turn, ground-breakingly assisting our clients grow their business irrespective of what industry they're in.

I love how this print industry creatively plays a role in so many types of businesses be it manufacturing, product packaging, advertising, events, signage, POS, textile industries, fashion apparel, home decor and the list goes on.

As a supplier of print technology, it's riveting to see the unlimited capabilities which are forever evolving, from large-scale printers to inks and media. It's incredibly rewarding to see how businesses across Africa use these tools to build, create, and print anything.



Elke Brink
Marketing and Sales
Manager at DTF
Printing Africa

What do you love about working in the printing industry?

After almost 40 years of being involved in the supply of screen-printing equipment/ink and consumables, DTG equipment and more recently DTF and UV DTF supplies, I am still obsessed with print technology. The print industry is rapidly adapting to the digital age, meaning there is always something new to learn. No two days are the same and I am still learning!

The key to success in this industry is diversification. Diversifying not only brings in new revenue but forces you to adapt to market changes.

Cover Styl' Upskills C1W Competition Winner With Product Training

Cover Styl' South Africa, in partnership with Change 1 Woman (C1W), awarded Blue Barn Interiors with a fully funded training course involving the application of Cover Styl's Architectural Adhesive Films.

Following a selection process aimed at empowering female entrepreneurs in the signage, print and branding industry, winner Liezl Kenyon, owner of Blue Barn Interiors, attended the training which took place from 22-23 April. There is an opportunity for two ladies to apply to work with Kenyon to wrap kitchens and interiors. Send your CV to: info@c1w.co.za

The first day of training focused on theory while the second saw trainees working hands-on with the architectural adhesive films. After practical demonstrations and the opportunity to practise, the trainees were put through various tasks that were graded. The tasks included wrapping a single shelf panel, applying vinyl with a butt row join using both the wood and solid vinyl ranges, and repairing and patching a tear in a vinyl application. Finally, the

trainees were required to complete a box test, where they were given two hours to wrap a wall mounted shelf, and were graded on this task. The shelves were wrapped in Cover Styl's Wood Eco Range (WOB3 Reddish Brown). Kenyon discussed the benefit of this training for her business, 'It is going to open up a whole new avenue in the business. We are currently refurbishing cupboards, painting them and making them look better, but this is a more hardy product. It will give homeowners a longer lifespan on their cupboards. It is going to be a great addition to the business.'

Darryl Curtis, Sales Director of Cover Styl' South Africa said, 'Being trained on Cover Styl' architectural films is important because the product behaves very differently to the normal signage vinyl that applicators are used to working with. We have certain primers that we use, there is thermoforming and post-heating, joining of the material etc. So it is critical to come for training to understand how to work with this film.'



Charnia Yapp, C1W founder, said, 'A big thank you to Darryl Curtis at Coverstyl' for offering this great opportunity to the C1W network. He has certainly changed one woman's business opportunities and more positive will come from this. I am excited that Kenyon is offering the opportunity to two women in our industry to join her. We look forward to working with more companies who want to support C1W!'

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Ralph +27 66 200 1510
ralphpadayachee@gmail.com
Gauteng

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R280,000. We have had it for less than one year, 550 square meters printed on the clock, essentially brand new. All heads in excellent condition. Comes with HP Plotter for cutting. The colours are CMYK LM LC White with optimiser and overcoat. Perfect for medium-large scale businesses. Delivery, installation and training from Midcomp at buyers own cost. Please reach out via email or WhatsApp text messages, as we are often without signal for calls.
Anni Kapp +27 61 204 4229
anni@openwindow.co.za
Gauteng

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marilene_nel@yahoo.com
Western Cape

ROLAND VP-540 PRINTER 6 MAY
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ROLAND SP540V 7 APRIL
R35,000. Roland SP540V eco solvent printer for sale. Ideal for someone looking to refurbish or for parts. Boards and pumps are in good working condition. Overall machine is clean and well-kept. Requires service. More than likely will require new heads
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vsteyn@northernvinyl.co.za
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thulani.muhlwa500@gmail.com
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www.signchinashow.com/en/about-the-fair-basic-info.html

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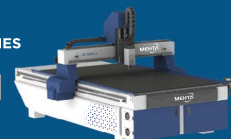


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