

# EDITOR'S NOTE

BY MEGGAN MCCARTHY, EDITOR

**We wish our valued readers and advertisers everything of the best for 2022. We kick off the year with our Bloemfontein expo on 10 February at Ilanga Estate and have events planned for Durban, Cape Town and are excited to return to Gallagher Convention Centre for our flagship expo in September.**

Our front cover features STIXO Signage Supplies, based in Crown Mines, Johannesburg, which are excited to launch their impressive range of Aluminium Composite Panels 'ACM' and 'ACM-Lite' to the Southern African market and beyond. Through consistent research and development, and tireless efforts to always stock and supply the very best to the signage and construction industries, the company have once again stood true to their commitment and have delivered.

Other features:

The latest vinyls feature high-end technology and excellent quality with eye-catching finishes and effects. New premium colours give designers more freedom to showcase their talent. The colours also create dazzling graphics — ideal for drivers who want to ensure they stand out and who are keen to share their unique looks on social media.

Covid-19 has changed a lot within the printing industry and many new applications, even a new category — social distancing signage — has evolved. Predicted to reach a volume of US\$11.2 billion by 2025 (Markets and Markets), the wide format printing market is mature, but it has certainly not yet reached its heyday.

With the constant industry chatter revolving around resource management and increased productivity, there needs to be an understanding that employees are people, first and foremost. It is about building honest personal connections with them, according to Canon South Africa Managing Director, David Preston.

Speed is a critical element of customer service. Unfortunately, business owners and executives often overlook its importance as they plan their strategies to attract and retain customers and increase their sales. Too often they focus on catchy slogans and increased advertising instead of zeroing in on what really matters to their customers.

Almost every day another consulting group states that they can help printing companies become more environmentally accountable. Offerings range from some sort of sustainability scheme or service, to overpriced environmental consulting. There is a bandwagon cranking up and lots of people are in line waiting to board. It is all very entrepreneurial and innovative. And it is great that new businesses and services are springing up to support the graphics industry as it transitions to a more sustainable future.

The environment is facing a major and growing crisis. The late Archbishop Desmond Tutu said that we fought apartheid successfully, now we need to fight climate change with the same focus and dedication. He said that unfortunately those who have no involvement in creating the problem are most affected — that is the ordinary citizen — while those who have the capacity to arrest the situation, mainly governments and multinationals, dither — and that is the deep injustice. Now we have to fight what he termed as 'blue apartheid'.

**Signing off**  
**Meggan McCarthy**

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