

# EDITOR'S NOTE

BY MEGGAN MCCARTHY, EDITOR

We are celebrating 20 years of our magazine, which was launched 20 years ago as *Practical Sign & Display*. Its tagline was 'The Journal For The Signage, Shop Fitting and Display Industries.' 'Practical' was used in the heading as the publication aimed to be a practical 'how-to' guide to readers. We look at how the magazine has evolved since then. Thank you to our readers and advertisers for your continued support.

Our front cover details Avery Dennison's new Supreme PPF Xtreme film, which will empower vehicle owners to safeguard their investment against the impact of tough environmental conditions in Sub-Saharan Africa. Throughout the product development stage, the Avery Dennison Graphics Solutions team globally engaged with its installer community to deliver a film that not only protects against impacts from road debris and environmental contamination, but that also installs efficiently.

#### Other features:

Given the challenges and costs, it is no surprise that quite a number of companies are considering 3D printing as a possible technology for making spare parts. Indeed, 3D printing is becoming a game changer for low-volume parts as well as complex, high-volume parts and components that use 3D printing to improve efficiency and effectiveness in use.

The Graphics, Print and Sign expo, held at Gallagher Convention Centre, attracted 4028 visitors in total. The event was sponsored by Platinum sponsors Roland DG South Africa and Stixo Signage Supplies. Visitors could see new products and business opportunities in the world of graphics, signage, digital printing, branding, T-shirt printing, mug printing, vehicle graphics, laser engraving, binding equipment, digital packaging solutions, wide format printing and more.

Whether you are working in the print industry or another sector, it is highly likely that you will have been impacted by well-documented supply chain issues and raw material shortages in recent years. With no sign of relief in the near future, and with rising costs hitting businesses already struggling with shortages and delays, now is the time to take a look at your business and identify a cost-effective solution that will make working life significantly easier in the long run.

It's important for businesses to understand the importance of sustainability to their brand to assess how they can become more sustainable both within their organisation and for the world. Some businesses will naturally hold more accountability or may want to contribute to one area of sustainability more than another. Companies looking to be compliant with the UN Sustainable Development Goals need to consider them as a tool for governing decisions, when making business plans and evaluating the areas of sustainability.

It is critical that, as a manager, you identify where your employees are and give them a road map to get them to where you want them to be. Just as athletic coaches must observe their players in action in order to know what areas need improvement, you must assess and critique your employees on a regular basis. Then you must use that information to develop a plan that will drive them to improve their performance.

Should we read corporate sustainability reports with a skeptical eye? Or should we be happy that there is a commitment to open sustainability communications at all? Is it just cosmetic greenwashing, or are these reports truly informative roadmaps that companies intend to stick to? Probably the answer is somewhere in the middle, although there are standout examples at both extremes.

We wish you a restful festive season and a prosperous New Year.

#### Signing off

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