

GRAPHIX SUPPLY WORLD CELEBRATES 25 YEARS OF BUSINESS SUCCESS

BY MEGGAN MCCARTHY, SIGN AFRICA



GSW has especially enjoyed a long and solid partnership with Mimaki, having partnered with the brand since 1998. 'It has and will continue to be our strongest relationship thanks to the commitment of Mimaki to grow its position as the number one supplier of digital solutions in Africa,' said Rob Franco, managing director at GSW.

The most recent milestone, announced in April 2022, is Kongsberg Precision Cutting Systems' partnership with GSW, which sees GSW handling the distribution and servicing of Kongsberg solutions across South, Central and East Africa. Under the new agreement, GSW manages all sales, distribution and servicing of the complete range of Kongsberg digital finishing solutions, including spare parts and consumables, from its Cape Town headquarters.

Franco commented on what it takes to be in business for 25 years: 'You need to have very strong resources in order to succeed in this business and to most importantly look after these resources, in particular your staff. We ensure that we form a strong partnership with our customers and work alongside them in very challenging times like we had in recent years. One needs to be a developer where you help people grow their businesses and assist them with acquiring the best and latest technology at competitive pricing, even when they can't get

funding. We offer them a solution to payment opportunities other than cash.'

Franco outlined GSW's vision: 'We want to be the best in everything we do and offer our customers the most affordable solutions at competitive pricing. At GSW, we always ensure that we offer excellent after-sales support and come up with new innovations that assist our clients with potential growth and, of course, allow them to also be more advanced than their competitors. Our goal is to be Africa's number one, one-stop shop for all print and cutting needs and to be the preferred supplier for the latest innovative technology. We take pride in being forward thinking and innovative, ensuring we stay ahead of the trends in the business while empowering businesses in Africa with access to the latest print technologies.'

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The GSW team.