

COMPANY PROFILE

NATURE OF THE BUSINESS

The Company was established in 1988 as a service provider to the large Format photographic laboratories, exhibition, display, retail & advertising and design industries.

Over the years the business has evolved into a Grand Format digital print facility commonly referred to as a PSP – Print Service Provider.

SERVICES OFFERED

- ☐ Mounting
- ☐ Laminating
- ☐ Vinyl Cut Lettering
- ☐ Short Run, Kiss cut stickers
- ☐ Outdoor quality wide format solvent Printing (Vinyl, Paper, PVC, Backlit, Wallpaper, Contravision, Canvas)
- ☐ Digital Dye-Sublimation Fabric prints, on a variety of fabric types, up to 2.4m wide, any length.
- ☐ UV Flatbed printing to a wide range of standard and innovative media, including the latest eco-friendly options. Our UV inks are VOC free.
- ☐ UV Roll to Roll printing up to 3m wide, any length.
- ☐ Latex roll to roll printing up to 150cm wide, any length.
- ☐ Flatbed CNC cutting and routing, to any shape desired.
- ☐ Display and exhibition systems

MISSION

- ☐ *We are committed to staying abreast of the latest developments in digital technology and to making our services available to the local market*
- ☐ *We constantly strive to reduce our carbon footprint by actively seeking and promoting ecologically friendly alternatives and solutions*

STRATEGY

- ☐ *Expand and develop business with corporate clients by regular servicing and understanding our clients needs*
- ☐ *To match products to clients requirements*
- ☐ *Constantly source environmentally friendly materials at affordable prices*

BUSINESS VALUES

- ☐ *We constantly strive to honour undertakings relative to service, quality and to achieving deadlines*
- ☐ *We strive to build and maintain partnerships with our clients, embracing a credo of service, honour and trust*
- ☐ *We guard the privacy of our clients and their campaigns*
- ☐ *The Company adheres to the highest standards of business ethics and adheres to all legislation, including the following:*
 - ☐ *Basic Conditions of Employment*
 - ☐ *Compensation for Occupational Injuries and Diseases Act*
 - ☐ *Employment Equity Act*
 - ☐ *Income Tax Act*
 - ☐ *Labour Relations Act*
 - ☐ *Occupational Health and Safety Act*
 - ☐ *Skills Development Act*
 - ☐ *Value Added Tax Act*

MARKET OVERVIEW

Print/Display material traditionally done either by litho or screen printing. Both processes are inflexible in terms of print runs (cost effective over large runs) and variable sizing.

Consequently digital print / conversion offer flexibility in terms of short runs, sizing and quick campaigns.

Digital printing offers quick turnarounds and quality of print has evolved considerably.

Digital printing first made its appearance in 1986 and several traditional screen printers have adapted operations to accommodate digital and in some instances exceed traditional print methods.

Graphic Laminates concentrates on digital conversion.

COMPANY HISTORY

Company founded in January 1988 as a laminating bureau to the large format professional photographic laboratories.

We have evolved with digital developments and embrace all the latest print processes namely:

- ☐ *Dye Sub*
- ☐ *UV*
- ☐ *Latex*
- ☐ *Digital flatbed cutting*

COMPANY STRUCTURE AND RESPONSIBILITIES

Member

- ☐ *Secure finance*
- ☐ *Maintaining integrity of Company*
- ☐ *Monitoring turnover*
- ☐ *Pricing structure*
- ☐ *Sourcing of suppliers/ materials*
- ☐ *Maintaining relationships with clients and suppliers*
- ☐ *Negotiating with suppliers*
- ☐ *Directing Sales and Admin Staff*

General Manager

- ☐ *Oversees Production*
- ☐ *Maintains relationships with clients*
- ☐ *Maintenance of machinery and equipment*
- ☐ *Sourcing of materials*
- ☐ *Human Resources*
- ☐ *General maintenance with the Company*
- ☐ *Staff discipline*

Production Manager

- ☐ *Meeting deadlines*
- ☐ *Checking of artwork*
- ☐ *Re-drawing artwork*
- ☐ *Interaction with clients*
- ☐ *Interaction with Sales Reps*
- ☐ *Production Line*
- ☐ *Monitoring and discipline of staff*
- ☐ *Appointing Staff*
- ☐ *Sourcing materials*
- ☐ *Training staff*

Accounts

- ☐ *Monitoring of Debtors and Creditors*
- ☐ *Invoicing*
- ☐ *Payment suppliers*
- ☐ *Preparing accounts for financial yearend*
- ☐ *Liaise with Auditors*
- ☐ *Salaries and Wages*
- ☐ *Maintaining staff records*

Account Managers

- ☐ *Servicing of existing clients*
- ☐ *Sourcing of new clients*
- ☐ *Satisfying both existing and new clients*
- ☐ *Informing clients of new technology and products*
- ☐ *Listening to customers needs and satisfying these needs*
- ☐

BROAD-BASED BLACK ECONOMIC EMPOWERMENT:

- ☐ *The Company is a "Qualifying Small Enterprise"*
- ☐ *The Company is a "Value-adding" Supplier*
- ☐ *The company is Level 2 BBBEE rated.*

BUSINESS CONTINUITY PLANNING

The Company is insured for the eventuality of any disaster and is covered for loss of income.

Replacement equipment can be secured (at worst) within 3 months.

CAPACITY

Machine capacity far exceeds our turnover. We presently run on a single shift. These could be increased to either 2 or 3 shifts. We are presently evaluating an additional industrial high output printer.

COMPANY STRENGTHS:

- ☐ *Quality and Service*
- ☐ *Deadline driven*
- ☐ *26 Year history of quality and service dedication*
- ☐ *Technology*
- ☐ *Owner managed (commitment and dedication)*
- ☐ *Skills development of employees*
- ☐ *Low staff turnover*

FINANCIAL

- ☐ *Graphic Laminates – CK1996/21471/23 – P O Box 370 Voortrekker Road, Maitland, 7404*
- ☐ *Tel (021) 510-5461 Fax (021) 510-4643*
- ☐ *garth@graphiclaminates.co.za*
- ☐ *213 Voortrekker Road, Maitland 7405*
- ☐ *Johannesburg – Gail Keizan 082 418 3777 gail@graphiclaminates.co.za*
- ☐ *Audited Financials – June*
- ☐ *Garth Richards*
- ☐ *Standard Bank – Cape Town- Vanessa Fielies – (021) 441-4241*
- ☐ *Auditors Braude Gordon & Co – P O Box 23502 Claremont 7735 – Leonard Sher 021 674 1115*
- ☐ *Insurers – Lyall Morgan – Nick Stubbs – (021) 762-5007*
- ☐ *Attorneys – Jacques Viljoen Attorneys, Jacques Viljoen (021) 914-6661*
- ☐ *Valid Tax Clearance*

INSURANCE

- ☐ *Building combined*
- ☐ *Business All Risks*
- ☐ *Accidental Damage*
- ☐ *Public Liability*
- ☐ *Equipment Insurance*
- ☐ *Sasria*
- ☐ *Loss on Income*

PRINTING CAPACITY

- ☐ 1 HP Designjet L2550 reel to reel Latex Printer
- ☐ 1 HP Designjet L2650 reel to reel Latex Printer
- ☐ 1 HP 360 reel to reel Latex Printer
- ☐ 1 UV Flatbed Printer –Durst RHO- 600 Pictor
- ☐ 1 UV Reel to Reel printer HP2100 - Durst
- ☐ 2 Dye Sublimation printers – Thunderjet – A2602
- ☐ 1 Dye Sublimation printer –Thunderjet – T3202S
- ☐ 1 Transfer Machine – Monte Antonio
- ☐ 1 Flatbed digital cutter – Zund XL-3000
- ☐ 2 Reel to Reel digital cutters - Roland
- ☐ 1 Small format digital printer - Gerber
- ☐ 3 Laminators -Mactac

SERVICE LEVELS

We constantly strive to honour undertakings relative to service, quality and to achieving deadlines. Quality constantly monitored against proofs. Delivery deadline – once a job has been accepted, this includes the commitment to meet your deadlines.

ECO INIATIVES

Graphic Laminates has replaced all solvent printing processes with eco friendly printing solutions and offers a wide choice of recyclable material that can help any organization to meet its goals in caring for the environment.

Graphic Laminates has committed to replacing all traditional lighting throughout its factory and office environment with energy saving LED lights. It is estimated that up to 60% of current energy usage will be saved when the conversion is complete.

UV DIGITAL PRINTING

UV digital printing has eliminated many stages in the traditional printing process that were time, energy and resource consuming. These processes were also accompanied by fumes, liquid and solid waste, some of which required specialist treatment for disposal. The use of chemistry for film and plate processing is eliminated with digital printing, as is the substantial waste of materials used in the 'make ready' stage of offset printing. It is estimated that prior to the advent of digital printing, as much as 56% of all print was thrown away, unused.

Durst is very strongly committed to provide our customers with environmentally friendly printing solutions.

Accordingly all Durst inks are environmentally sensitive, free of VOC's and cure with low energy consumption and low ozone dissemination.

LATEX DIGITAL PRINTING

HP Latex inks offer exceptional print quality on a wide range of print media for applications which would include event banners, transit and other outdoor applications, as well as high quality indoor graphics. Latex inks are pigmented, water based inks which reduce the impact of printing on the environment, as they contain no hazardous air pollutants or sensitizers.

By combining high quality materials with our eco-friendly printing methods, we're able to meet our client's needs in caring for the environment.

ECO FRIENDLY MEDIA

X-BOARD

Xanita's high strength to weight range of 'Xboard' composite panels offer environmentally-conscious designers a versatile board with high recycled fibre content. X-Board is also a preferred substrate for its eco-friendly features.

TYVEK

Made of 100% high density polyethylene (HPDE), Tyvek and products made from Tyvek can be mechanically recycled. Tyvek contains no foreign fillers or binders.

DURST PRINTING INKS

The recyclability of the printing board is an important aspect in today's environment and UV-curing printed output maintains a high level of recyclability. During the pulping process the ink, which effectively forms a surface 'plastic' layer, is easily liberated from the fibres and removed. This is in contrast with some water based dye-ink systems which permanently stain the fibres and degrade the recycled fibre quality.

RECYCLING

X-Board

This product can itself be recycled through conventional industrial paper re-cycling processes. Mondi collects and recycles all x-board and paper off-cuts at regular intervals.

Office printer cartridges

We support Masons Stationers Go Green initiative. All profits from this initiative are donated to a worthy cause which will be working to save the environment.

Office Waste Disposal

All the office waste is recycled by placing into designated holders which are then sorted and delivered to Oasis Association.

Oasis Association provides services for men, women and children with intellectual disabilities.

Ink Disposal

After a thorough inspection and the completion of a Material Safety Data Sheet, the expired inks are collected and transported to Vissershok Landfill by U-Save Waste Services cc.

SOCIAL RESPONSIBILITIES

We support the following foundations with either sponsorships or by offering a special price on any promotional items:

- ☐ Amy Biehl Foundation
- ☐ Jonga Trust
- ☐ Shawco
- ☐ Sunflower Foundation
- ☐ Happy Child Foundation
- ☐ Lifeline
- ☐ Narconon
- ☐ SA Mast
- ☐ Tears



213 Voortrekker Road Maitland 7405

Tel: 021 510 5461

Fax: 021 510 4643

E-mail: marketing@graphiclaminates.co.za

Member: G. L. Richards Reg. No. 1996/021471/23