

Celebrating Women In The Printing And Signage Industry



During August, we are celebrating influential women who are increasingly making their mark on the traditionally male-dominated printing and signage industry. For those who want to enter this industry, or want to grow their businesses, the [Africa Print Expo](#) offers many opportunities for entrepreneurs. The event will take place from 13-15 September at Gallagher Convention Centre.

Diane Jacobson, Managing Director at Ellis Lehman Signs, has been in the industry for 25 years, and enjoys being in a career that is dynamic, creative and interesting. 'No two jobs are identical, and because it is an industry that serves a variety of businesses, it offers exposure to many types of people and companies,' she said. 'I've worked with fantastic people and managed very interesting projects, from manufacturing plants to religious institutions, to petrochemical companies, retailers and sports events. I have met wonderful people over the years and have had the opportunity to travel to interesting places. It is an industry that has allowed me to grow my business skills in a creative space.'

Jacobson's key to success is understanding and servicing the needs of customers. 'They are the lifeblood of all business. There is so much poor service out there, so doing things better and paying attention to detail and the final finished item sets any individual or company apart,' she said.

Printing SA, the official trade federation representing printing, packaging and associated businesses in the industry, has a number of projects to empower women. The organisation runs a screen printing programme, which most recently trained 10 unemployed women from Cottonlands. The programme includes three elements: the theory of screen printing, practical application, and basic business skills that would assist in growing a small business.

A success story from the programme is Eunice Ngwenya, Managing Director of Eunique Printing, who completed Printing SA's very first screen printing pilot course during 2014. Printing SA recommended Ngwenya to Konica Minolta South Africa. Eunique Printing, which operates from Konica Minolta South Africa's Johannesburg campus, has been in business for almost a year, employs three people and prints books, magazines, business cards, calendars, receipt books, brochures, invitations, photographs, as well as offering ring binding and glue binding services.

Ngwenya has always been interested in printing, and had done silk screening on plastic for 25 years. 'Attention to detail, treating every customer with respect and listening to their needs set us apart from competitors,' said Ngwenya. She also believes that women bring a special touch to business. 'As the great Maya Angelou said, 'I'm a woman. Phenomenally. Phenomenal woman, that's me!'" she added.

Sonja Groenewald is CEO of Colourtech Design & Print, which has operated for 26 years. Its main focus is the publishing and education markets. The business has a unique set up as in addition to printing, there is also an in-house dispatch and deliveries division, which helps service 350,000 students.

Being in the printing industry, you'd think technology would be Colourtech's most important asset, but it's not. 'Our staff are our most valuable resource - we consider each and every one of our employees as part of our family,' said Groenewald. They are integral to the business' success. 'I've always told my employees to treat each customer like royalty - whether a client is just popping in for a small pack of business cards, or placing a major order. Good service is crucial.'

The Africa Print Expo is co-located with Sign Africa, FESPA Africa expo and Africa LED. For more information, visit: www.africaprintexpo.com.

[Africa Print Expo, signage and printing expo, digital printing, sign africa expo, fespa africa, africa led expo, wide format, signage and graphics](#)

LOCAL DISTRIBUTOR

AFRICA PRINT

Tel: +27114501650

Email: dyelan@practicalpublishing.co.za

Website: <http://www.africaprintexpo.com>

[Scodix Receives 2017 Intertech Technology Award](#)

[Kompac Announces Ez Koat 20 Plus And 30 Plus Models](#)