

COMPANY PROFILE

EDGE
DIGITAL PRINT & FINISH
(PTY) LTD

More than print, better every day.

www.edgeprint.co.za | 0861 282 000

OUR STORY

Edge Digital Print and Finish (PTY) LTD started out as Audio Visual Aids in August of 1981.

The original focus was on audio and visual equipment in the educational market, with the supply of supporting consumables. Having always focused on our customer needs, the business soon evolved into a printing business, supplying printed support materials mostly to schools. Prominent amongst these items (and a core item to this day) are customised school diaries supplied directly to schools, designed to meet the needs of each specific school.

With further growth in the educational market, as well as diversification of printed products supplied to this market, the company was re-branded to AVA Systems during the 1990's.

On 1 March 2016 the business was bought from its founder by two long-serving employees, resulting in the name change to Edge Digital Print and Finish (PTY) LTD.

The range of **EduLine** branded products continues to provide the same quality of service and products to our educational customers, underscoring commitment to this sector. The product range is continually expanding and market penetration increases constantly.

With the new ownership also came a sharper focus on growing the commercial printing side of the business through business-to-business trade. The **Digital Print Express** brand is the main driver in this respect, aiming to identify and service niche markets where we believe our unique capabilities and experience can add value.

We have been supplying quality signage through Digital Print Express for quite some time, which resulted in the addition of the **Sign Focus** brand. The goal of the new brand is to focus on the specific needs of our signage customers, while placing emphasis on the unique requirements that accompany the site assessment, manufacturing, and installation of signage, while guaranteeing a trustworthy experience in every step of this process.

OUR BRANDS



Digital Print Express

Driven by **YOUR** business needs

Our sole objective is to assist you in achieving your business goals. Whether you want to make a profit, make a difference, or do both, we provide the printed solutions that can help you achieve it.

Whether it is for visibility, safety, or awareness, being noticed is important. Our sole purpose is to provide you with quality large format signage solutions through a process, products and workmanship you can trust.



All signs point to success.



Empowering *Passionate* Educators

Education is the foundation of any successful society. We are proud to be a part of this by supplying quality printed solutions that simplifies administration, enhances communication, and generally support better educational outcomes.



Digital Print Express

Driven by **YOUR** business needs

OUR MISSION

It is our goal to add value to your business by providing you with tailor-made printed solutions that will help you achieve your business goals.

We achieve this with:

Insight

We take time to listen to your specific business needs and goals, and then we offer print on demand solutions tailored to your needs.

Focus

Although we would love to do all your printing, we only offer solutions in the areas of your business where we feel we can add value through direct savings, improved efficiency, or revenue growth.

Expertise

We have more than 30 years' experience in design and print, and we offer varied digital printing and finishing processes. This allows us to offer custom solutions for labels and packaging, technical and training materials, administrative forms and files, marketing materials, as well as large format and signage.

Ethics

We respect copyright, guarantee confidentiality, and guarantee a free reprint if a mistake arises from our side.

INDUSTRY FOCUSED

We pride ourselves not only in understanding your business, but the needs of your industry at large. This allows us to apply this wider knowledge to further assist you in achieving your business goals.

Industries where we already have a large footprint and deep understanding are:

Training Centres

We understand that things can change quickly. Number of students, number of graduates, the venue, course content, or presentation format can change regularly. Our digital print on demand systems can ensure that you get what you need, where you need it, in the quantities you need.

Specialised Manufacturers

Whether it is focused marketing to a small customer base, short run custom production, or iterative products that change frequently, we understand that these businesses have an even greater need for support material, marketing material or product labelling in smaller quantities. We are ideally set up to solve these business needs in short turnaround times.

Artisans, Tradespeople and Technicians

Whether you spend more time on the road and on site than in the office, or run a dedicated technical workshop, we understand that you have specific documentation needs, and must find unique ways to market your services and ensure repeat business. We also understand that you do not always require large quantities of an item. We are ideally set up to support you in your business.

Print Brokers and Creative Agencies

We understand that your needs are as varied as your customer base. We also understand that urgency seems to be the name of the game. We are uniquely positioned to assist where lower volumes and urgency meets, without the need to compromise on quality.

Is your industry not listed?

We would like to get to know you and your industry. If your business or ventures can benefit from the short run quality printing that our digital on demand printing delivers, let us know. We would love to learn from you and find ways to add value to your business.



All signs point to success.

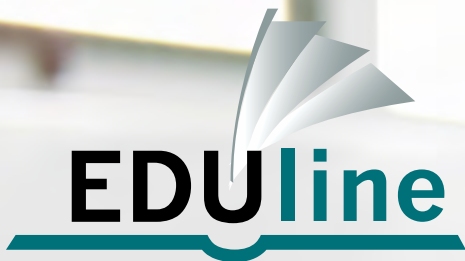
OUR TRUST GUARANTEE

5 Reasons why you should trust us with your next signage project.

- Product:** We honour all manufacturer warranties on inks and materials. Confirm with your sales representative which apply and hold us to them.
- Price:** We do site inspections, in person or virtually. A written quote from us will only change when the request changes, never because "we did not know".
- Process:** You control every step of the way. We will not print before you have approved artwork in writing and we will not install before you confirmed that you are ready.
- Professional:** We rely on our own workmanship and installation in most cases, but we can unfortunately not do everything. Where we use third parties, we will always inform you, so you can decide for yourself on their trustworthiness.
- Promise:** If a mistake arises from our side we will fix it, fast, and at zero cost to you, our valued customer.

GALLERY





Empowering *Passionate* Educators



Learner and Educator Diaries

A diary compiled specially for learners allows the school to achieve specific objectives and communicate important information to parents, effortlessly.

Our range also includes Educator and staff diaries which can be customised to accommodate YOUR needs.

School Calendars

A school calendar is an excellent channel of communication when used to inform parents of school events and activities. At the same time, the calendar also functions as a planner.

A school calendar is an ideal marketing tool for entrepreneurs in the community. Calendars may also be utilised as a fundraising project by the school.



Book Covers and Inserts

Our PVC covers are manufactured in-house, resulting in the durable, affordable cover every parent expects and every learner requires. Pair this with the customisable cover insert to display your school crest with pride.

Book covers and inserts are often utilised as fundraising projects by schools.



Learner Profiles

The Department of Basic Education prescribes that schools should maintain a Learner Profile for every learner from Grade R to Grade 12. This compulsory document accompanies the learner throughout his / her school career.



School and Learner Administration

We offer a range of Admission and Attendance registers to schools which have been carefully researched and designed according to official government legislate.

We also offer a range of Administration Support Products which were designed to accommodate the specific needs of schools.



Workbooks and Textbooks

Ensure that your printed teaching materials reflect the quality of education that your institution provides with workbooks bearing the Eduline stamp of quality and professionalism.



Teaching Aid Posters

Our teaching aids are aligned with the CAPS standard of teaching, starting from the foundation phase (grades 1 - 3) as stipulated in the NCS guidelines.

Our range has been designed to be child-friendly and diverse, with topics such as "My body", "Home safety", "Cleanliness" and many more...





Empowering *Passionate* Educators

EDULINE PRINT ON DEMAND

The educational market is where we have the most experience. As such, we understand that running a school and educating learners is about much more than just administration. It involves event planning, fundraising, marketing, communication, and so much more. We offer a specialised print on demand solution for schools, so you can leave the printing to someone you trust.

Range

Be it programmes and tickets, banners and posters, report cards and certificates, folders and files, invitations and complimentary slips, as well as a host of other printed materials needed to run a successful school, we can help.

Variable Data Printing

Would you prefer the results pre-printed for each learner on their report card? Prefer certificates pre-populated to each individual learner's name and achievements? Want invitations personalised with each attendee's name? We can assist with our experience in data management and print-merge capabilities.

Reach

We ship all orders nationally, at a fixed fee, no matter the size or the distance.

Guarantee

As with everything we do, if a fault arises on our side, we will fix it – fast, and free of charge.

OUR CORE VALUES

WE ARE **EDGE**

Enthusiastic

We take pride in what we do, and it shows. We approach every task and interaction with positivity and urgency. We do things fast and with efficiency. In spite of this we do not compromise on accuracy or quality.

Dedicated

We learn from our mistakes, and fix them, fast. We use every opportunity and challenge to learn and grow. We are continually improving ourselves, and the ways we do things. We go the extra mile, and do not stop before we have delivered on our responsibilities.

Goal-driven

We plan our work, and work our plan. We believe in teamwork, and have a common interest in reaching our individual and group objectives. We constantly measure our outcomes to ensure we deliver maximum value.

Ethical

We understand that rules and laws are there to protect everyone, and always conduct ourselves within this framework. More than that, we always do the right thing because it is right, whether specifically stipulated by rules or not. We believe in building long term trust-based relationships with all stakeholders, through honesty, integrity, and professionalism in all we do.

EDGE

DIGITAL PRINT & FINISH
(PTY) LTD

More than print, better every day.

www.edgeprint.co.za | 0861 282 000

HOME OF



Digital Print Express

Driven by **YOUR** business needs

☎ 073 833 1257

f digitalprintexpressSA

✉ digitalprintexpress@edgeprint.co.za

🌐 www.digitalprintexpress.co.za



All signs point to success.

☎ 073 313 6050

f SignFocusSA

✉ signfocus@edgeprint.co.za

🌐 www.signfocus.co.za



Empowering *Passionate* Educators

☎ 073 833 2168

f edulineSA

✉ eduline@edgeprint.co.za

🌐 www.eduline.co.za