



# PIFSA introduces Printing SA Pledge

To reassure consumers that printers will provide an ethical honest service, the 800+ members of the Printing Industries Federation of South Africa (PIFSA) have subscribed formally to the newly introduced Printing SA Pledge.



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Pat Lacy, CEO of PIFSA says, "Our members subscribe to a formal pledge that commits them to integrity, fairness, responsibility, professionalism and sustainability in all their dealings. This ensures that customers get the highest levels of service and quality."

The wording states that printers will abide by its code of ethics and will act with integrity by being honest and open in all their dealings. They will practise fairness by providing good value for money and top quality. Responsibility will be demonstrated by meeting all statutory obligations to all stakeholders. Professionalism will be shown by maintaining the highest appropriate standards of technology and employee skills. Finally, sustainability will ensure the best possible financial, social and environmental performance of the business.

## Uphold and practise

"Often, the annual pledge certificate is proudly positioned in a prominent place where customers are sure to see it and all employees are encouraged to be familiar with the requirements and to uphold and practise them. An annual audit will confirm members' compliance with the articles of the pledge. Should a dispute arise between a customer and the printer about service or quality levels, Printing SA will provide unbiased and expert arbitration."

A radio and print media campaign has been developed to promote awareness of the pledge and to encourage print customers to look for it as a sign they can trust. The intention is to inspire confidence in the customer and to build respect for the professionalism and ethical behaviour of the Printing SA member.

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