

## Point extends into Nigeria

Strategic, technology driven Marketing Materials Procurement Specialist, Point, has extended its offering into West Africa by opening a base in Lagos, Nigeria. This adds to the company's African presence in Johannesburg, Durban, Cape Town, Accra and Nairobi.



The company's reach across the AME territory means that it is able to source materials and print from across the region if necessary to be best suited to each client's specific requirements. The company also digitally stores all materials in a DAM (Digital Asset Management System) for ease of access and more cost efficient production on each job.

Situated at Unilever in Lagos Nigeria, the recent implementation kicked off to a flying start with the team posted achieving the single biggest first month turnover of any account in Point's history.

"Added to the success to date, we are very excited about Point's expansion into Nigeria as it is a country with a lower unemployment rate, higher GDP growth rate and three times the population of SA. We believe the country is set to be one of the biggest economies in Africa," commented Zach Murray, operations manager - Africa Middle East at Point.

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