

Nashua becomes associate member of Printing SA

Nashua Limited has gained associate membership to the Printing Industries Federation of South Africa's (PIFSA) newly launched brand, Printing SA (PSA). Associate members are those who supply machines and services to the printing industry, while companies that produce prints are able to gain full membership.



Nashua head of Production Printing Direct, Charl Vogel notes that the membership offers further validity to the company's production printing credentials. "Nashua is proud to be granted associate membership to Printing SA, as it proves that we are an ethical and reliable vendor to the production printing industry. Subsequently, our customers can now have full confidence that they are receiving quality service from a company that only subscribes to the highest level of production printing standards."

Development of skills

Nashua intends to use its membership to also further skills development within the industry, by educating commercial print about digital cut sheet solutions and commercial print environments and challenges. The company also wants to provide peace of mind to fellow PIFSA and PSA members when dealing with other members, and increase networking opportunities.

PIFSA aims to assist the printing, paper/flexible packaging and newspaper industries to be globally competitive and socially responsible. Its members commit to a Member Code of Ethics, in which they pledge to fair and free dealings with all the stakeholders they come into contact with in the South African printing industry.

Nashua has recently made substantial inroads in the production printing market, having committed a substantial investment and successfully showcased its range of solutions at both of the Africa Print Show's in Durban and Cape Town this year. The company also has plans to make a further impression on the market at the Johannesburg leg of this three-city expo, taking place from 22 to 24 August at the Sandton Convention Centre in Johannesburg.

For more, visit: <https://www.bizcommunity.com>