

## Beeld awarded PIFSA accolade

The Printing Industry Federation of South Africa (PIFSA) recently bestowed daily Afrikaans newspaper, Beeld, a Gold Award in the Best Regional Newspaper category. Each year, PIFSA reveals the cream of the crop in the printing industry, and found Beeld fulfils award requirements of outstanding credibility, layout, design and overall journalistic excellence.

Commenting on the award, Lucille van Niekerk, General Manager, said, "Each year, Beeld faces huge challenges in the extremely competitive world of printing and diversified media. We are consistently recognised above the myriad available to media planners, advertisers and consumers. It is with great pride that we thank PIFSA, our advertisers and especially our readers who continue to make Beeld the great success it is today, and has been for the past 30 years."

"Awards such as PIFSA constantly remind the printing industry to maintain high standards and credibility, an activity I believe that our industry must fulfil on a daily basis to remain ahead of the game," she says.

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