



# *Shereno Printers*



*Creativity in Print!*



**Shereno  
Printers cc**

Commercial and Web Printers  
Lithographers and Computer Stationers



*Creativity in Print!*

## Our Vision

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*A printing service provider of choice based on design, printing and service excellence.*

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## Our Mission

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*To provide an affordable design and printing service that exceeds the highest standards of quality and service in*

- *creativity & design*
- *printing*
- *customer care*

*through people who are empowered, skilled and loyal.*

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## Background

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Shereno Printers is a South African company, born in Actonville, Benoni, in 1966. The original staff complement is substantially larger today. Appropriately, the company is a registered and distinguished member of the Proudly South African family.

## About Us

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### Premises

In 2000, Shereno Printers relocated from its original premises to newly built premises in Boksburg. Since the move the company has entered into a period of sustained growth and expansion with the acquisition of equipment and skilled staff that increased the company's capacity to meet increasing demands of the market. Today Shereno Printers is an important player in the South African printing market.

In 2006, Shereno Printers opened a branch, located in a safe and quiet area with secure parking on the doorstep of The Union Buildings in Pretoria. This branch has allowed the company to provide value added services for clients based in the Pretoria and other Northern Gauteng areas. This office offers a fully equipped creative Design Studio with friendly and experienced management and staff.

Our Corporate and operational structure with clear lines of accountability, ranks favourably with international trends in the printing industry allowing us to provide both an efficient and effective service to our clients.





### Employees

Shereno's staff complement is made up of South Africans of all persuasions, many of whom are highly skilled. We have clear career paths that encourage people to continuously improve their skill levels and knowledge. Both women and the disabled hold positions of responsibility and make a sterling contribution towards the success of the company. Included in the team are many young individuals of previously disadvantaged backgrounds who have been brought in as part of our developmental initiative to help the country in its drive towards increasing its skills base and reducing unemployment levels.

### Social Responsibility

The company's ethos and philosophy has always centred on making a contribution to society. Individuals, community based organisations, trade unions and government departments, all fall within the ambit of our social assistance initiatives.

Together with these initiatives the company has, over many years, supported the growth and development of SMME's with a view to develop the spirit of entrepreneurship amongst young South Africans. With our help and support, several companies have already taken off the ground and are making good progress.

### Training and development

The company views education and training as key to promoting the development and economic well-being of our society. This principle has guided the company's approach to training and development. The company's approach complements that of government in this vital area of social development through the following

- Σ• Young, unskilled persons are hired for training and development (Learnerships)
- Σ• Expansion of our staff development programmes
- Σ• Compliance with EE requirements
- Σ• Apprenticeships
- Σ• ABET



## Products & Services

### The Executive

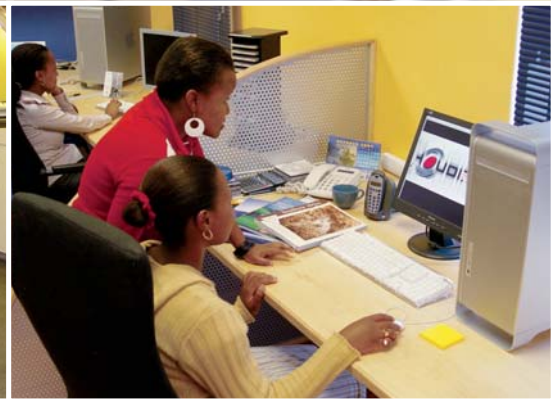
The owners have steered the company for over fifteen years and presided over its expansion and growth. The values inculcated from the early days still prevail, albeit in a more disciplined environment. The unwritten guiding philosophy of the owners, from experiential evidence, is: "Let's all grow together".

In addition to being directly involved in all the major investment decisions, both owners are also directly involved with the day-to-day running of the business. However, the owners pride themselves on dealing directly with customers, big and small, on a daily basis to ensure their total satisfaction.

### Customer Care and Administration

Well skilled, friendly customer care and admin personnel are there to fulfil the day to day requirements of the company. Customer care, however, remains the domain of the owners, who take pride in being accessible to customers.





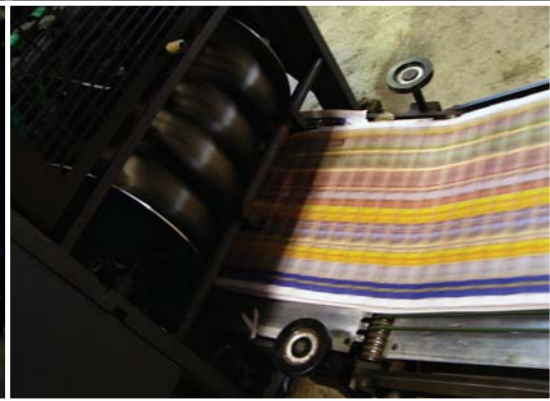
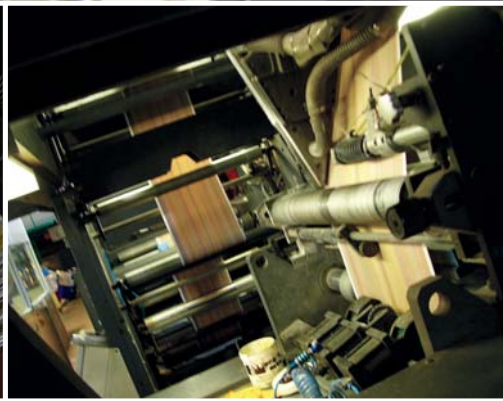
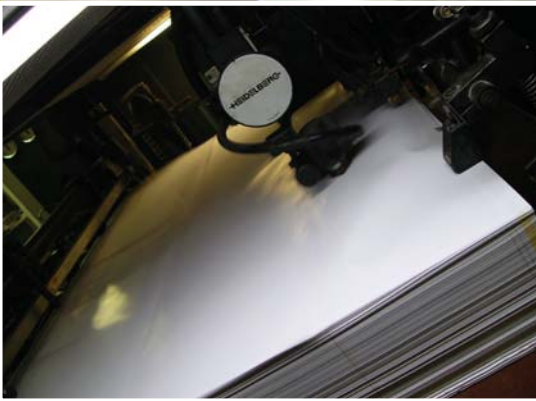
## Products & Services

### Design, Layout and Pre-press

Design and layout is executed in our in-house Design Studio, which is modern, well-equipped, and staffed by a well-trained, qualified team of professional computer-graphic layout artists. We boast the latest in technology that includes Apple-Mac's, PC's, all storage devices, scanners, printers and the latest versions of software such as Quark Xpress, In-design, Freehand, Adobe Photoshop, Corel Draw, etc. The opportunities for creativity here are unlimited and we help clients capture all their design and artistic requirements on paper.

Designs that are ready for printing are converted into high resolution print ready PDF format and forwarded to the CTP (Computer-to-Plate) Department. Here the designs are pre-flighted, impositioned and put on plates with the latest CTP Platesetters, ready for the Printing Presses. These systems save time and money, bringing the best available quality of plates with a perfect dot ensuring faultless colour control every time.





## Products & Services

### Print Production

Together with the quality control managers, the Printing Department has a team of qualified and experienced machine operators that ensures a continuous flow of high quality products in quick turn-around times that amazes even the most demanding clients. All printing is done in-house with a variety of machines such as single- and multi-colour sheet fed presses, web presses and a ten-colour reel-to-sheet press.

### Digital Printing

Together with our printing presses, an added value service is available from the Riso and two Indigo digital presses. High resolution litho quality digital prints are possible in very quick turn-around times. Proofing is easier and small quantities are immediately prepared and very affordable.

Large and wide format poster printing machines (plotters), such as the Encad, Grand Sherpa and Roland, broaden the range of products made available to clients. The production of vehicle graphics, banners, roll-ups, posters, signs, backdrops, wallpaper, stickers and canvas prints are popular indoor and outdoor products on offer.





## Products & Services

### Finishing

We have a fully-equipped bindery and finishing department with a wide variety of professional equipment such as perfect binding, pony binding, wiro binding, saddle stitching, sewing, UV and IR varnishing, collating, die-cutting, folding, laminating and foiling machines, just to name a few. We are able to perfectly finish all jobs using a variety of effective, professional and creative methods, and up to the client's exact specifications.

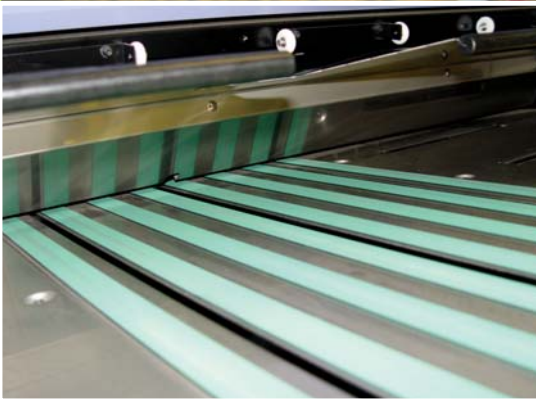
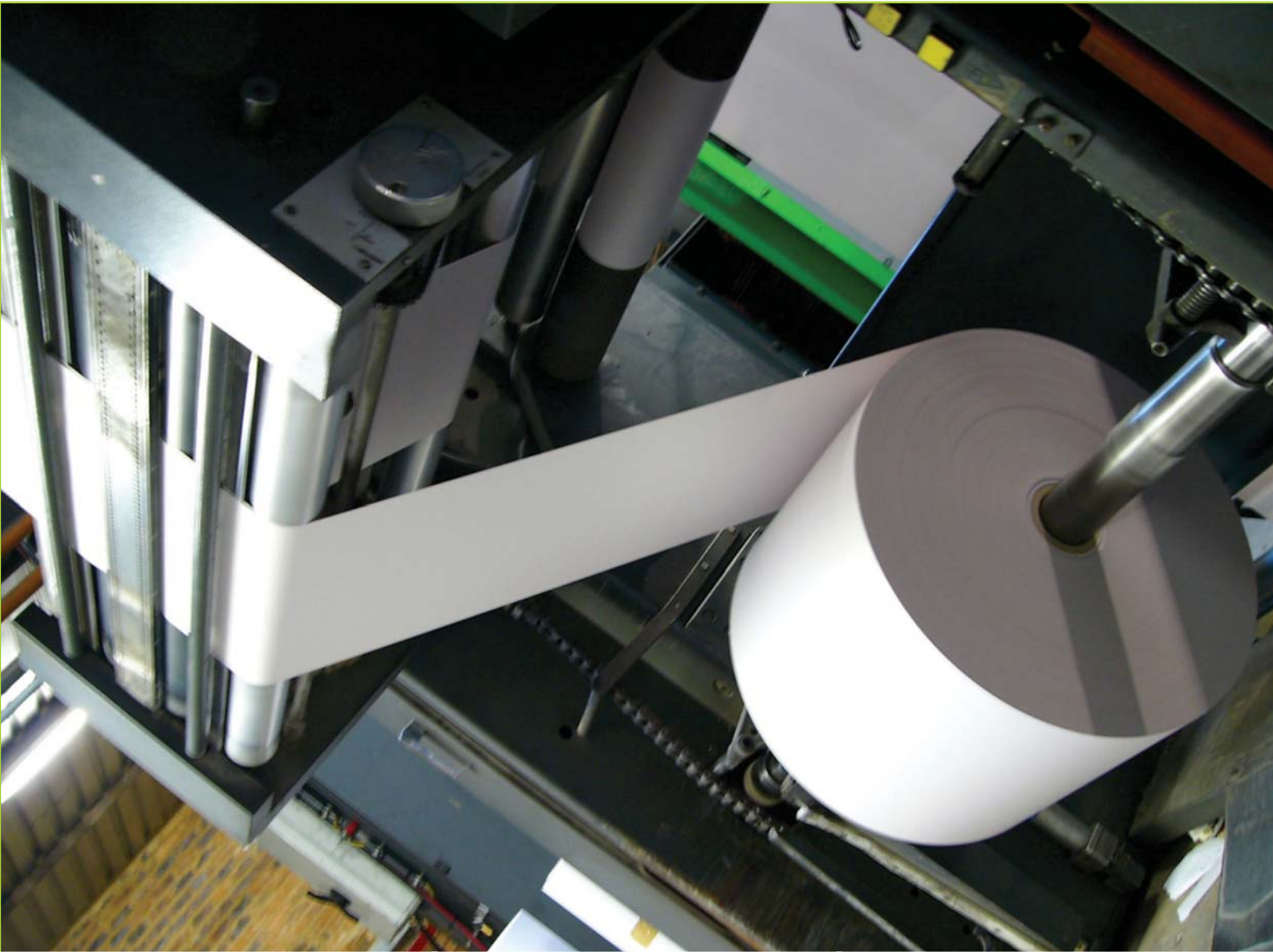
### Additional Products and Services

We are able to fulfil those 'unusual' product requirements such as t-shirts, caps, mouse pads, button badges, corporate gifts, bags, folders, pens, note pads. We provide services such as silk-screening, pad printing, pen-printing, single to full colour copying, branding, embroidering, encapsulating, laminating etc. This allows us to assist our customers in their branding efforts beyond printing on paper.

### Delivery

We offer FREE delivery within the Gauteng region. With our well branded vehicles and global positioning systems, we have a proud and well known reputation for delivering every job on time to meet the most stringent of deadlines.





## Conclusion

Shereno Printers has come a long way from its humble beginnings. Alliances have been made. Corporate culture has evolved. South Africa as a nation has taken a giant leap forward and shed the shackles of the past. In-line with these developments, Shereno Printers has grown and continues to provide opportunities for all those we partner with (our clients, suppliers, staff and our community) to also grow.

Visit us! See the full picture and meet our professional and friendly staff. Give us your next design and print assignment. Become our lifelong partner and friend. We won't fail to impress you with our product variety, quality and service ethics in delivering "Creativity in Print!"





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