Eliminating prejudices with panache

Printing SA, which celebrates its 103rd year of servicing members in the printing, newspaper and packaging industries, has a relatively small staff of 20 nationwide. A total of 65 per cent of the staff are women. By Abby Vorster

According to Patrick Lacy, CEO of Printing SA, at no point was any conscious decision taken to enact a policy to employ women. ‘We simply had to have the best available candidates, most of who turned out to be women,’ he says. ‘The concentration placed on the subject during the recent Women’s Day celebrations has highlighted the fact that each of our executive staff has been appointed on merit. Not only is each one of them an expert in their field, they also have a good to excellent understanding of printing technology – enabling them to adequately negotiate their way through conversations that would easily confound an outsider.’

GRAPHIX got in touch with some of the ladies at Printing SA, to find out more about the successes and challenges of working in the printing sector. Tania Rhode, national training manager, touches on some of the prejudices of working in a male dominated industry.

‘When I first started in the printing industry I found it quite daunting as it was a predominantly male one. However, I was welcomed by most of my male counterparts. I think that one’s knowledge and experience overshadows whether you are male or female. Those who were skeptical in the beginning quickly had a change of heart because they realised that I am familiar with and very involved in training at various levels from Government technical task teams to SETA committees. I found that this eliminated any thoughts of prejudice that might have existed when I first was recruited,’ she explains.

Thanking the men in the printing industry who took the time and trouble to mentor her (and continue to do so), Louise Moralee, who heads up the commercial and technical division at Printing SA’s national office, says: ‘I have been in the industry for about 38 years and have found that as women we have gradually emerged to take a more active role in management and operational spheres. We are no longer defined by the old male perception of administration and service functionaries. In the past, male colleagues were provided with the means for advancement, relegating female workers to supportive roles. I am happy to see this has now changed and that there are many women playing crucial roles in our industry, and being provided with the resources to acquire the skills required.’

Tania Rhode
Louise Moralee
Lydia Davids
Proving their worth

‘It is sometimes difficult for men to realise that our working environment is changing and that jobs that were generally being perceived as men only positions can actually be performed by women,’ says Lydia Davids, member services manager at the Cape Chamber.

Deryn Garz, PIFSA company secretary, says that the printing industry is a closely knit one that is difficult to break into, ‘but once you’re in, you’re in’. She believes respect is never given freely, it is earned. ‘I started working for Printing SA in 2006 having had no previous experience in the printing industry. Initially, I was met with quite a lot of doubt as to my capabilities yet not because I am a female entering a male dominated industry but more so of my age and the position I had filled.’ Like most women in general, administration and corporate governance are Garz’ forte – both of which are necessary for the successful running of any organisation.

Michelle Eybers, training coordinator and administrator at the Cape Town Chamber, is relatively new to the association, though she feels that ‘as women, we are meant be the change we would like to see in a male dominated industry’. She adds, ‘The printing world has come to terms with the fact that women have their place. Having said all that, I’ve been fortunate to have had an easy introduction into the printing industry, facilitated by the welcoming and accommodating attitudes of my colleagues and peers (both male and female) which I will continue to build on.’

Training & development

Lana Human, regional manager of the Northern Chamber, says that ‘women have a definite role to play in taking the printing industry forward. She adds, ‘The Introduction to Print course, which took place from 17 to 19 July this year, was attended by 13 individuals, 11 of who were women.’ Statistically speaking, this is a clear indication in Human’s opinion of how the involvement and role reversal in the industry has become apparent.

She has daily interactions with both men and woman business owners in the printing industry. ‘My tasks fall mostly within the administration sphere, however I have made an effort to understand my clients and their daily challenges in running a printing business,’ says Human.

According to Eybers, there has been a slow increase in female apprentices being trained in the printing industry. ‘The reward for me is seeing these women passing through our doors and becoming top achievers in the trade, while out performing their male counterparts. This re-affirms our place in industry,’ she says.

There are many ways in which women in printing are advancing the industry and supporting one another by sharing experiences, ideas and knowledge. According to Rhode, many women engage with each other especially on the training side. She explains, ‘Often you’ll find more women in HR and training manager/ officer roles. I have found that women do work well together, through venting their frustrations they learn from each other on how to achieve results in any given area.

Evolution in print

The industry has definitely changed to be more accommodating to employing women. Garz says that ‘as the times have rolled on, the expertise required in the printing industry has expanded and so has the demand for female input’.

She adds, ‘The industry now relies on processes involved in pre-press in order to produce a quality product. There are many women involved in DTP and estimating for example, not to mention the administrative “behind the scenes” functions that we fill. Men have also begun to accept that there are certain areas in business where women are better suited.’
Printing project success

SUPPORTED by sponsors Chemosol, Beith Digital, Techni Ad, Antalis, Jozi FM and Caxton Newspapers, Printing SA's inaugural Rural/Township Screen Printing Project has proved an overwhelming success.

‘This creative project was aimed at up-skilling women from rural/township areas in the art and craft of screen printing and encouraging them to become self-supporting,’ comments Tania Rhode, Printing SA’s national training manager. ‘Each was provided with a start-up toolkit including paint, brushes, screen, mesh, frame, squeegee, masking tape and fabric. Support from stakeholders also ensured training success.’

Printing SA applied for funding through the FP&M SETA to implement the project. Radio advertisements were flighted on Jozi FM along with advertisements in local Caxton community newspapers. As a result, 17 women from townships across Soweto and Makapanstad were chosen to participate.

‘From the group, we identified four women to become facilitators, assisting with any language barrier problems,’ Tania adds. The project commenced in June with a four-day one-to-one facilitator course, accredited by the ETDP SETA and conducted by Intertrain. This was followed by a four-day entrepreneurship training course and a six-day screen printing theoretical and practical course. ‘Trainees also visited two screen printing companies and the FESPA Africa expo,’ Tania continues. ‘Their understanding of the world of screen printing has been broadened beyond their imagination and Printing SA is proud to be part of an initiative that has had a positive impact in their lives.’

Printing SA intends to support and guide each graduate through her first year of business and advanced training in 2015 is also being considered.

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The power of print

LET’S face it, most school leavers and university graduates know little about the specialised careers available in the print trade or, for that matter, what a qualified printer actually does.

Those of us in the trade often have to explain our jobs, and the important role that print plays in everyday life. But if someone says ‘I’m a plumber/motor mechanic/electrician’, we all have a pretty good grasp of what the job entails. So why, as print professionals, do we feel we have to justify our existence?

As CEO designate of Printing SA, I see this as just one of the many challenges lying ahead – educating the general public on the importance of printing. Imagine products on supermarket shelves without labels or packaging – how could you tell the contents? Imagine schools without books; and before you opt for alternatives, think about the carbon footprint consequences, for instance electricity consumption. Furthermore, imagine there were no newspapers, magazines, billboards, bank notes, religious books, computer chips. I can go on and on. How will the world function? What will the social and economic impact be? Frankly, it’s hard to see the world without print. The advent of digital media, with its many unsubstantiated ‘environment-friendly’ claims, has caused further pressure on print media, resulting in a print industry that’s underestimated or downright devalued.

As a printing industry, especially Printing SA as a trade organisation and representative/voice of the industry, we have an obligation to change these perceptions. In next month’s Printalk, we’ll investigate and report on what can be done and how.

As always your valuable input, ideas and proposals are appreciated.

Steve Thobela,
CEO designate, Printing SA

Management programmes a hit

PRINTING SA’s Printing & Packaging Business Management Programme (BMP) and Management Development Programme (MDP), offered through WITS Enterprise in Johannesburg, are proving a huge success, reports national training manager, Tania Rhode.

This year saw 19 enrolments on the BMP while the all-new MDP course boasts 16 delegates. While Johannesburg scholars prepare for November graduations, BMP studies in KwaZulu-Natal have just commenced. After applying for funding through the FP&M SETA, Printing SA recruited 23 students on full bursaries for the KZN course.

An additional BMP starts in Johannesburg next month (October).

Printing SA’s Tania Rhode and Shallon Mphasane visit BMP students and lecturer, Mark Peters, at the Wits Enterprise campus.
Taking screen printing to grass roots level

Printing SA is delighted with the successful completion of the Rural/Township Screen Printing project which commenced in Johannesburg on 10 June 2014 and concluded with a graduation ceremony held at the 3M offices on 1 July 2014.

The project was aimed at upskilling women from rural/township areas in the art and craft of screen printing and encouraging them to become self-supporting by starting small businesses. Each of the women was provided with a start-up toolkit which included, paint, brushes, screen mesh, frame, squeegee, masking tape and fabric. They will also be provided with the necessary support from Printing SA to ensure their businesses flourish.

Printing SA applied for funding through the FP&M SETA to implement the project. Radio advertisements were flighted on Jozi FM together with advertisements in the local Caxton community newspapers. A total of 17 women were recruited from various townships spread across Soweto and also from Makapanstad to participate in the first-ever Screen Printing project. Printing SA identified four women who were earmarked to become facilitators who would then be able to assist lecturers with any potential language barriers. These four women will also be utilised on future projects.

The project commenced with a four-day One-to-One Facilitator course for the four facilitators, accredited by the ETDP SETA, with the training conducted by Intertrain. This was followed by a four-day Entrepreneurship training course and lastly the project concluded with a six-day Screen Printing theoretical and practical course, for all 17 participants. The participants also visited two Screen Printing companies, for plant visits and thereafter to the FESPA expo at Gallagher estate on 2 July where they were given VIP treatment by the FESPA delegation. Their understanding of the world of screen printing has been broadened beyond their imagination.

Said Tanja Rhoda, national training manager at Printing SA, ‘Printing SA is proud to be part of an initiative that has had a positive impact in the lives of these women and their families. We intend to support and guide them through the first year of their business and will consider conducting more advanced training for them in 2015.

‘Thank you to all our sponsors who made significant contributions to the success of the project: Chemosol, Beth Digital, Techni Ad, Antalis, Jozi FM and Caxton Newspapers.'
The importance of training in this digital print world

By Keith Solomon

I bet that not many of you reading this article have ever heard of Paul Smith. Not Paul Smith the fashion designer; not Paul Smith the film and TV writer. Not Paul Smith, the father of ASCII art.

Paul Smith lived at Rosa Haven Nursing Home in Rosburg, Oregon, USA for years. Paul Smith, the man with extraordinary talent was born on 21 September 1921, with severe cerebral palsy, a disability that impeded his speech and mobility but also taught himself to become a master artist as well as a terrific chess player even after being devoid of a formal education as a child.

When typing, Paul used his left hand to steady his right one. Since he couldn’t press two keys at the same time, he almost always locked the shift key down and made his pictures using the symbols at the top of the number keys. In other words, his pictures were based on these characters: @ # $ % & ^ © ( ).. Across seven decades, Paul created hundreds of pictures. He often gave the originals away. Sometimes, but not always, he kept or received a copy for his own records. As his mastery of the typewriter grew, he developed techniques to create shadings, colours, and textures that made his work resemble pencil or charcoal drawings.

This great man passed away on 25 June 2009, but left behind a collection of his amazing artwork that will be an inspiration for many. You know that saying about, “When life closes a door, God opens a window”? Well, I think God just helped this man build a whole new digital house.

Paul was remarkable because he taught himself to become a ‘Digital artist’ and a ‘Digital Printer’ but most of us mere mortals need help to master a Printing technique. So, where would one start? Where would you suggest to a youngster that he goes to learn the fundamentals of Digital Printing?

Well if Printing SA has its way, you will be able to attend a Digital Printing Course which it is planning to run nationally by the start of 2015. An ambitious project but a worthy one which has the support of many manufacturers who see this as a way to improve skill levels in the Digital Print, both wide-format and cut-sheet, industry in South Africa. Printing SA shared with me the outline of this course and would welcome input and ideas. Tania Rhode is managing this project and she would love to hear from anyone with constructive ideas.

Proposed Modules to be developed for the digital sector

1. Introduction to digital printing
   • This course must cover a brief history of and developments/progressions in digital printing.
   • It must provide an overview of and introduction to the different digital printing processes and applications – e.g
     o Origination
     o Colour (FOGRA/ICC standards)
     o Machine types (wide-format vs cut-sheet digital, in-jet and laser printers etc). To include an overview/outline of alternative printing processes such as lithography and screen printing, briefly covering benefits and disadvantages.
     o Media
     o Inks
     o Finishing

2. DTP and file design (Should there be a split between narrow and wide format?)
   • Desktop Publishing
     o File design and preparation: to also cover designing for different media/applications and wide- vs narrow-format printing.
     o File formats: Understanding the different file formats, designing for different file formats.
     o PDFs: Explaining and understanding PDFs, print-ready PDFs and the differences between different PDF types.
   • Cut lines, bleed and registration marks (if applicable).
   • RIPs
     o Overview of the different RIPs available (main ones used).
     o Layout of file for print.
     o Applying input and output profiles.
     o Compatibility and integration of RIPs with other machines/presses
   • Pre-pressing for a variety of different outputs and maintaining the integrity between proofs on different presses/machines.
   • Variable Data
     o Touch on the differences between wide and narrow format.
   • Workflows
   • Pre-flighting, imposition and proofing
   • Web-to-print

Another course must be developed in conjunction with this but aimed at the clients/ad agency designers.
• This will focus on educating the clients/ad agency designers on how to ensure their file formats are correct before they submit it to the printer.
• This course will be marketed to the client through Printing SA and the digital printers.

3. Colour
   • Basics of colour including: colour matching, colour profiling/applying colour profiles, understanding colour, setting tolerances, calibration of presses, CMYK, RGB, Pantone, colour perception and what influences colour.
   • Output Intent.
   • Colour measuring devices – spectrophotometers (filters and calibration). To include the difference between densitometers.

Tania Rhode, national training manager of Printing SA.
Creating opportunities for township printing

Lynda Prinsloo of Intertrain, Rudy Netolitz of Chemosol and Tania Rhode of Printing SA with the Starter Kit which will be given to the trainees.

The vast majority of people employed in the printing industry work for companies which employ less than 50 people. However, printing is not really a grass-roots industry, primarily due to the fact that there are special skills which are required and the additional element of the cost-of-entry — which can be high depending on the technology and printing method used.

There is a vast portion of South African society which has not been exposed to the services of the printing industry and, with the right assistance, printing can even offer ground-level people the ability to earn an income. Printing SA is offering just such assistance. A pilot project has been formulated to offer a two-tiered approach to rural/township people to make a living from screenprinting. Screenprinting has the lowest cost-of-entry and it is therefore, the most accessible form of printing.

The first tier of the course is to identify and train five facilitators in the basics of screenprinting. This two-week course will give the facilitators an understanding of how screenprinting works. This will be followed with a three-day entrepreneurial training course designed to teach the facilitators basic business practices and principles. Thereafter they will have one-on-one facilitator training.
The Screenprinting course will address: history and basic principles of screenprinting; applications; art and design parameters; creating and preparing screens for stencils; setting up for production; post-production clean-up and equipment care and, introducing colour. The facilitator training will enable them to train and assist the second tier of people. Due to the fact that they will be required to have more in-depth training, the candidates for this level of training will need to be more educated and have a good command of the English language.

Said Tania Rhode, national training manager at Printing SA, 'The aim is to educate ladies as this type of work is more suited to homebound ladies. It also gives them the opportunity to work at home which means that they will still be present to care for children, which has additional benefits for the community as a whole. The programme will uplift the lives of all of the participants.'

The second tier of the training will be provided to 15 ladies and will cover the same elements as the main course and the accompanying entrepreneurship course, but will not include the facilitator training. Once the second tier of training has been provided, all the participants will receive a starter kit comprising: a wooden frame with pre-stretched mesh; a small squeegee, a small coating trough, two small hinges and screws, a roll of masking tape, a bottle of pre-sensitised emulsion, a few sheets of A4 clear base, an opaque pen, three art brushes and small jars of textile ink in blue, red, black and yellow.

The starter kit does not include any lamps for exposure as the ladies will be taught how to expose their screens using sunlight. One might think this would take an extremely long time, however, the strength of the African sun combined with the pre-sensitised emulsion means that, on a sunny day, exposure can take as little as two minutes while, on an overcast day, it will take less than 10 minutes.

The starter kits will be supplied and partially subsidised by Chemosol. In order to be able to offer this training course and to put the initiative in place, Printing SA applied to the FPM SETA for funding which was duly granted.

Once the training courses have been completed, the group of 15 ladies will be able to print place mats and other items of a similar size using the frames which they have received. They will be able to sell the products which they make. As they develop their micro businesses they will need to purchase more materials and consumables from the five facilitators. The facilitators will also receive training in the cleaning and re-screening of the meshes in order to allow new prints to be done. They will offer this as a service to the 15 ladies. In this way, all links in the chain are able to make a living from screenprinting.

Rhode added, 'Once we have the first group of ladies trained and actively printing materials for sale, we will be able to determine whether it is viable to offer this in other areas. We do not want to place the printing ladies in the same areas as we want them all to be able to make a living from their efforts.'

Through programmes like this, Printing SA is actively working to try to reduce the levels of unemployment in the country while bringing viable sources of income to the very communities which need them most.

Supported by
**Tetra Pak wins International Forum Packaging Design Award**

Tetra Pak has won a 2014 International Forum Packaging Design Award (IF award) for Tetra Evero Aseptic – the world’s first aseptic carton bottle for ambient white milk.

The package was recognised by the jury of some 50 internationally renowned experts for its innovative concept, attractive appearance, ease of handling and outstanding environmental performance.

"Tetra Evero Aseptic is based on an imaginative design that combines the easy handling of a bottle with the food protection and environmental advantages of an aseptic carton. The ergonomic cylindrical shape with flat side panels makes it easy for big and small hands to hold, whilst the printing space across the whole surface of the package offers maximum branding impact to capture consumer attention," said Lars Bangtson, product group director at Tetra Pak. "All of these are made possible by a number of technology breakthroughs, including the first injection moulding for aseptic packaging. Winning an IF Packaging Design Award is testament to all the hard work of our R&D team."

Since 1953, as an independent organisation, IF Industrie Forum Design e.V. has been an important mediator between design and business. The IF awards are among the most important design awards in the world, recognising outstanding work from professionals in product development, communication and packaging. This year, the IF Packaging Design Award attracted 264 entries.

Having won the award, Tetra Pak will be able to use the IF logo on all Tetra Evero Aseptic packages for customers. The company received the award at the BMW Welt in Munich, and the package will be on display at the IF design exhibition in Hamburg.

**Taking printing to schools**

It is an inherent need of most industries to attract a fresh new stream of talent to ensure the longevity of the industry. Graduates are bombarded with a multiplicity of varying career options that boast being both high tech and glamorous. The printing industry has changed in the years gone by and while the digital mindset has grown, there is still the need for the skills and knowledge base required by the printing industry. Seeds need to be planted into young minds so that they are able to consider the printing industry as a possible career path.

To this end, Print Production in collaboration with Printing SA arranged its annual Print Educational Tour hosted by Unisa at its Florida campus. Unisa is a 140-year old institution with a printing plant that spans across two facilities and services the needs of some 4000 students.

The Education Career Day was held on the 14 March 2014. Five schools attended. These were Riverlea Secondary, CJB Secondary, Conie Secondary, Westbury Secondary, Die Burger Heielskool. Students that had shown interest in the printing field and students that showed strong academic ability were invited to attend.

The tour started off at the packed auditotium where they were given talks by Mr Zaidy Elagou, Director of Print Production who gave the students first hand information on the printing industry and Tamie Rhode from Printing SA who did a presentation on why print is still a very important and plays such an integral part of our daily lives. She also explained the services and benefits offered by Printing SA. Next the students were treated to a tour of Unisa’s printing plant. The tour included prepress, planning, bureau, quality control, digital printing facility, litho, binding and ended at the impressive dispatch area.

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**Save the Rhino**

The Davmark Group of Companies was proud to collaborate with Save the Rhino International during the recent South African 2014 Calendar and Diary season. Both organisations are passionate about the plight of the rhino in Southern Africa and the ongoing slaughter of these majestic animals by merciless poachers is of extreme concern to us all.

Save the Rhino International is an organisation which has chosen to put its support behind various rhino conservation programmes worldwide including our own Hluhluwe-Mfolozi Game Reserve in KwaZulu-Natal, a game reserve renowned for its population of both black and white rhinos. The Davmark Group of Companies is a Johannesburg-based printing operation which undertakes a wide range of general and specialist printing processes. In addition, Davmark is one of the foremost producers within South Africa of a spectacular range of prestige, poster and speciality calendars - many of such calendars highlight South Africa’s amazing scenery and wildlife. As part of the Davmark and Save the Rhino partnership the Davmark 2014 Calendar Catalogue included the launch of a special ‘Saving the Rhino’ Calendar.

Davmark also recently commenced being a fully fledged producer of a fantastic range of Corporate Diaries and Note Books with the quality of the product produced for the 2014 Diary Season comparable to International Diary standards.

The collaboration arrangement between the Davmark Group and Save the Rhino International was based on the number of unit sales of Calendars and Diaries sold for the period 1 March 2013 to 28 February 2014. We are extremely proud that this has resulted in a donation to the value of R153 014 being paid by the Davmark Group to Save the Rhino International. All of the money raised by the Davmark Group will further the aims of the charity, with 95 percent of the Davmark Group’s donation supporting Hluhluwe-Mfolozi Park and 5 percent supporting Save the Rhino International’s core funds. Customers of the Davmark Group were able to include the Save the Rhino International logo on Calendars or Diaries ordered as their contribution and support in preserving, for all our heritage, an animal which should be admired for its size and magnificence not for its commercial value to unscrupulous individuals.

The Davmark Group trusts that its contribution to Save the Rhino International will assist, if only in a small way, to securing the continued existence of the black and white rhinos for future generations of Southern Africans.

www.davmark.co.za
www.savetherhino.org
Industry-specific training
Bridging the divide

The printing and packaging industry has historically been based in craft and apprenticeship training. This allowed for tradesmen to receive the necessary skills levels to be able to produce quality work. Invariably, with the transition of time, journeymen were promoted to middle management and from there even went on to senior management or to company ownership.
Wits Commercial Enterprise and PRINTING SA will be offering a Short Business Management Programme and a Management Development Programme over a period of six months. These have been customised to suit the Printing and Packaging industries.

**Business Management Programme Printing and Packaging (BMP)**

To introduce new managers via a bridging Business Management Programme to concepts and business skills.

**Who will benefit from this course?**

Junior/middle level managers and supervisors that do not have a qualification in management that require exposure to management principles.

**Syllabus**

- Module 1: Introduction to Printing and Packaging with an overview of the Industry
- Module 2: Principles of Business Communication
- Module 3: Principles of Finance and Accounting in the Printing Industry
- Module 4: Introduction to Strategic Management
- Module 5: Human Resources Management Concepts and Principles
- Module 6: Planning, Project Management and Production Scheduling

**Entry Requirements:**

Matric (NQF level 4) or equivalent, English competency, numeric literacy, employed

Cost of course: POA

**Management Development Programme Printing and Packaging (MDP)**

This programme is designed to broaden the perspective of managers, salespeople and specialists in the Printing and Packaging industries whose previous experience has been mainly in a specialist area, by providing knowledge, skills and techniques that will lead to more professional management, the ability to make sound and informed decisions, increase the effectiveness of working with diversity in the workplace, and to foster awareness of economic, political and social factors affecting business management.

**Syllabus**

- Module 1: Group Dynamics
- Module 2: Human Resource Management and Industrial Relations Practice in the Printing and Packaging industries
- Module 3: Theory of Economics
- Module 4: Theory of Accounting and Finance
- Module 5: Operations Management Practice in the Printing and Packaging Industries
- Module 6: Theory and Practice of Strategic Management
- Elective 1: Project Management
- Elective 2: Marketing Theory and Practice (2 Days)

**Entry Requirements**

B-degree or equivalent or individuals who have already been in a middle management position for five years or individuals who have completed the Wits Business Management Programme who have at least one year working experience.

Cost of course: POA

**Contact Details**

Please contact Delochia Jacobs for further enquiries or to register for our short courses. Delochia.Jacobs@wits.ac.za Tel: (011) 717 9027 / Fax: 066 235 8828
APPRENTICESHIPS:
TAKE A CLOSER LOOK AT THE TT MODEL AND HOW YOU CAN IMPLEMENT THIS AT YOUR PRINT SHOP

BY TANIA RHODE, NATIONAL TRAINING MANAGER, PRINTING SA

Many print shops in the industry are often not aware of the formal process that needs to be followed when indenturing an apprentice. Many small to medium size printing plants are under the impression that if they enroll their apprentices for the Technical Theoretical Block with one of the training providers in the industry, their apprentice is on the pathway to obtaining his/her trade qualification. This is unfortunately not the case.

There is a tripartite agreement that needs to be in place. The apprentice has to be enrolled for the TT block with a Technical Training Provider He/she also needs to be registered with the FP&M SETA and ideally employed with a printing company. The reason the apprentice must be registered with the FP&M SETA is to ensure the SETA records him/her on their database as being indentured in an apprenticeship, which is a three year qualification.

The SETA arranges for a trade test to be conducted at the end of the three years on successful completion of the qualification. A trade test cannot be conducted if the SETA does not have the apprentice details recorded on their database.

The printing plant also needs to obtain accreditation from the FP&M SETA to operate as a Workplace Training Provider. The main reason for this is for the FP&M SETA to ensure that the printing plant has the required machinery, qualified journeymen and internal assessor in the plant to assist and guide the apprentice through their journey to become qualified.

Trade tests in the printing and packaging industry are conducted at the printing plant and not at a college due to the cost of the machine and maintenance thereof. Colleges are not able to host these machines onsite.

The vital aspect to the success of an apprentice qualifying lies with the printing plant being accredited as the Workplace Provider. This step is often omitted from the process as many printing plants are not aware of this even though this has been standard practice in the industry for decades.

The reason for the lack of knowledge is due to the fact that printing plants are businesses that focus on making a profit and surviving. These processes are seen as “red tape” and an administrative nightmare.

Printing SA assists its members with indenturing of apprentices, liaising with the FP&M SETA, compliance to become accredited as a Workplace Training Provider as well as assisting with understanding the administrative processes behind taking on an apprentice.

Printing SA has also assisted the industry in sourcing suitable candidates for printing plants, this is done through the TT skills pool which has been implemented in 2015 as a pilot project.

Employers in the industry incur huge costs in recruiting and selecting suitable apprentices who often drop out or fail the TT block modules.

We, together with the FP&M SETA have come up with a solution to this problem. Printing SA will apply for funding from the FP&M SETA. The funding will be aimed at advertising, recruiting and selecting potential apprentices. We will conduct the necessary psychometric and colour perception tests, place the apprentice on the Introduction to Printing course as well as TT1.

Only successful apprentices will then be offered to the industry to take up and indenture in their print shop. They would not incur any costs for the fear nor will be assured of a committed apprentice who has already advanced to TT2. Furthermore the print shop would not have to incur costs to see the apprentice through to TT2, TT3 and the trade test as the funding will be transferred to the print shop. 

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AFRICA PRINT JOURNAL AUGUST/SEPTEMBER 2015
Tania Rhode
National Training Manager, Printing SA
Apprenticeships - Take a closer look at the TT Model and how you can implement this at your print shop

Tania came to Printing SA qualified and with experience as a Training Manager. She has since worked in the printing and packaging sector since December 2010 and has gained extensive insight and experience in the training of apprentices in this industry. This entails her keeping abreast of the ever changing education and training environment, employers find themselves in. Her role focuses on meeting the needs of the industry whilst ensuring training processes adhere to the various regulations enforced by the FP&M SETA, QCTO, NAMB and DHET.

TOPIC

A number of factors such as the introduction of the SETA’s system, and the closure of the South African Printing College/Cross Media Training Centre, resulted in a perception that apprenticeship training in the industry was no longer takes place.

Many print shops have apprentices whom they earmark for development to become qualified, however many of these employers are not aware of the formal process that must be followed to ensure their apprentices will qualify for a trade test.

Join this in-depth discussion about the apprenticeship model and how to ensure your apprentices will not be disadvantaged in this process due to the lack of understanding of the apprenticeship system implementation.
Agfa Graphics prints World Heritage Japanese temple doors on Anapurna wide-format printer

When the printing experts at Agfa Graphics Japan got the request to recreate the doors of an ancient Buddhist temple, they embarked on a fascinating journey which required extensive printing, substrate and colour management expertise.

The Byodoin is a Buddhist temple near Kyoto, Japan, which is registered as Japan’s National Treasure and World Heritage Site. It appears on the backside of the Japanese 10 yen coin. Its most famous part, and the only remaining original building, is the Phoenix Hall (Honden), constructed in 1053. As the point on the original west doors to the Hōdō was missing, Morsho Kami, chief priest of the temple, had a special team investigate them and collect remaining small amounts of paint in order to simulate the colours and the image, using the finest digital techniques. This painstaking effort took the team about ten years. The chief priest then contacted Agfa Graphics Japan with the simulated image file and the request to reconstruct the doors. The choice for Agfa Graphics was no coincidence. As a 150 year old graphics company which has grown its business steadily, the temple team was confident that we would have the printing and colour management expertise and knowhow that was required. Ecology, health and safety were additional determining factors in the choice for Agfa Graphics. The chief priest felt comfortable by the fact that we develop and manufacture our UV-inkjet inks in-house.

Agfa Graphics experts tried to match the expected colours as accurately as possible using in-house colour management technology and printing techniques. An Anapurna 250i wide-format inkjet printer was used to print on the 400-year-old Japanese cypress wood that the two new doors are made of. It wasn’t a straightforward job though. As the 1.2m by 2.5m doors weren’t flat, a special technique was developed to print on the curved surface of the frame with the help of a special tool that was created with a 3D printer. In addition, a particular kind of white ink was used to imitate the original white parts of the doors.

When the doors were ready, the Agfa Graphics team received high praise from the temple’s chief priest for the result they had achieved. Until 6 December, the reconstructed doors will be exhibited at the museum of the Byodoin Temple, with explanations about the underlyin efforts and processes of the restoration, including the investigation of the materials, its structure, and the reproduction techniques. After that date, the doors will be mounted in their new hinges in the temple, where they will stay for an indeterminate period of time.

‘The moment I saw the completed door, I couldn’t withhold my tears. To see them reconstructed had been my dearest wish for twenty years said Mr. Morsho Kami, chief priest of the Byodoin Temple.’

New training company launched

Tania Rhode, former National Training Manager at Printing SAPSA/PSA has been in the training environment for the past 13 years and has been exposed to corporate training environments which included SETA interactions on various levels.

Tania has now cast her net wider into other industries. She continues to consult to PIRSA and the printing sector but now runs her own registered consulting firm, Workplace Skills Development Partner Pty Ltd (WSDP).

Her company focuses on Skills Development Facilitator, HR and business services, SETA accreditation, developing of career progression pathways for both companies and individuals; she also provides QCTO qualification development management services and BEE services.

Her portfolio includes obtaining accreditation for Safebrot Recruitment and Training as a provider under the former SETA (SETA), HDI of the IT division and leadership administration for the former College Campus on Emplroire, accreditation for Softline Paste (now known as Sage) as a Quality Assurance Partner under FASSET, the financial SETA. She also obtained full accreditation for PIRSA as a training provider with the PIRSA SETA.

She is also a shareholder and director of Ubuntu Financial Services, www.ubuntuinsurance.co.za, operated under Ubuntu Legal Cover (Pty) Ltd which is a leading provider of Financial, Legal and Funeral Cover Products. It has the following Underwriting and Administration Partners: Ubuntu Legal, Ubuntu Lifestyle Cover, Ubuntu Legal Cover, Ubuntu Excess Cover, Ubuntu Fuel Cover and Ubuntu Business Cover are administered by RMM Risk Managers (FSP: 44130) and underwritten by Constantia Insurance Company Ltd.

Ubuntu Funeral Cover is administered and underwritten by SA Life Benefits (FSP: 27753) and African Unity Insurance Ltd.

Apart from this she has also joined forces with a number of joint ventures and cooperatives in the training and education space.

Tania has been instrumental in the last five years within the Printing sector. Her focus was mainly on apprenticeship training but her portfolio included standardising training across the four chambers of Printing SA. She also set up numerous projects for the industry as a whole, these included the WITS management programmes for the sector (WOFIT Seed NUF 7), successfully managed the updating of outdated training material for apprentice training programme for 12 tracks at three different levels, T1, T2 and T3, conceptualised and implemented the Rural Screen print projects aimed at upskilling unemployed candidates and providing them with a business in a box.

She established a framework for the Digital Printing sector where no formal courses existed, driving the pilot project of the TT skills pool which is aimed at creating a talent pipeline for companies to access suitable candidates to indenture into apprenticeships. During her tenure as national training manager she obtained funding for various projects over the years which amounted to over R16 million through the PIRSA SETA. She has successfully project managed the development of 11 trade curricula under the QCTO, performing the OCP function and managing five OCP’s and four LQOF’s in the process.

For more information on her company visit www.workplacesdp.co.za
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The SA PRINT DIRECTORY
Received approval for your SETA grant what’s the next step?

Workplace Skills Plan’s and Annual Training reports had to be submitted to the relevant SETA by the 30 April 2016, many SETA’s also had their discretionary grant application windows deadline set as 30 April 2016. The waiting game now begins for companies who eagerly await approval of their funding application for grants, to fund their various training interventions. These training programmes include, learnerships, apprenticeships, internships, work integrated learning, skills programmes, bursaries through various tertiary institutions, as well as other short courses offered through training providers, recognised by SAQA.

Even though the SETA will be funding the interventions, companies are still required to launch the programme, utilising their own funds until they receive the first tranche payments from the SETA. There is often misconception around this, where companies assume they will receive the lump sum of funding before they commence with training. SETA’s will only transfer funds for a grant if deliverables are met and supporting documentation is provided.

The next step after your grant has been approved

Once you have received approval you will need to complete the following steps for the relevant SETA:
- Complete and sign an MOA (Memorandum of Agreement) between your company and the SETA providing the funding. This MOU has to reflect who the training providers are that you will be utilising.
- Provide details on the training intervention you have been awarded.
- Draft a working budget with the funding approved, this must be a detailed budget reflecting what the money will be spent on during the programme.
- Determine what the tranche payment deliverables will be, if this is not provided by your relevant SETA.
- Submit all relevant supporting documentation relating to your company, to the specific SETA.

Additional internal steps to be followed within your organisation to prepare for the implementation of the training programme include:
- Identify the learners who will benefit from the training programme, employed or unemployed. This process includes advertising, screening CV’s and interviewing potential candidates.
- Source the relevant training providers/facilitators who are certified to offer the specific training, ensuring service level agreements are signed and in place.
- Identify internal employees who will manage the training intervention, this requires a large amount of administration between the internal employee, the training providers/facilitators, the SETA, all learners and the finance department.
- Set up a workable timetable for the training programme, accepted by all involved in the training.
- Compiling a learning pathway for the training programme.
- Signing of contracts with each learner, including certified copies of ID’s and relevant qualifications.
- Registration of learners with training providers/tertiary institutions and the SETA.
- Sourcing of caterers if required
- Sourcing of venue for graduation if required
- Informing relevant parties of graduation
- Printing of certificates, unless obtained from the SETA
- Compiling close out reports on the project reflecting the challenges and success of the project together with actual final budget of the project.

Meeting the tranche deliverables set out in the MOA
- There are usually three tranche payments set up in the MOA, each deliverable must be met before the SETA will transfer the funds.
- The internal employee administering the process must ensure all deliverables are met on time, all supporting documentation must be submitted to the SETA and invoices generated correctly, reflecting the project reference number and tranche deliverable. If this is not completed correctly the SETA will not release the funds.
- Once the invoices have been submitted, the process of tracking commences. The internal employee will have to continuously follow up on payments for the invoices submitted and will have to liaise directly with the company’s finance department. Often SETA’s do not submit notifications of payments for projects. This can become a time-consuming exercise for the employee.

Companies are filled with excitement when they are approved for funding but this excitement is short-lived when they realise the amount of administration required. It is best to ensure your company allocates resources who are familiar with the implementation of these funded projects.

Workplace Skills Development Partner operates across various sectors, liaising with all SETA’s, we have extensive experience in managing this entire process on behalf of companies, no matter their size. We analyze the grants awarded, source the relevant training providers, provide a database of potential learners, conduct the screening and interviewing, in addition to managing the relationship with the specific SETA, keeping the company abreast of entire the entire project. We also compile the necessary reports, assist with budget compilation and events management of the graduation ceremony.

Contact us to for a free consultation on your training programme implementation needs! www.workplacesdp.co.za, info@workplacesdp.co.za, alternatively contact Tania on 073 186 7085, tania@workplacesdp.co.za

Tania Rhode