

Every minute of every working day somebody in Botswana needs to get something printed. **Your** need may be as simple as a business card or an invitation, or as complex as a magazine, a glossy corporate brochure or a company annual report. Whatever it is, it must reflect well on you or the organisation that you represent. *It must be well printed.* It does not cost more to print something well than to print it badly, just as a well-built house need not cost more than a badly built one. With a dedicated print **partner** at your side, you will see how good design, good materials, trained eyes and skilled hands combine to create print excellence that will delight you. Because **in** the final analysis the **print** process, the laying of ink on paper, is essentially the same. The big difference is whether it is done badly, or well.



Printing &  
Publishing  
Company Botswana

## Vision

To maintain acknowledged leadership in printing and service excellence through continual improvement in technology and the passionate development of our people; this being in line with the national Vision 2016 goal of 'an educated and informed nation'.

## Mission

To strive always to attain the highest quality standards in all systems and processes by providing Total Print Management solutions to our customers.

## Core Values

### Integrity

- To consistently deliver on our promises
- To ensure that our clients benefit from everything we do
- To enshrine confidentiality in our dealings with customers

### Quality

- To strive for continual service excellence
- To constantly seek areas for improvement
- To enhance and expand the skills of our people

### Team spirit

- To embrace opportunities to adapt to change
- To focus on clear customer-driven strategy and to continually renew and refresh implementation of the strategy
- To encourage an environment of trust by rewarding improvements and celebrating achievements
- To energetically demonstrate enthusiasm for our customers' needs.



## Our People, our Promise

PPCB employs about 500 people, making it the largest printing employer in Botswana. Skills transfer from qualified expatriates to citizen staff members is actively pursued. The company has created 13 management positions that are held by citizens, and also offers internships and carries out graduate

development programmes. All employees benefit from the PPCB 'Know How' programme, which includes the principles of process management, corporate governance, teamwork, and the sharing of information with colleagues and customers.

# Your Partner in Print

For more than 40 years the name PPCB – Printing and Publishing Company Botswana – has been trusted for top quality printing and service. Established in 1971, the company has grown with Botswana and continues to serve the country well.

Today, PPCB maintains its reputation as the foremost print supplier in Botswana.

This reputation has been earned over the years with consistent high quality, reliability, attention to detail, personal service and on-time delivery.

PPCB maintains its leading position by constantly upgrading its equipment and systems, and by developing the skills of its team.

We are committed to upholding and improving our standards, to give our customers the best possible product and service.





# Welcome to **PPCB**

From the moment you walk through our doors, or make a telephone call to us, or send an email, you start a process that ends only when the printed product is delivered to your door.

No matter how large or small your need, the full resources of Botswana's leading print supplier are right behind you.

You are in the hands of an experienced sales consultant who will discuss your needs and give guidance on technical matters. He or she will set up assistance from our graphic design studio if needed, arrange the quotation for your job and then see it safely through the production exercise.

The consultant is at your personal service at all times – before, during and after the job is done.

## You the customer

We are privileged and proud to have retained among our clients over the years a wide range of companies and organisations in both the private and public sectors.

These include Government departments, advertising agencies, publishers and media practitioners who are highly discerning, and the nature of whose operations sets us very exacting standards.

We also greatly value and are equally attentive to the very many smaller enterprises and individual customers who choose PPCB.

# It's not just about printing. It's about **Total Print Management.**

The difference makes all the difference for customers of PPCB.

Words and images well designed and faithfully printed are our business.

But we do much more than print very well.

We deliver complete print solutions that place the customer at the centre of all stages of production – from consultation right through to completion.

We call it **Total Print Management.**

It is our demanding benchmark of quality, and it is your assurance of personal service and attention.

And the best print for your pula.



# At a glance

PPCB has a diverse complement of staff with specialist skills and is fully equipped with the latest technology to produce a wide range of printed products.

## Sales

Professional sales staff for all printing requirements.

## Estimating

Prinance Heidelberg estimating software for accurate quotations.

## Pre-press

G5 Apple Macintosh computers.

Sigma station for analysing customers' files for output to computer-to-plate system.

Two automated Heidelberg Suprasetter A1 size computer-to-plate systems.

Orion baking system for extended plate life on long press runs.

## Press room

Heidelberg Speed Master 8-colour A1 perfecting press.

Heidelberg Speed Master 5-colour A1 press.

Heidelberg Speed Master 5-colour A2 press

Hong Hua-Goss newsweb printing press for broadsheet and tabloid size newspapers.

## Digital

Vutek QS2 wide format ink jet printer and Colesberg laser cutting table.

Two Indigo digital presses, HP 3550 and HP 5500.

## Bindery

Two Heidelberg Polar guillotines.

Three Heidelberg Stahl folding machines.

Two Muller Martin Bravo saddle stitching machines.

Heidelberg ST100 Stitch-Master for saddle stitching.



Heidelberg PUR machine for perfect binding.

Muller Martin Amigo perfect binding.

Astor 160 and Astor 180 for thread sewing.

Muller Martin Asac collating machine.

Wiro binding machine.

Three knife trimmers for cutting perfect bound books.

Heidelberg SBD for die-cutting, scoring and embossing.

## Despatch

Robopac plastic shrink wrapper.

Acepac shrink wrapper.

Two strapping machines.

## Transport

Large fleet of delivery and general purpose vehicles.

# Heidelberg is Here

PPCB chooses equipment from the famous Heidelberg engineering plant in Germany. Heidelberg machines are at work in all stages of the PPCB production process – estimating, platemaking, printing, trimming, folding and binding.



Heidelberg has been on the print floor at PPCB for many years. This one, installed soon after the company's formation in 1971 – and carrying the brass Heidelberg 120th anniversary commemoration plaque – is still reliably in service.



# The SPECIAL touch

**WITH FLAIR  
AND CARE**

PPCB has many ways to make your job very special.

The possibilities are limited only by your imagination.

Well designed artwork expertly printed on high quality paper can be enhanced with a number of creative techniques to give it added distinction.

## **We laminate**

– giving a page, such as the cover of a magazine or an annual report, a deep lustre and added durability.

## **We spot varnish**

– accentuating photographs or other elements of a design, to highlight and make them more effective.

## **We emboss**

– making words and images literally ‘stand out’ by striking a raised impression from the reverse side of the sheet.

## **We foil**

– laying silver or gold foil on type to give it added personality and distinction.

## **We die cut**

– stamping the printed item into shapes before creasing for various purposes, such as business folders.



# Pre-press

Where it is all set up for printing

Every job that we handle passes through a critical pre-press stage. It is here that your material is meticulously checked and set up in readiness for transferring it onto printing plates.



No sign-off, no printing

That is the policy at PPCB. At the pre-press studio your job will be printed and folded into a dummy for you to carefully check and approve or amend.

Only after your final sign-off will it go on the press.



This is for your and our assurance that you are completely satisfied.



# Platemaking

Good impressions start here

The latest computer-to-plate technology ensures perfect first-generation image reproduction. The lithographic plates are automatically 'exposed' by computer ready for printing, but each is double checked by eye with a densitometer to ensure that the percentages of the primary colours – cyan, magenta, yellow and black – are spot on before moving to the printing presses. The plates are baked to maintain pin-sharp reproduction during long print runs.

Platemaking takes place in two identically equipped rooms, to ensure uninterrupted production in this vital early stage of the printing process.





# The Print for the Purpose

Four distinct types of printing take place at PPCB, each for a particular need.

## Sheet fed

The most common lithographic printing process, with a very wide range of applications. PPCB has invested in the latest print technology and operates the largest sheet-fed presses in the country, including a machine that can lay eight colours in a single pass. These high capacity precision presses ensure the on-time delivery of time specific documents. They are capable of very high runs.

The printing presses are automatically calibrated for each individual job, but sharp eyes also keep watch throughout the print run to ensure uniformity of quality and colour.







## Roll fed

Two high-speed web presses with the capacity to print 16-page full colour sections at 25 000 copies an hour produce regular issues of newspapers and associated material.



## Keeping them running

All presses and equipment are maintained in tip-top condition, and back-up systems throughout the printing process – including dual power generators – ensure no downtime.





## Digital

Full colour printing of smaller scale documents is carried out on sophisticated Indigo digital presses. This popular express service is particularly convenient and cost effective for clients with short-run applications that do not require the making of printing plates. The system has security features for confidential printing, such as vouchers and bank slips.

## Wide format

Latest addition on the print floor at PPCB is a Vutek grand format inkjet printer, the only of its kind in Botswana and one of very few in operation in Africa. This magnificent machine prints in two-metres wide format on a variety of surfaces, including glass, taking our capabilities and services to a whole new level – and further distinguishing PPCB as the leader in the industry.





VUTECH (CS) Pro



# The Bindery

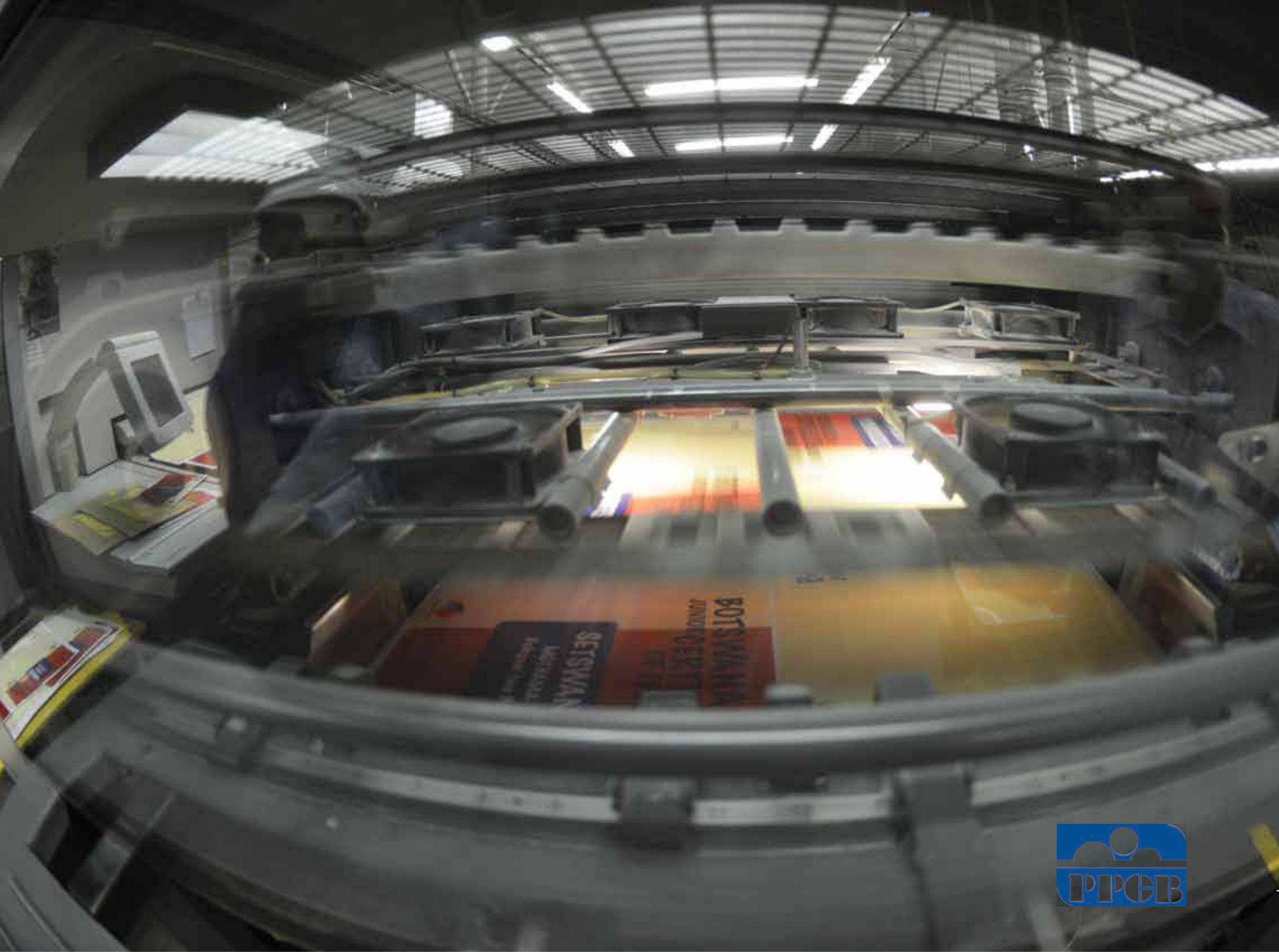
Where it all comes together.

After your job leaves the press it is precision cut, folded, bound and packed for despatch and delivery.

Trimming to exact measurements takes place under powerful guillotines – the waste is sent for recycling.

Computer calibrated creasing and folding is a precise art.





Imposition of pages, gathering them accurately into sequence ready for binding, is automated and takes place at high speed.

After machine folding and collating, the pages are 'stitched' (stapled) to form the finished document.

Modern technology is fully employed, but deft hands are also needed to give some jobs the personal touch.



## The bind for the book

Binding a document can be as straightforward as driving a staple to hold the pages together, or as complex as thread-sewing and different types of glueing and ring binding to best suit the particular purpose and the customer's needs and preferences.

## Despatch and delivery

All finished products leaving the factory are checked, counted, bundled – or plastic wrapped or boxed, depending on the degree of protection needed – before going out on daily delivery to customers countrywide.



# Reduce, re-use, recycle

There is no waste at PPCB.

Every shred of paper created in the printing process – such as excess make-ready sheets from the presses and trimmings from the guillotines – is collected, baled and sent for recycling.

Old newspapers and used plastic and cardboard are also collected and sorted at the recycling depot.







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