One of my favourite memories of being a child entails waiting impatiently for 1 September to arrive so that the public swimming baths would open. And no matter how cold it was, we’d be there in our cozzies ready for the first swim of summer. Now either it’s become colder over the years or I’m just old, because there is just no way I would venture into a pool anytime before November.

Nowadays, September means two things to me: the start of the equine showing season; and that I’ve survived another Africa Print exhibition. Three days jam-packed with media events, interviews and seeing the latest that the South African printing industry has to offer is both exhilarating and exhausting. During the show we emailed a daily newsletter to our database, we put everything on the website that didn’t fit into the newsletters and next month, we summarise everything that we saw and heard at the show. If you’re not already on our subscription list, go to www.graphixmag.co.za and sign up for our regular newsletters.

As you may or may not know, we’re conducting an online survey to find out what our readers and advertisers think of Graphix, what they’d like to see more of and how we can improve the magazine. While we will publish the full results of the survey in a later issue, one item that emerged was that pretty much everybody wanted to see more local news content. Basically, all of you want to know what the other is doing without having to ask! So you’ll see that we only include news that impacts on the local industry in this issue.

Hopefully by the time you’re reading this you’ll have gotten over the excitement of seeing your name in print on our cover. Bytes used the latest in VDP technology to make sure that each of you received a personalised magazine and we’re thrilled with the results. Of course, a successful VDP campaign is useless without an up-to-date database, a subject addressed by Jaap Nieboer of Pitney Bowes on page 19.

Packaging is at the forefront of everybody’s minds this month, with the annual IPSA conference just ended and Propak Cape imminent. We preview the latter and give you some of the highlights from the IPSA conference.

And last but not least, you’ll see that the Graphix website (www.graphixmag.co.za) is being updated regularly, so please keep your news and photos coming through so that we can tell the industry what you’re up to. We’ve also created an Africa Print microsite, which features all of the latest news from the show.

You can send your articles to alison.job@infixion.co.za.

Spring is officially here!

Editor: Alison Job

Cover story

Bytes launches SilverlineLAB

Bytes has just launched SilverlineLAB, a rebranded, redesigned and refocused hosted services business. Specialising in the rapid deployment of rich personalised communication, brand collateral management and cross-media marketing services, the cloud-based service has been developed to provide applications at a monthly or pay-per-usage cost.

SilverlineLAB is set to go live with the Silverline Store, an offering for the print-for-pay market that seeks to print short-run, novelty personalised products such as calendars, greeting cards and other highly personalised documents. It offers them templates from which they can make a number of selections to individualise the product, upload their own database of data and logos into the design; in return they receive a PDF document which they can print.