



NASHUA (PTY) LTD
COMPANY
OVERVIEW

NASHUA 

saving you time. saving you money. putting you first.

NASHUA:

A FORTY YEAR LEGACY OF PUTTING YOU FIRST

Nashua's story is one that spans exactly four decades and incorporates everyone from Orson Welles to boxer Brian Mitchell, and everything from analogue copiers to cutting-edge multi-function and production printers.

NASHUA FACT Unlike its competitors, Nashua is a wholly-owned South African company as opposed to being an international manufacturer with local offices.



MISSION AND VISION

We are committed to strengthening our leadership position in office automation through total quality service by saving you time, saving you money, putting you first.



Through a combination of progressive shifts in terms of the company's core focus, strategic sports sponsorships, a strong focus on giving back to the community and the feel-good tone of the brand's marketing and advertising campaigns, Nashua has held the number one market position in Southern Africa for 25 years in the office automation market.

Never content to rest on our laurels, Nashua is looking boldly toward the next 40 years, which is what has prompted the company to shift its focus from "box dropping" to "solution selling".

Though the brand has evolved and changed considerably since it first started operating in 1973, one thing has remained constant throughout Nashua's journey, our iconic payoff line **"Saving you time. Saving you money. Putting you first."**

This commitment to service excellence, coupled with a long-term customer focus, is the DNA of Nashua's brand and is the reason why, 40 years on, Nashua continues to dominate the Southern African market.

NASHUA MD:

OUT THE BOX THINKING

If this is your first introduction to Nashua - welcome!
There are many good reasons why you should consider doing business with us, however, let me tell you simply what sets us apart as a company.



Nashua has come a long way since opening its doors for business in 1973 and as an organisation we are heading into a very exciting time.

We are currently embarking on a journey of transformation that will continue to nurture our long-standing relationships with our customers but at the same time take the brand to the next level.

Much has changed over the past forty years and we pride ourselves on being a business that moves with the times and constantly evolves with our customers. Twenty years ago we were retailing hundreds of fax machines and today they are largely redundant in the workplace.

We have progressed from selling simple black and white copy machines to providing Managed Document Services that incorporate the latest hardware and software technology and streamline business operations.

The brand has transformed itself from being purely product-focused to being positioned as a solutions-focused company that works with the client to increase business productivity, enabling our customers to stay ahead of their game.

Nashua's winning formula has, for example, enabled the successful reduction of USABCO's print costs by 30%, cut DR Naidoo's time to write up patient notes from 5 minutes to 30 seconds, and saves IT staff at Harry Gwala Municipality up to 30 hours per week. Kearsney College replaced their ageing printers and a cost-per-click solution has helped to reduce their annual printing costs by R200,000.

Within the education sector, Nashua has also partnered with the University of Cape Town, North-West University, Maritzburg College, Durban High School and the Open Learning Group, offering customisable document management solutions that have saved millions of rands while enhancing printing processes and workflow, putting the needs of staff and pupils first.

Nashua also works with logistics companies, real estate agencies, medical practitioners, municipality departments and retail stores, to mention a few, saving them all valuable time every day by increasing efficiency, while reducing costs. Our tried and tested brand motto "Saving you time. Saving you money. Putting you first" is still the benchmark against which we measure our achievements because it is a daily reminder to us of the single most important thing to our continued success: our customers.

We have partnered with global industry leaders to bring you the 'best-of-breed' technology that is supported by hundreds of customer-focused staff in their distribution channels and maintained by over 750 technicians.

We would not be able to do what we do without our dedicated and passionate staff who form the cornerstone of the company. Together, as we embrace the next chapter in the Nashua story, we strive to improve and revolutionise the way we do business and continue to grow the lasting relationships with our customers that have made Nashua the market leader that it is today.

A handwritten signature in black ink, appearing to read 'Mark Taylor', with a stylized flourish at the end.

Mark Taylor
CEO Nashua (Pty) Ltd

OUR JOURNEY:

ACHIEVING OPERATIONAL EXCELLENCE

Nashua's journey began in 1973 when Nashua South Africa was established as a subsidiary of the USA-based Nashua Corporation, whose main line of business was the sale and service of liquid toner copiers. Nashua was bought by the Barlows Group in 1983 and has been operating as a wholly-owned South African company ever since.





A decade later, with the unbundling of the Barlows Group in 1993, Nashua was acquired by the diversified Johannesburg Stock Exchange (JSE) listed electronics group Reunert Limited.

Reunert manages a number of businesses focussed on consumer electronics, electrical engineering, telecommunications, defence and asset-based finance. It regularly ranks among South Africa's top companies, with Nashua being one of its flagship brands alongside CBI-Electronic and Reutech.

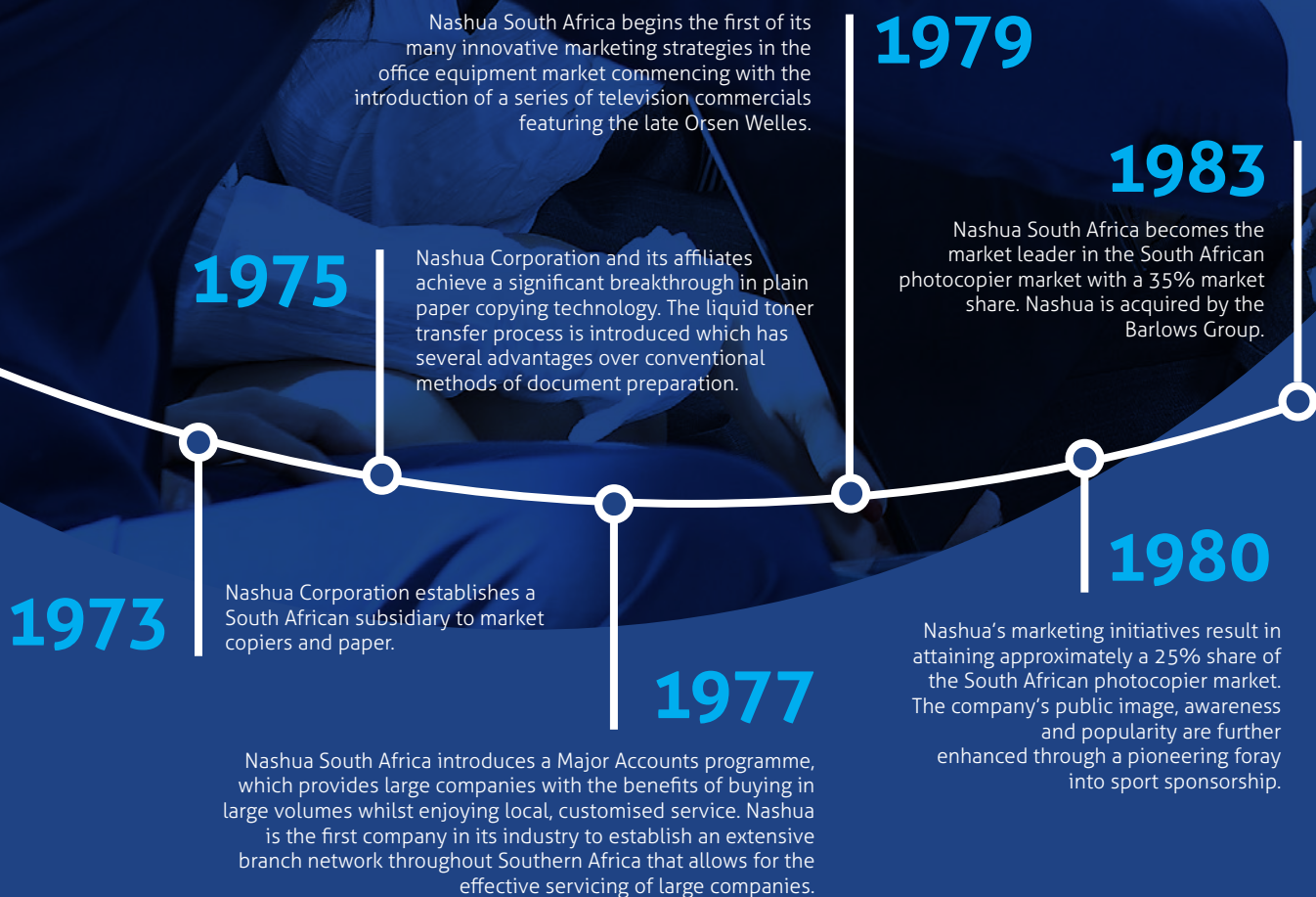
This acquisition has led to Nashua becoming the pre-eminent document solutions and office automation partner to corporate Southern Africa.

At Nashua we strive to provide our customers with peace of mind by offering comprehensive and innovative hardware and software business solutions such as Digital Storage, Variable Data Printing, Managed Print Services and Managed Document Services.

NASHUA FACT Nashua is able to provide customers with state-of-the-art technology from globally recognised and trusted sources.



NASHUA MILESTONES: MOMENTS THAT MADE US PROUD



2016

Became the Proud Partner to the Currie Cup.

2013

Nashua celebrates 40 years since the company first started operating in South Africa and looks to firmly establish itself as not only a market leader in office automation, but also Managed Document Services.

2007

An outsourcing and TCO department is launched. This is the company's first step towards shifting its focus from products to Managed Document Services (MDS).

2000

Nashua enters the millennium as South Africa's largest office automation supplier.

1998

The Nashua Group of companies' turnover exceeds R1 billion.

1997

Nashua pioneers the introduction of digital copier technology by launching the Aficio range of Ricoh digital copiers. A massive 50% market share is achieved in the launch year.

1993

Reunert acquires Nashua in the unbundling of the Barlows group.

1992

Nashua sponsors golfing sensation Ernie Els, launching him on his international professional golfing career. In the same year, Nashua's schoolboy valentine TV advertisement is voted the world's second most enjoyable ad at Cannes.

FRANCHISE NETWORK:

HOW TO FIND US



One of the factors of Nashua's success can be attributed to the decision made in 1981 to distribute its products and services through a network of exclusive franchises covering South Africa, Namibia, Swaziland, Lesotho and Botswana.



We have over 60 franchises strategically located nationwide that are autonomously managed by an experienced management team infused with the innovative and dynamic Nashua family spirit.

By providing sales and technical training for all its franchises, Nashua (Pty) Limited ensures that the group ethos of excellence in products and services remains constant and results in high levels of customer satisfaction.

We also play a key role in brand management, financial stability and group service standards with all our franchises that ultimately delivers a highly stable and efficient network of sales and service centres that leaves its competitors by the wayside.

This synergistic arrangement between Nashua (Pty) Limited and its franchisees ensures superior service and support that will enhance your business and continue to win customers for life.

Bethlehem	(058) 303-7881
Bloemfontein	(051) 410-7000
• Mangaung	
Botswana (Gaborone)	(00267) 391-2016
• Francistown	
• Maun	
• Juaneng	
Breedevallei	(023) 342-7481
• Worcester	
Cape Town	(021) 550-2000
Central	(011) 249-8000
Durban	(031) 940-9120
• Pinetown	
• Thekwini	
East London	(043) 743-3585
East Rand	(011) 422-4040
Eastern Cape	(041) 398-6000
• Port Elizabeth	
• Grahamstown	
George	(044) 874-5066
Highveld (Ermelo)	(017) 811-5828
Kimberley	(053) 807-5800
• Upington	
• Kuruman	
Kopano	(011) 232-8600
Kroonstad	(056) 216-7667
Limpopo	(015) 291-0800
• Polokwane	
• Tzaneen	
• Makopane	
Lowveld (Nelspruit)	(013) 753-2266
Maluti	(034) 315-1531
• Newcastle	
• Ladysmith	
Maritzburg	(033) 395-9100
• Pietermaritzburg	
Maseru (Lesotho)	(00266) 223-22737
Mpumalanga	(013) 249-8800
• Middelburg	
• Secunda	

Namibia	(00264) 613-206111
• Windhoek	
• Tsumeb	
• Walvis Bay	
• Keetmanshoop	
• Oranjemund	
• Oshakati	
Noordweste	(027) 213-2073
• Vredendal	
• Springbok	
North	(011) 777-0000
• Ferndale	
North East	(011) 458-7000
• Edenvale	
North West	(018) 468-8650
• Klerksdorp	
• Potchefstroom	
Paarl & West Coast	(021) 872-8252
• Paarl	
Rustenburg	(014) 592-0000
• Britz	
• Ellisras	
• Lichtenburg	
South Coast	(039) 682-1014
• Port Shepstone	
• Kokstad	
Swaziland	(002682) 518-5500
• Matsapha	
• Mbabane	
Tshwane	(012) 433-2700
• Pretoria	
Tygerberg	(021) 937-8100
• Platteklouf	
Vaal	(016) 980-6400
• Vanderbijlpark	
Welkom	(057) 357-5884
West Rand	(011) 670-3000
• Weltevreden Park	
Winelands	(021) 851-7799
• Somerset West	
Zululand	(035) 799-1300
• Richardsbay	



SERVICE:

EFFICIENT EXCELLENT SUPPORT

Nashua's mission statement "Saving you time. Saving you money. Putting you first" is known to every employee and sets the benchmark for our level of service performance.



In the Southern African office automation market, competition is intense and Nashua is acutely aware that the quality of after-sales support and service remains one of our customers' primary concerns. We pride ourselves on providing a tailored service that perfectly fits our customer's requirements and is within their budgetary constraints.

Nashua's after-sales service and preventative maintenance programme are supported by an extensive network of service workshops and the most up-to-date computerised field service system.

We have skilled and efficient service teams ready to respond to any problem whether the device is located in South Africa, Botswana, Namibia, Lesotho or Swaziland. Our systems are designed so that all our customer's installations operate at peak efficiency and whenever unscheduled maintenance is required, a centrally managed service division strives to keep downtime to a minimum while attending to the problem.

NASHUA FACT Nashua developed a "Mobile Automated Service Call Management System" (MASC) which allows engineers to receive and complete their service calls using a GPRS driven PDA system.

SOLUTIONS:

THE WINNING FORMULA

Over the course of its 40-year history, Nashua has built a reputation as a brand leader in the Southern African office automation market.



NASHUA FACT Nashua successfully reduced Avis' printing volume by 55% with 65 000 fewer documents printed each month by implementing Managed Document Services.

To maintain and strengthen that reputation, Nashua has broadened its offering to offer its customers not only the very latest technology, but also the workflow and document management systems to use that technology to its full potential.

This focus on Managed Document Services (MDS) is in line with the Nashua's commitment to providing solutions that allow its customers to better manage their operational costs, productivity and time management, whilst keeping up to speed with the fast-paced business environment.

Nashua's Solutions Consultants have a wealth of technical expertise on not only each product that Nashua markets locally, but also on how to build systems around those products that integrate seamlessly with an organisation's existing document workflow structures.

NASHUA CURRENT SOLUTIONS OFFERING INCLUDES:

- Document management software
- Print management and cost recovery software
- Device management software
- Variable data printing and specialised software
- Black and white multifunctional printing devices
- Colour multifunctional printing devices
- Black and white laser printers
- Colour laser printers
- Wide volume printing devices
- High volume production printing devices
- Facsimile machines
- Digital duplicators
- Nashua Voice - Lite, SIP, SME
- Lite Internet Access
- Enterprise
- Business Internet Access
- PBX - Nashua Virtual PBX (VBX)





NASHUA:

OUR PEOPLE

There is no doubt that Nashua's employees have played a large part in the company's success over the past 40 years. They are more than just nine-to-fivers, they live the Nashua brand, they're our greatest marketers, ambassadors and supporters.

Our employee's happiness is a high priority for us at Nashua and as such there is a keen focus on developing each and every member of the Nashua team to their full potential.

Nashua prides itself on its training programmes, team building activities and employee reward programmes in an on-going effort to retain our staff and reward their excellence.

NASHUA FACT Most of the current members of the Nashua management team started in Junior positions until ultimately becoming the directors of the company.



OUR CURRENT TEAM CONSISTS OF:

1. A professional sales team: We utilise our unique perspective on the client's business and ability to engage in robust 2-way dialogue to establish competitive differentiation with new or existing clients. Continuous service improvement within the client's environment ensures they continue to be receive solutions at the forefront of the industry.

2. A pre-sales team of solution architects: By analysing client requirements and industry trends, we understands our clients' needs by applying industry best practise consulting methodologies aligning to the customers economic and value drivers.

3. Nashua's in-house solutions development team: By working closely with our strategic global partners offers Nashua the ability to deliver

bespoke middleware integration and customisation of new solutions and services.

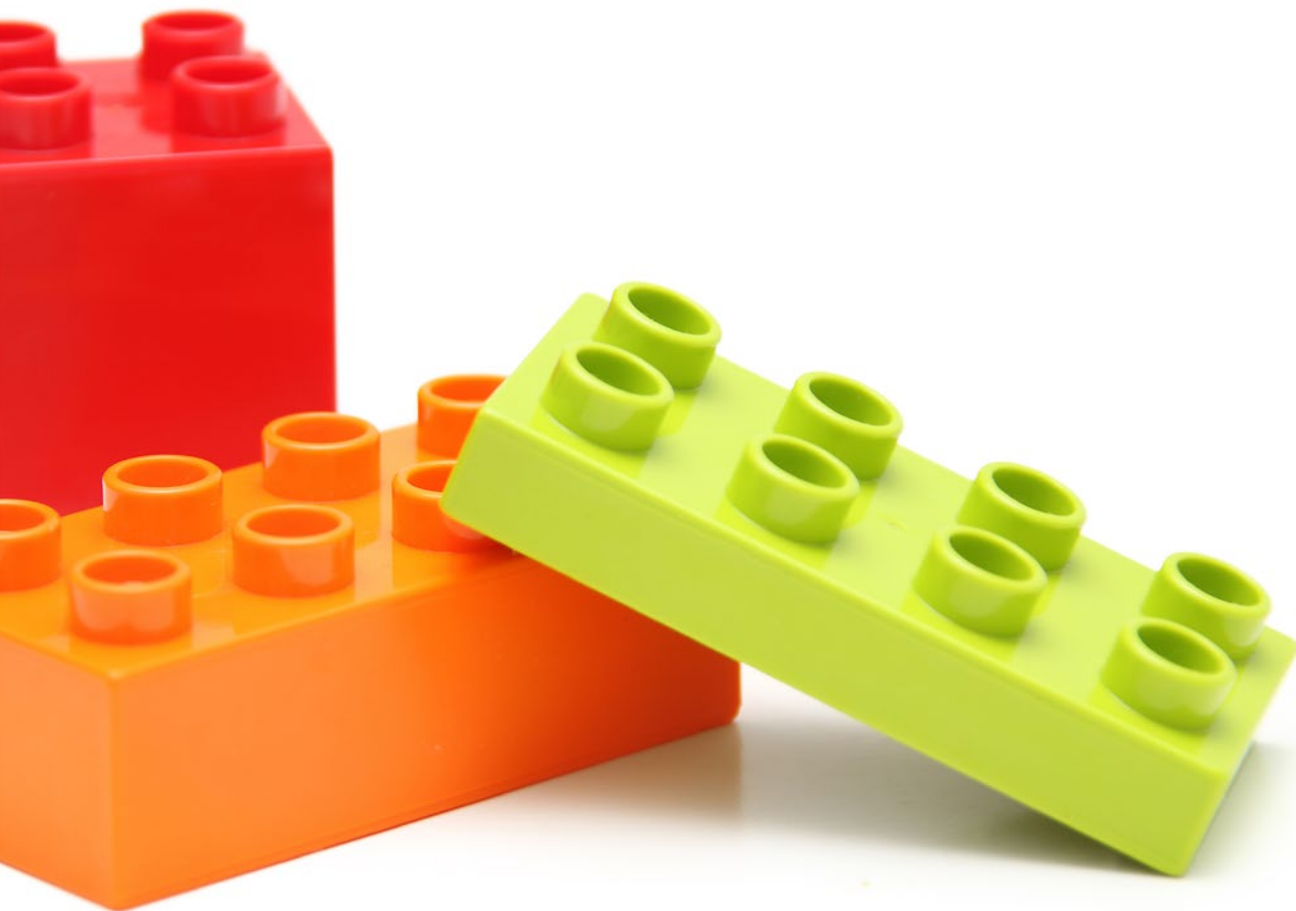
A post-salesteam: Utilizing Prince2 project management practices ensures the seamless implementation of the solution that streamlines business workflow thereby increasing client productivity. This team is also responsible for Service delivery management through structured SLA and service contracts as well as training to the end-user.

5. A solutions administration team: That acts as the glue behind the scenes. The members of this team are responsible for documentation, general office administration, and order processing.

GIVING BACK:

CORPORATE SOCIAL RESPONSIBILITY

The Nashua Children's Charity Foundation (NCCF) manages the company's corporate social responsibility projects and has been doing so since its inception in 2006.



NASHUA FACT Thanks largely to the work the NCCF does, Nashua has an Empowerdex rating of 95%.



The director of the NCCF was involved in the charity work that Nashua carried out over 25 years ago, long before companies began getting involved with CSI projects as a means to boost their BEE ratings.

As the volume of requests for help that the company received grew, Nashua realised there was a real need to formalise the process, at which point they turned to the current director for her help and guidance who gladly accepted that responsibility and founded the NCCF.

The NCCF provides the following:

- Food and groceries
- Education (which includes school uniforms, stationary and educational equipment and assistance with school fees)
- Building and renovations, and
- Outings and entertainment

The NCCF currently assists approximately 72 charities and 15000 children with 600000 meals every month that include two meals a day and a school lunch pack per child.

Under education, the NCCF supplies school uniforms, transport, school stationary, school bags, educational toys, and tables and chairs to everything from the special needs schools to day-care centres and pre-schools.

When it comes to building, in 2013 alone, the NCCF assisted with 12 builds, installing ablution facilities, girls' and boys' dorm rooms, bunk beds, electrical, ceiling boards, tiling, carpeting, built to fit cabinets and kitchens into orphanages, safe houses, outreach centres, day-care centres, crèches and special needs homes.

Lastly, in terms of outings and entertainment, the NCCF takes children from all over Gauteng to a variety of places. These include Sun City Valley of the Waves, Gold Reef City Theme Park, Monte Casino Bird Gardens and Jet Stores where they do an annual shopping spree with 50 children in 8 provinces that is attended by SA celebs like Danny K, Kabelo and PJ Powers.

Corporate Social Responsibility is part of Nashua's heritage and always will be. We are proud to be associated with the charities we support and to work with men and women who have dedicated their lives to making South Africa a better place for its future leaders.

BEE:

DIVERSITY IN THE WORKPLACE

Nashua (Pty) Limited prides itself as a progressive employer with the philosophy that the right fit should be placed in the right job. During 2015, the company was evaluated as a level three contributor to B-BBEE according to the Information and Communications Technology Sector Code.





Historically, Nashua has performed well in terms of equal opportunity employment, promotion, ownership, preferential procurement and enterprise development and a case in point is the late Bernard Munyai who was appointed as Nashua's first Regional Manager. Bernard was a determined employee who completed his B-Com degree while working his way up from Truck Driver Help Assistant to Credit Controller.

Bernard went on to form a company with Peter Mbolekwa trading as Kopano Copier which strategically merged with Nashua (Pty) Limited in 2002, which resulted in the opening of the Nashua Kopano franchise. Today this franchise stands as an independent black-empowered company with a formidable client base and a BEE level two score.

Determined to support pillars of empowerment, special attention is currently being provided within Nashua (Pty) Limited to management, employment equity, skills and socio-economic development.

A specialist transformation manager handles the implementation of all strategy and is dedicated to improving the company's overall B-BBEE score.

Nashua is also in the process of implementing a skills training programme that will be the first of its kind in the office automation industry. The company along with its franchises believes in employee development and this programme will be used to train both prospective and existing employees, allowing them to be promoted internally through the ranks while ultimately improving customer service and satisfaction.

At Nashua (Pty) Limited, Black Economic Empowerment is not just lip service but a practical implementation of its empowerment policies. By creating leaders and managers par excellence, Nashua (Pty) Limited remains the stand-alone market leader in the office automation market.

THIS IS HOW:

WE'RE IMPROVING OUR ENVIRONMENT

Nashua is acutely aware that its success depends on its ability to meet higher environmental standards and that an environmentally friendly workplace coincides with improved environmental responsibility and an expanding market position.

NASHUA FACT As leader of office automation and supplier of printing devices, Nashua continually strives to reduce the impact that its activities, products and services has on the environment.



On 28 July 1995, Nashua (Pty) Limited obtained our ISO9001:2008 certification, thereby ensuring that we adhere to the International Standard for Environmental Management Systems. We are committed to partnering with suppliers that share this vision and are compliant with these high standards.

Customers can rest assured that Nashua considers its environmental impact reduction in all business operations and that their devices contribute to limiting the environmental impact in every phase of their lifecycles so that their carbon footprints are reduced.

Nashua is working towards solutions that include:

- Sending zero waste toner to landfills
- Completely eliminating the use of environmentally sensitive substances in its products
- Developing practical application technologies for alternative paper and rewritable paper
- Restricting the increase of greenhouse gas (other than CO₂) emissions to a maximum of 1%
- Reducing the emissions of ozone-depleting

substances by 60%

- Reducing generated waste by at least 13%
- Improving its waste recycling rate to 90%
- Completely eliminating designated environmentally sensitive substances used in suppliers' manufacturing processes
- Reduction of usage of natural resources

Our success stories in our environmental journey are numerous and include Ricoh reporting in 1999 that waste from its Numazu plant in Japan had been reduced to "zero to landfill" – at savings to the company of almost \$500,000 a year. We use energy-saving, user-friendly QSU (Quick Start Up) technology in our latest models of copiers, realising a saving in energy consumption of some 40% over earlier models. Our new PxP toner is organically produced and saves over 30% of the energy normally needed for production and recyclable plastics and energy-efficient engines are also used whenever possible. Designed for rapid de-manufacturing, Ricoh products require much less energy than usual in the recycling process.

These are just some ways that Nashua focuses on combining ecology with sound business considerations for maximum benefit to customers.



putting you first...

For more information please visit

 www.nashua.co.za

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