



***GRAPHICS AND SIGNS***

PROUDAFRIQUE PTY(Ltd) T/A

**Presenting**

January 10, 2011

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**Alfresco Graphics and Signs**

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**CREATIVITY**

## Introduction

Alfresco hosts a full range of creative services, full of big ideas and innovative strategies. And we focus on strong, healthy relationships with our clients.

Since our start in 1997, owner Dr Chris Adendorff has formed a sharp party of designers, copywriters, large format print operators, account managers and sign manufacturers, a large team whose collective skills and experience form a broad base of creative talent and professional client service.

We design and create successful branding and advertising campaigns for clients, we believe every project should start with the Big Idea: A concept so powerful and compelling that it works well with our media of choice, from Large Format Printing to electronic formats and beyond.

Highly accomplished in business planning, advertising, quality digital printing, product introduction and creative, strategic branding. We provide services in business to business, destination, retail, tourism and packaged goods, cd rom design and production, and brand development and implementation. And our staff of seven marketing and advertising professionals share a cooperative expertise in account management, creative management and production, electronic and traditional media management, public relations, logistics and administration.

## Industry Awards

Alfresco's smarter - innovative strategy has paid off. It shows in the success of our clients and in Alfresco.

Following is a short list of industry awards we have won in just the past few years

- 2002 Aida Journal of visual communications
- 2002 Print Institute of South Africa (3:best of category)
- 2003 Coca-Cola print quality, National Gold award (since 1998)
- 2005 SAB MILLER INTERNATIONAL quality assurance award
- 2005 Plascon high quality CMYK print award
- 2007 National print magazine
- 2008 CCSABCO Coca-Cola visual intrigue silver award
- 2009 National printing house craftsman (2)

During our years in business Alfresco has received numerous other National, regional and local awards for Advertising, Print and Design presented by such prestigious organizations as Design Machine, CCSABCO visuals, AIDA and SAB MILLER International.



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### Accounts

### Related Experience

Our many clients include businesses in the private and public sector with programs directed at local, regional, national and even international levels

Below is a list of our clients, duration of our association and the projects we handle for them.

- **SABCO Coca-Cola, South Africa (February 1997 to present)**

All Marketing and Advertising programs, Copywriting, Design, Print Advertising and Sign manufacturing and Installation - Turn Key.

- **Coca-Cola FORTUNE, South Africa (February 1997 to present)**

All Marketing and Advertising programs, Copywriting, Design, Print Advertising and Sign manufacturing and Installation - Turn Key.

- **SAB MILLER INTERNATIONAL (August 1998 to present)**

All Advertising and Marketing, all Design and print needs, Sign manufacturing and Installation - Turn Key.

- **BRANDHOUSE South Africa (June 2008 to present)**

All Marketing and Advertising programs, Design, Print Advertising and Sign manufacturing and Installation - Turn Key.

- **Rip Curl, Eastern Cape (March 2007 to present)**

All Interior and Exterior sign manufacturing and Installation, Image Resampling  
Large Format printing

- **BillaBong, Eastern Cape (January 2008 to present)**

All Interior and Exterior sign manufacturing and Installation, Image Resampling  
Large Format printing

- **FIFA WORLD CUP - Access Management, Nelson Mandela Bay Stadium (February 2009 to December 2010)**

Branding program, all Design and Print needs, Interior and Exterior sign manufacturing and Image Resampling.

- **Access Management, Nelson Mandela Bay Stadium (February 2009 to present)**

Branding program, all Design and Print needs, Interior and Exterior sign manufacturing and maintenance there of.

- **YOGA SHALA**

Designing of Logo's and Exterior Signage



## Project Clients

These are clients that do not require full-time marketing services and for whom we handle projects only.

- Adendorff Architects (2000 to present)
- NAMAQUA National (2006 to present)
- Prestons, Eastern Cape (1994 to present)
- Bigdaddy's Liquors, Eastern Cape (1994 to present)
- Pool City, Eastern Cape (2004 to present)
- Savuti WildLife Living (2010 to present)
- AIRCONTROL (2008 to present)
- Platinum Productions (2000 to present)

## THINK TANK

We have gathered an unprecedented collection of talent, and we operate according to the theory that creativity cannot (and should not) be tightly defined.

So, while one point-person heads each account with a select creative team, all of our creative resources are at the call of every one of our clients.

And we work close to the bone. Its what sets us apart from our competitors and what sets our clients apart from theirs.

ALFRESCO owner Dr. Chris Adendorff will have overall responsibility for all agency services: Art Directon, Design, Copywriting, strategic planning and branding, Digital Press Production, Book binding, public relations and media planning.

Along with the rest of the ALFRESCO creative and account staff, other key staff responsible for performance of any contract resulting from this RFP will be Dean Du Plessis

## THINK TANK - TEAM

**Dr. Chris Adendorff** - Managing Director and Creative Director

**Dean Du Plessis** - Art Direction and strategic planning and branding

**Sean Kroon** - Design and strategic planning and branding

**Emma Landles** - Design, Marketing and promotions

**Katherine Wilkinson** - Design, Copywriting

## Large Format Print Specialist

**Innocent Musariri** - Print Media Specialist and CMYK Resampling

**Dean Du Plessis** - Printing Specialist

**Sean Kroon** - Printing Specialist



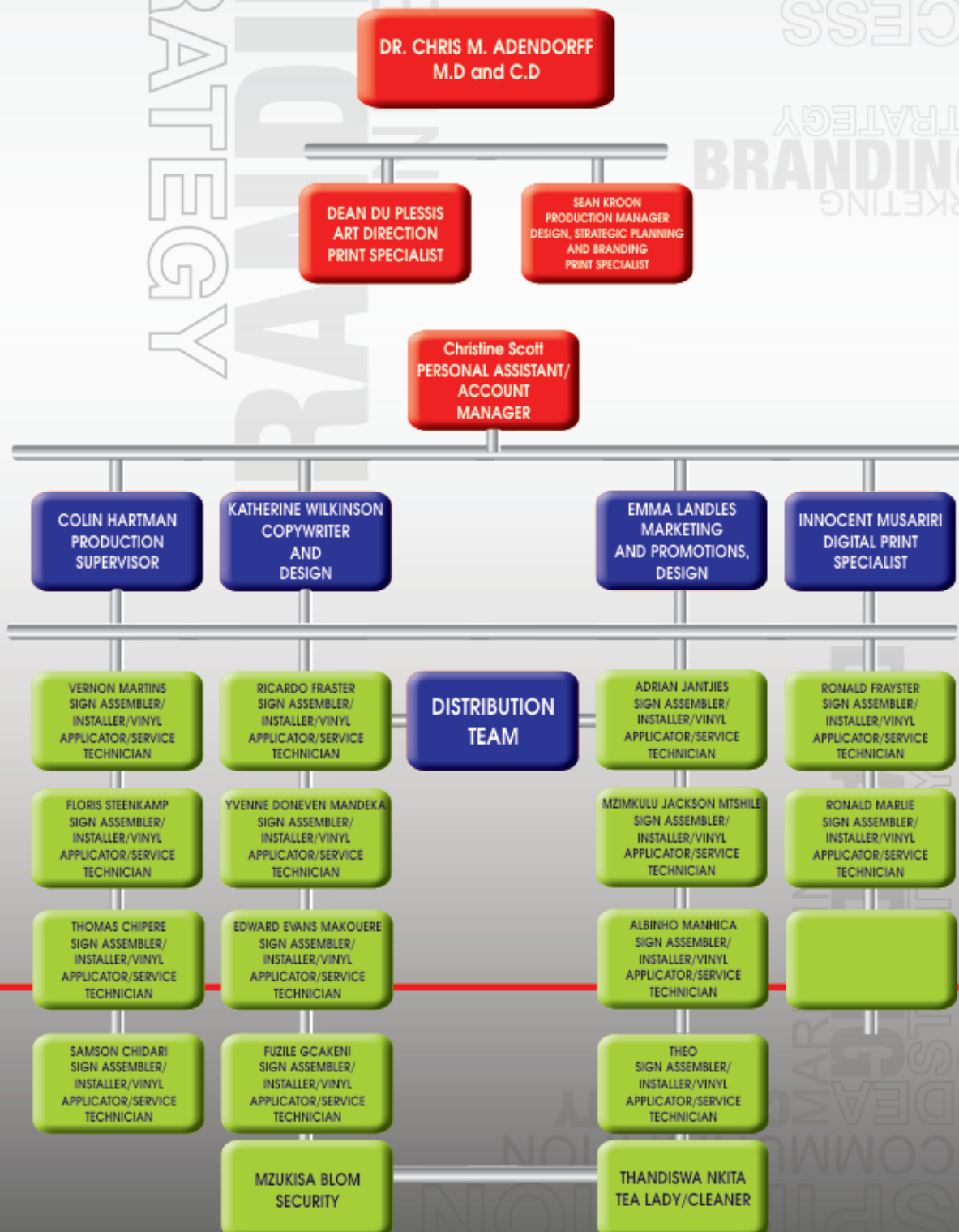
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### SERVICE PROVISION | PRODUCTION TEAM

Our sharp and dedicated production team consists of 21 employees which are responsible for the overall distribution of the end product, whether it be the installation of signage, Manufacturing of advertising stands and digital print application of the chosen media.

In summary, We will pull together the best team from our staff for each individual project. Resumes are available upon request.





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## **GREEN INSPIRATION**

We opted for sustainable manufacturing and green design solutions which both protect and enhance the environment . The Alfresco Green Projects program celebrates projects that are the result of a thoroughly integrated approach to architecture, signage design, natural systems and technology, and make a positive contribution to our communities, improving the comfort of building occupants and reducing environmental impact. We do this through strategies such as reuse of existing structures, the use of sustainable or renewable construction materials and products, connection to transit systems, low-impact and regenerative site development, energy and water conservation and design that improves quality

Key Idea's for Green Inspiration Projects are:

- Strengthen building codes and energy labeling for increased transparency.
- Encourage intergrated design approaches and innovations.
- Develop and use advanced technology to enable energy saving behavior.
- Develop workforce capacity for energy saving.
- Mobalise for and energy-aware culture.

We are also proud to be associated to Ecospecifier South Africa.

## **COMPANY INFORMATION**

### **Ownership**

Dr. Chris Adendorff, Alfresco Graphics and Signs  
**PROUDAFRIQUE PTY(Ltd) T/A**

### **Location - South Africa**

32 Military Rd, Central 6000  
Port Elizabeth, Eastern Cape  
South Africa  
PO.BOX 22736

### **Number of Employees**

Twenty Seven(27)

### **Point of Contact**

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